

RELIABLE

A car at a low price is a high-priced car if you do not get SATISFACTION. You can depend on getting both LOW PRICE and SATISFACTION when you purchase your car from us.

600 Used Cars to Choose From

- SUPER SIX HUDSON Cabriolet, run only 1900 miles, mechanically perfect.
- PACKARD TWIN-SIX Touring, 1-35 model, 7 new A-1 condition.
- 1917 MITCHELL SIX Touring, used very little.
- 1916 CADILLAC TOURING, tip-top shape, loss of tires, low price.
- 1916 OLDS Touring, used only four months.
- 1916 STUDEBAKER SIX Touring, 7 pass., new tires, excellent condition.
- 1916 BUICK 8 Roadster and touring car, fully equipped, low price.
- 1915 METZ Touring, excellent condition.
- OVERLAND Touring Car and Roadster, full equipped, as low as \$325.
- 1916 HUPMOBILE Touring, perfect condition.
- 1914 GRANT SIX Touring, A-1 shape, \$150.
- 1916 SAKON SIX Touring, used very little.
- 1915 SCRIPPS-BOOTH Roadster, very snappy.
- 1916 HUDSON 6-40 Roadster, two extra tires.
- 1916 MAXWELL Touring, equipped, \$375.
- 1916 CHALMERS Touring, best six, equipped, fully equipped.
- 1917 VEIPE SIX Touring, brand new.
- 1916 CHEVROLET Touring Cars and Roadsters, tip-top mechanical condition.
- 1914 OAKLAND \$300 up.
- 1914 CHRYSLER \$375.
- 1916 CHRYSLER Bargain.
- 1914 MERCER Roadster, very fast.
- 1916 PAIGE SIX Touring, tip-top condition, excellent little.
- 1916 DODGE Touring Cars and Roadsters, tip-top shape, low price.
- 1916 PLYMOUTH Touring, equipped, \$325.
- 1916 METZ Roadster, A-1 shape, \$225.
- 1916 APPELSON Touring, very little used.
- BUICK Touring, 26-H. P., equipped, \$275.
- HUDSON Roadster, 26-H. P., \$275.
- WHITE Touring, 7 pass., A-1 shape, \$400.

Trucks & Delivery Wagons, 1/2 to 5-ton capacity
RELIABLE AUTOMOBILE CO.
(All That the Name Implies)
249-251 North Broad St., Philadelphia
Open Sunday 9 to 2 Agents Wanted

A GOOD FRONT AND AID TO BUSINESS

Display Windows and Neat Salesrooms Influence Sales Says Reo Sales Manager

"No use talking," says R. C. Rueschaw, "an attractive sales room has just as much to do with the sale of automobiles as any other commodity."
"Since we've dolled up our store on Broadway, and washed the windows, mopped the floors and dusted off the furniture in the Chicago place when we made it a branch, business has actually quadrupled at those two points."

"I don't know why people ever have imagined they could sell goods in unattractive surroundings, because every salesman knows that gloom is contagious and that whatever optimism a customer may have had when he comes in out of the sunshine, is quickly dispelled by the darkness and disarray of the average automobile sales room."

"I suppose one reason for the prevalence of this condition among automobile dealers is the fact that automobiles were originally sold in a machine shop. Gradually it became a 'garage,' and it was several years before the owner felt that he could waste a little space in the front and put a plate glass window in to 'show' the cars."

"When I think of the conditions under which the customer used to buy his automobile in the early days, I marvel at his hardihood."
The "demonstrator" usually stood near the back end of the garage so as to be close to the exit, and was hedged in on both sides and in front by cars in various stages of disassembly and repair. Broken parts and grease littered the floor and the atmosphere was conducive to anything but a sale.

"Of course the answer is that demand has always greatly exceeded supply despite the fact that each successive season some timorous ones have hollered wolf and worried about where all the automobiles would go to."

"For several years the Reo branch in New York was around the corner on the back street, and we really felt that we were making money by saving on the rent. Truth to tell, it took us a long time to persuade ourselves to pay a Broadway rental, but when we did, we went after it in the usual Reo way—we bought the best there was."

"I verily believe that the corner of Fifty-fourth and Broadway is the best location on Manhattan Island, and while it hasn't increased our wholesale business materially, the retail end of it has increased by leaps and bounds."

"Even the truck sales increased tremendously within the first month, showing that the man who wants an article and knows he wants it, still wants it a little harder when it is brought before his gaze and in attractive surroundings."

"We Reo folk are not believers in the branch having systems as a general rule; but recently we made up our minds we ought to have a branch in Chicago, as we have in New York, so we took over the lease and dolled up the place there. The result was startling; in the first week the increase of business showed that the move was right. And it has steadily increased ever since."

"The improvement in automobile sales rooms during the past year has been very noticeable. The matter of lighting has developed into quite a problem, the great depth of the window resulting usually in a mirror effect instead of transparency."

"Notice the ladies who stop in front of automobile show windows to adjust their hats to see if their hair is straight, and you'll see that the average front is a better mirror than show room."

Architects are now specializing on automobile show rooms, and in the near future these will add to the attractiveness of our cities instead of constituting an unharmonious effect in the general scheme as they too frequently have in the past."

Price of Packard Twin Six to Be Increased

The Packard company have just announced an increase in the price of their cars. The increased prices apply to all orders for delivery after February first, 1917, also to deliveries before that date after the present lot of "Twin Sixes" are sold, consisting of about one-half the season's output. That means for a short indefinite period it will be possible to purchase a "Twin Six" at the original price for delivery before February first. All cars are quoted subject to change without notice and there is a limited number of cars unsold constructed of material purchased on a lower market, but as soon as these are disposed of, the increased prices will be in effect. The advance on the 2-25 is \$185 and on the 2-35 \$235.

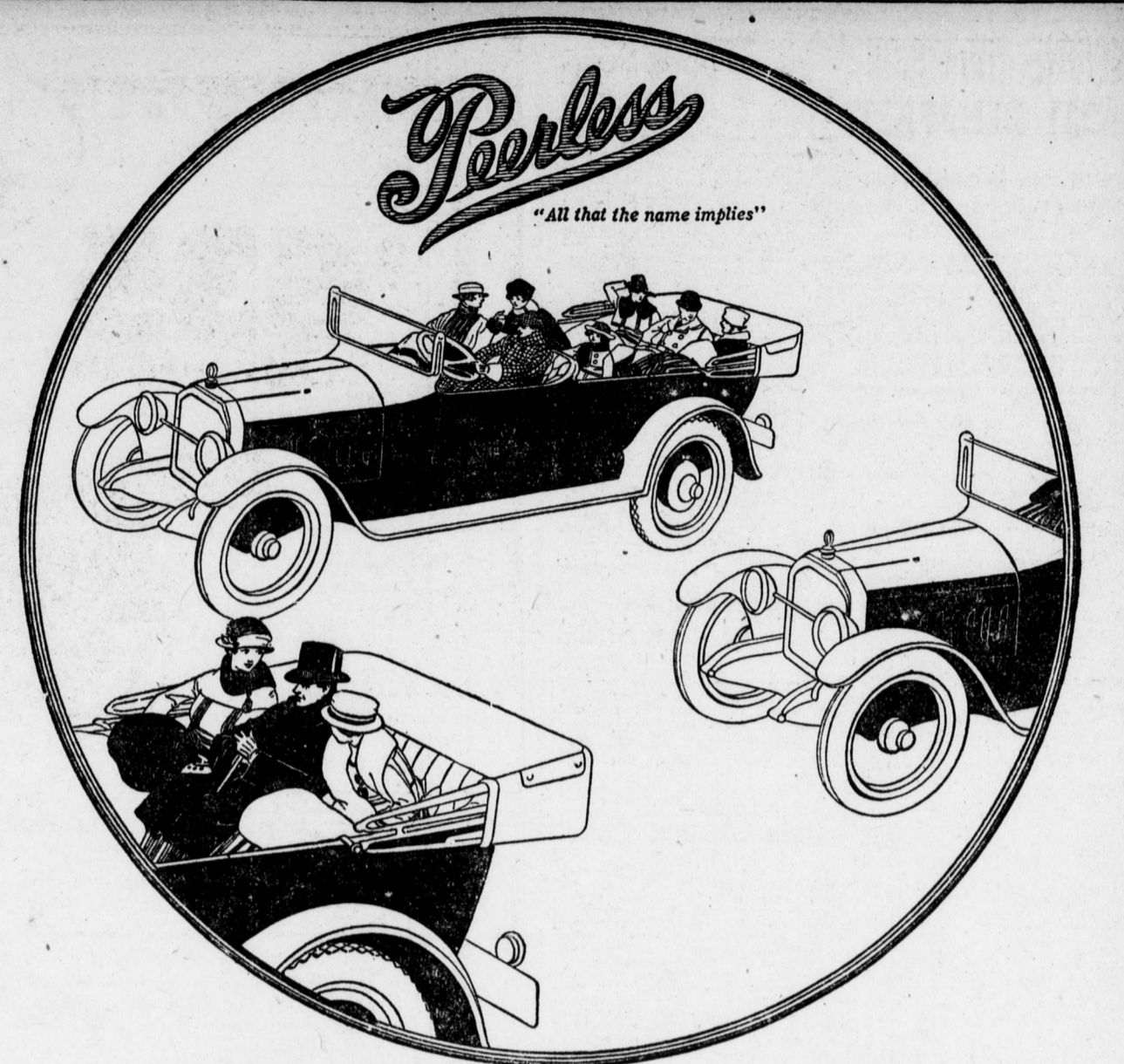
In explanation of the price advance, B. B. Harrington, manager of the local branch, made the following statement: "When the price of our new series 'Twin Six' was made, it was consistent with the cost of materials on hand at the factory and under contract for about one-half of the season's output. However, owing to the persistent advance in the cost of practically all the materials entering into the manufacturing of motor carriages, and in order that we may continue to maintain the highest quality, it has become necessary to make this price adjustment."

Mr. Harrington states, "The past week have been an extremely busy one for the Harrisburg branch, as a great many customers are taking advantage of this opportunity to purchase before the advanced price goes into effect."

HIGH DIVE ON MOTORCYCLE

The old nursery rhyme about the cow jumping over the moon came about as near being exemplified in real life as is possible in the remarkable feat enacted by Hugh Campbell at Walla Walla, Wash., in connection with a home festival. Campbell's thrilling stunt was entirely unpremeditated, he assures his would-be admirers. As a special attraction for home week, the automobile dealers had built an incline of about 80 feet to the grade up to the front of one of the leading agencies to be used for hill climbing contests.

Campbell watched the auto drivers in their efforts to negotiate the entire distance up the almost vertical board walk and decided to make a try at it with his Harley-Davidson motorcycle. From a standing start he shot up the improvised hill so fast that his throttle hand became paralyzed with the result that he continued up the side of the building and over the ledge of the roof. As the motorcycle bounded over the ledge, Campbell only collected his thoughts and managed to slide off of the motorbike, turned aeroplane, scarcely a moment too soon, for the machine crashed through a sky light and landed amidst a shower of debris on the sales floor of an automobile agency and on the exact spot occupied only a moment before by a salesman.



A "Sporting" Range of Power Without Extravagance

A few cars of the utmost class and distinction—like the Peerless—have a great range of power.

These are the cars that are capable of great speed and rough work.

But the Peerless Eighty Horsepower Eight alone, among the cars of real class, has two separate and distinct power ranges—

A "loafing" range for all ordinary driving and—

A "sporting" range for great speed and emergencies.

In its "loafing" range it uses about half the fuel that you would naturally

expect a car of its size and power to consume.

But you have only to open the throttle wider to call upon its "sporting" range and utterly change the whole character of the car.

Now you have at your command speed, endurance, "class," which only the very exceptional car can show.

But the Peerless eight uses fuel on a par with cars of this class only in its "sporting" range of power.

It gives you absolutely everything in motor car performance—but without the

extravagance which you must tolerate in such other cars as are capable of giving as much.

Exceedingly few cars can give you as much—none more.

In every sense of the word it is a gentleman's car ready to answer his social requirements with grace and distinction but equally ready to respond fully to his sporting requirements and without the extravagance which such a range of performance otherwise involves.

Let us show you this remarkable car.

- Three passenger Clover Leaf Roadster . . . \$1890
- Six passenger Touring Sedan . . . \$2750
- Seven passenger Touring Car . . . \$1890
- Seven passenger Limousine . . . \$3260

KEYSTONE MOTOR CAR CO.,

Harrisburg, Pa. 59 to 103 S. CAMERON STREET C. H. Barner, Mgr.

The Peerless Motor Car Company, Cleveland, Ohio

Peerless Eight

Nash Brings Out New Jeffery Sedan Model

The decided tendency of the motor car buying public toward enclosed cars is further emphasized by the announcement of two new Jeffery sedans by the Nash Motors Company of Kenosha, Wis. Simplicity, comfort and stylish elegance are combined in the new models—four and six cylinder types—and the tops are removable for summer touring. Both models have ample accommodations for seven passengers.

Haynes Makes Largest Shipment to One Dealer

With a single trainload of fifty cars of automobiles, the Haynes Automobile Company broke all records for shipment to a single distributor last week. The consignment of motor cars went to the Haynes agency at Kansas City for winter distribution in the prosperous "Heart of America." Half of the trainload of five and seven passenger Haynes Light Six touring cars went to fill waiting orders and the remainder has been immediately contracted for.

Automobile men the country over regard the trainload shipment at this time of the year as having more than usual significance.

The drawback to the automobile industry since its early days has been its seasonal character and the necessity of depending on the momentum of the business in late spring and early summer carrying both the dealer and the manufacturer through the duller winter months. The trainload shipment plainly indicates that this circumstance is rapidly giving way to more favorable conditions. The increase of winter driving largely accounts for this. The motor-using public, with the improvement of starters and motors and the added convenience of the demountable ton, is coming to depend on the automobile for a winter conveyance even in rural districts. Better and lower priced closed cars have also furthered the cause of winter driving and autumn sales.

MRS. LOLA V. MEISLING

Mrs. Lola V. Meisling, 25 years old, died last night of typhoid fever at the home of her uncle, John F. Quigley, 2136 Penn. street. She is survived by her uncle and her husband, Andrew J. Meisling. The body will be taken to Frederick, Md., this afternoon by Undertaker Sourlier, where services will be held and burial made on Monday.

WELL MADE; ACTIVE; SEATS 7; \$1280

Quality runs through the 7 passenger 6-30 Chalmers like a vein of gold in a mine. That is one reason for its supreme ability in action.

The price is very low on this car—\$1280 until November 30. After that \$1350.

(All prices f.o.b. Detroit.)
Keystone Motor Car Co.,
59 to 103 S. Cameron St.
Harrisburg, Pa. C. H. Barner, Mgr.

