

AUTOMOBILE NEWS

TIMELY LOCAL FEATURES OF INTEREST TO AUTOISTS

BY ALFRED P. DAVIES, AUTO EDITOR.

E. L. COWDEN MARYLAND APPERSON DISTRIBUTOR

One of the recent big pieces of automobile news to break in this section in the past few days is the announcement of E. L. Cowden to the effect that he has been appointed Maryland Distributor for The Apperson Jack Rabbit Motor Car. Mr. Cowden is the local distributor for these cars trading under the name of the Keystone Sales Company. This company was organized last fall with E. L. Cowden, G. G. Golling and W. P. Grove in partnership.

Mr. Cowden has been the local distributor of Apperson Cars for a number of years and covered an extensive territory. In going to Baltimore where his new headquarters are located he will trade under the name of the Apperson-Baltimore

Company and have a partner, William T. Taylor. He will spend only a part of his time in the Maryland metropolis, remaining here at least three or four days a week.

This new company have secured one of the best salesrooms in the best location in Baltimore. It is situated on the intersection of Madison and Eutaw streets. It is here that all the big automobile dealers have entered and is counted as one of the classiest of Baltimore locations.

A. SCHEFFMAN FORMS NEW COMPANY WITH S. LOCK

A. Schifman, proprietor of the Chelsea Auto Wrecking Company of 22-28 North Cameron street, announces that he has formed a company and taken in partnership Samuel Lock. For the past few years Mr. Schifman has conducted an automobile wrecking establishment and deals entirely in buying, selling and exchanging used cars, parts, tires and tubes.

When first starting he was located at 1019 Market street in what is now part of the Selden Truck Distributors machine shop. The business grew to such proportions that he was forced to locate in larger quarters and last June he leased the entire three story building at his present location. This work has now grown to such an extent that Schifman could not handle it alone. With the help of Mr. Lock the Chelsea Auto Wrecking Company will do a general automobile repairing business, making a specialty of electrical work in

conjunction with the wrecking business.

I. W. DILL PLACES 34 REPUBLIC SINCE JAN. 10

I. W. Dill of the Pen Mar Auto Company, local distributor for the Republic truck made an interesting remark to a number of business men the other evening. It was to the effect that he has sold 34 Republic Trucks since January 10, 1919, and speaking of his business Mr. Dill is always very reluctant to give any data that will show the tremendous business that he is doing and in the statement he made at the business men he said that he could and would willingly furnish the names of the purchasers of these trucks.

Mr. Dill gives most of his attention to wholesale work. He covers a large territory in Central Pennsylvania and places a large number of Republics each year. In the sale of 34 in about a month's time during the winter season, Mr. Dill says that it is a record that he has never reached before.

ARMLEDER AND RAINIER TRUCKS TO BE AT TRUCK SHOW

The Harrisburg Welding and Brazing Company, local distributors for Armleder and Rainier Trucks announce that they will have different models of both these trucks on display in the big truck show to be held in the warehouse of the Overland Harrisburg Company at Twenty-sixth and Derry streets, March 24, 25 and 26.

Both these trucks have been the cause of much favorable comment since this firm has become the distributors. The Armleder is made in various models to cover any kind of heavy hauling work. One of the slogans used extensively by the Armleder Company in its advertising is "Decisive Superiority." They claim this superiority in spring, radius rod, frame, radiator, wheel, hood, fender and stop, power plant, steering gear, motor and oil feed construction and a look at the two-ton model is an almost convincing proof of this claim. Absolute proof is in the dependable service that Armleder gives in operation, says Mr. Hayward, manager of the Harrisburg Welding and Brazing Company.

CHEVROLET 490 GETS BIG BOOST FROM LOCAL USER

That the Chevrolet 490 is proving worthy of its metal in Central Pennsylvania is attested in some information given to the Driscoll Auto Company by a local owner. This owner is more than pleased at the splendid results he has obtained from this car and especially at the low cost of operation. One of the features mentioned is the cost of tires. The Chevrolet 490 is equipped with 30x3 1/2 tires which is about the smallest as well as the lowest cost. Another is the low gasoline and oil consumption. These coupled together the owner said has cost him a very small amount considering the large mileage he has driven his car since purchasing it last summer.

VIM FACTORY MAN HERE ON SPECIAL WORK

John Blakely, an electrician from the Vim Motor Car factory at Philadelphia is spending a couple of weeks here with Andrew Redmond inspecting and installing electrical lighting systems of Vim Trucks. The electrical system of these trucks is a new feature and some of them left the factory without this equipment. This was caused by the large demand for them and were rushed out so as to satisfy the purchasers. Blakely is now making the rounds installing this equipment on such of these trucks as is desired.

ELECTRA GARAGE IN GOULD BATTERY AGENCY

The Electra Garage at Evergreen and Thompson streets which was recently remodeled and a large battery room installed is the Gould Battery Sales and Service station for this territory. An extensive campaign to make this battery one of the best known in this section has been started and with the excellent service that will be obtainable the Gould Battery is assured of its popularity.

COLE AGENCY NOW LOCATED IN HARRISBURG

The Harrisburg Auto and Tire Repair Company announces that they have accepted the agency for Cole Eightys for Harrisburg and vicinity. They are now the distributors for the famous Liberty touring cars and with the Cole expect to very materially increase their business the coming season.

NASH MOTORS BEING SHIPPED FOR THE SHOW

The Myers Motor Sales Company are expecting a couple carloads of Nash cars in the early part of next week. These cars are the different models of both the passenger car and the trucks, and will be on display at the Automobile Show.

At the New York show the Nash cars had a prominent location and created much favorable comment. One of the big features of the Nash is its simplicity in construction and the beautiful lines. The Nash is a medium priced car and has been sold in Harrisburg for a number of years. The Myers Motor Sales Company was recently appointed distributors for this territory and have their headquarters at 1210 Penn. street.

MAC'S GARAGE INC. INCREASING WORKING FORCE

Mac's Garage Inc., which has recently come under new management have begun making rapid strides in the Ford repair work which they do exclusively. They have recently added a couple of mechanics and are expecting a big rush season which will open with the spring.

In the sale of used cars they are holding their own in previous week's records. The past week they sold eleven cars and purchased four more. This is a big department in their business and is continuing to grow. Mr. Cohen was in Philadelphia the early part of the week buying a large fleet of used Fords.

HAGERLING TO DIS-TIBUTE PILOT HERE

Announcement was made in a recent issue of the Harrisburg Telegraph of the appointment of the Hagerling Motor Car Company of 115 Mulberry street as Central Pennsylvania distributors for the Pilot Six-Forty-Five. The contract for this popular car was closed with

M. A. Rothschild, eastern manager of the Auto Trading Company of Pittsburgh, who are the main distributors for the United States of Pilot Cars.

The Hagerling Motor Car Company will act as wholesaler, as well as retailers of this car in this territory which covers about twelve of the immediate counties surrounding Dauphin. Live dealers will be appointed in the various territories and a large distribution of Pilots is expected.

The Pilot Car has been known here for a number of years and needs no introduction. It is a medium priced car that has gained a reputation in every community where it has been handled by a live distributor. In the appointment of the Hagerling Motor Car Company, it will be backed by a progressive firm and is sure to become popular in the Capital City.

NEW ANNIVERSARY APPERSON MODELS HERE

A carload of the new Anniversary model Apperson Eight arrived in this city Thursday and have been placed on display at the salesrooms of the Keystone Sales Company at 108 Market street. One of the models, the seven passenger touring car was standing along the curb in the afternoon and attracted a large crowd of

automobile enthusiasts who were passing comments about its beautiful lines and the simplicity of its motor.

The Apperson Company advertises the fact that their motor contains eighty less parts than the average eight cylinder motor and a look at it is convincing of this fact. It is simplicity personified. But it was the wonderful beauty of this car that was attracting the crowds. It is of a light blue color with lark leather upholstery and nickel-plated windshield frame and all trimming in nickel-plate. This is one of the models that will be on display at the show and if the New York Show is any criterion, it will command a crowd all the time.

BUICK CLOSED CAR MODELS HARD TO GET

In an interview with George B. Zeek, the local distributor for Buick cars as to the models he would have on display at the show, mention was made of the Closed Car model of the Buick which has been in great demand recently. Mr. Zeek said that inasmuch as the Buick factory and the factory that made the closed bodies for Buick cars had been working on a 100 per cent. war basis had not yet got back to the normal time production due to the changing

of machinery that the closed car model would be hard to get for some time to come. Every dealer in the United States wants these models and a large number of them are already booked. Mr. Zeek is not sure whether he will have this model on display at the show and holds out very little hope that one will be here in time.

supreme officers of the K. of C. in Washington Monday to hear their protest against the recent recommendations of the committee of eleven, in charge of the united war fund drive, and the War Department's commission on training cam-

activities that no organization participating in the drive shall be permitted to devote more than ten per cent. of its quota to free creative comforts for the men in the service

Acknowledged the Leader Among Motor Cars




Buick Valve-in-Head Motor Cars have and will run 10,000 on 100,000 miles over hills or any roads with more certainty and on less fuel than any other motor cars that receive the same care. A Buick holds the World's Greatest Mileage Record — 302,000 Miles. You save money when you own a Buick. This FIRST PLACE CAR and service are worth your FIRST PLACE consideration. Every Buick guaranteed for one year.

Place your order to-day to insure an early delivery.

2-Pass. Roadster ..\$1495	5-Pass. Sedan ..\$2195
5-Pass. T. C.\$1495	7-Pass. Touring ..\$1785
4-Pass. Coupe ...\$1985	7-Pass. Sedan ...\$2585

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Apperson 8

THE masterful air of the new Anniversary Apperson 8 is the outward expression of the power within the 8-cylinder motor with the eighty less parts.

Keystone Sales Co.
 108 Market St. DISTRIBUTORS



Willard STORAGE BATTERY SERVICE STATION

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HALF SQUARE FROM THE SQUARE
 SEVEN SOUTH RIVER AVE.

Batteries? Only One for Me

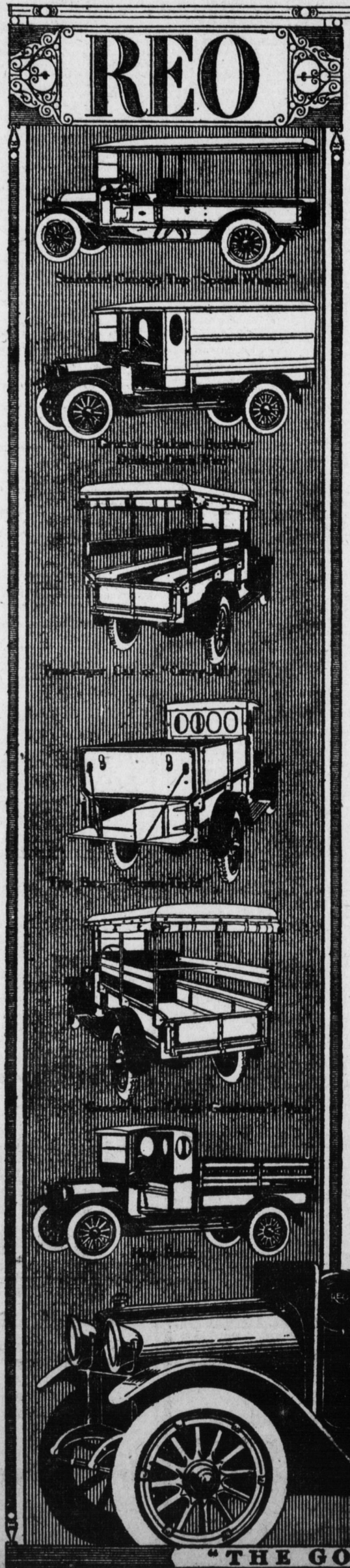
If you saw batteries every day as I do you'd say the same, and your choice—like mine—would be Willard every time.

You'd know—as I do—that every Willard Battery is built to give full battery value for every penny that's paid for it—that every piece of insulation, every plate, every jar, is known to be right before it leaves the factory.

We keep a complete stock of Willard Batteries—and can supply a new one fully charged and ready for use on your car. If you need battery repairs, we'll furnish you with a rental battery, so that your car can be kept constantly in service.



Motor Supply Co.
 108 MARKET ST.
 Distributors.



Consulting the Convenience and Comfort of the Driver

Leave to your best driver the decision as to which Motor Truck you shall buy, and we will rest our case on the certainty that he will nominate a Reo "Speed Wagon."

There are several excellent reasons why the man of actual, intimate experience will so decide.

First—yes, first!—because we use Marshall springs in the seat cushions—the kind found in the best makes of automobiles, which includes Reo Motor Cars of course.

Does that sound extravagant? Then just consider that the truck driver spends more hours in the seat of his truck than do you or your chauffeur in your automobile, and those times are his periods of rest between the heavy work of loading and delivering.

We said "rest" and the term is justified by the well-known simplicity of control of all Reos.

That's his second reason for selecting this "Speed Wagon."

Electric starting and lights is a third reason and a vitally important one in his opinion.

This Reo "Speed Wagon" was the first motor truck of its capacity in which these features were incorporated as standard equipment.

Reo was also the pioneer in mounting this "Speed Wagon" on Pneu-matics, not even allowing the option of solid tires.

The extent to which these two features are now being copied is another tribute to Reo foresight and another endorsement of Reo progressiveness.

The final reason why your driver will prefer a Reo is—the well-known quality, the sturdiness and the reliability of the Reo product.

"50 per cent. oversize in all vital parts" is his guarantee against troubles and delays as it is yours against upkeep-cost.

So, inasmuch as you would retain the best drivers—and the good ones can always have their choice of the best jobs—is it not good policy to consult his preference in this matter?

In the designing and in the making of this Reo "Speed Wagon" we have devoted much attention to the convenience and the comfort of the driver. For you and he are seeking the same thing though from different angles.

You desire greater efficiency with low upkeep—give him the things he desires and he will deliver that which you are seeking.

Harrisburg Automobile Co.
 Distributors
Fourth and Kelker Sts.
 Harrisburg, Pa.
 Reo Motor Car Company, Lansing, Michigan (155-80)

Herein are shown several forms of the new convertible body—developed by the Reo engineers—any one or more of which are now available. On a sturdily constructed—Reo made—basis body, (shown below) various interchangeable attachments may be mounted, rendering this "Speed Wagon" ideal for almost every kind of special service in city, suburban and farm use. We will be glad to show you the many combinations possible with this body. Price—Chassis with Express body as shown below—\$2350 f. o. b. Lansing, plus Special Federal Tax.

"THE GOLD STANDARD OF VALUES"