

REO LINE SHOWS MANY REFINEMENTS
Improvements in Design and Fittings Add Value to Well Known Chassis.

Refinement in design and distinctiveness in appearance has for fourteen years been the aim of the Reo Motor Car Company, and the models shown in the Palace set the standard of the company to the highest degree.

There have been few changes and none of them radical in the Reo during the last year. In designing the present models the company looked ahead, with the result that the present car is not a season or a yearly model, but a machine that will be up to date for years to come. Automobile building has practically reached the top when it comes to familiar models, and except for specially built tops there really have been few changes in body designs.

Of the three Reo cars on the floor the "six" sedan is one of the show cars of the exposition. In outward appearance a most beautiful example of motor car building, it avoids the extreme because Reo engineers have made a point to turn out a type that will not be out of style in two or three years. The note of refinement that predominates in the construction is apparent even to a novice, and the finish and mountings are of a nature that will appeal to persons of good taste.

Nothing is skimped in the interior of the car, it being roomy both as regards width and leg room, while the bevelled edge stream lines add to its attractive appearance from an external view. In stability and security the Reo "six" coupe is considered one of the classical models of this type on the market. This car also is more strikingly handsome in appearance and more luxuriously equipped than last year's model. The changes are, as with all Reo models, of a conservative character, and the vehicle as a whole is one the most fastidious could be proud of. Womenfolk who prefer to drive their own car find the Reo coupe well adapted for shopping, calling and even touring cross country with friends. Professional and business men have also found the coupe to be adaptable for their needs and it enjoys immense popularity in the two last named classes.

A "six" touring car that would immediately interest the motor public was what was asked of the Reo engineers and designers when the Reo company decided to put a new model in the field. The manufacturers wanted something to fit into the Reo standard, and that is what they got. Thoroughly tested, the touring car has become a favorite with the critical Reo clientele, and always the demand has been greater than the supply.

Probably the feature of the Reo is the "six" engine. The company profited greatly in experiments during the war, and the motor that has been designed is really a "six" of power and stability. Static balance and dynamic balance are as nearly perfect as it is possible to get them. For the benefit of the layman it might be stated that a crankshaft is in balance, statically, when the weights on either side of its longitudinal centre are equalized. But it may be badly out of balance dynamically, the effect of this being to make the opposite ends gyrate violently when revolving. This is caused by a slight excess of weight at one end. By means of a new device the Reo shaft is equalized at the vertical centre, it thus being balanced both statically and dynamically and all vibrations eliminated. Such an accomplishment is one of the greatest strides ever made in motor manufacture.

Reo cars continue to be placed on the same Reo standard chassis, such as is shown along with the car. No one has ever suggested an improvement, so that the changes that will be noticed are of refinement only. The Reo chassis has never had any revolutionary, freakish or sensational features, and it never will have any. Yet the chassis eliminates many little inconveniences that sometimes bother an owner-driver—the "dope gun" oiling method being the most important. This is standard on every car, and as it is most easily filled, it will be filled oftener, and thus add the careless owner or driver to add to the life of his car.

PRICE CUT BOOMED SALES.

Franklin Demand Jumped 333 Per Cent. Following Reduction.

The factor of price is such a prominent one to-day in the automobile market, as in every other, that it is interesting to note the effect which the reduction in price of the Franklin car has had on Franklin sales. It was with unusual interest that the public in general received the announcement that the Franklin Automobile Company would lower the price of its product to such a point that the new price would be in full accord with the reestablishment of better buying conditions.

The interest of the public has been reflected in the stimulus to Franklin sales, which have consistently kept up, enabling the production schedule of thirty cars a day to be maintained without a break. During the first four days following the Franklin price reduction Franklin dealers reported daily sales representing an increase of 333 per cent. over the daily sales recorded in the twenty-two days between August 30 and September 23. Sales for the first fifteen days of December averaged over forty cars a day. Wages of the 2,000 employees have been kept at the old level.

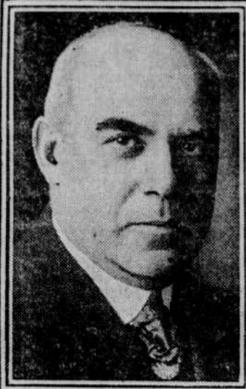
In the readjustment period, which is now in full swing, and as the result of which prices of various commodities are again becoming stabilized, the Franklin company has played an important part, for Franklin was the first manufacturer of high grade cars to announce reductions in the prices of its cars. When the Franklin cut in price from \$500 to \$300 was made public on September 23 it was featured prominently in all of the country's leading newspapers and evoked widespread editorial comment.

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Buick Manager.



A. G. SOUTHWORTH.

A. G. Southworth, manager of the New York branch of the Buick Motor Company, is the largest distributor of motor cars in the East. Mr. Southworth says: "I have always had the utmost faith in this wonderful business. I have seen it grow from the very start. Our business is still tremendous. The readjustment in every line will take several years. The leading automobile companies still have and will have business above normal years before the war. The surface demand for motor cars is not as great as last year; that demand was abnormal. The fundamental need for cars is greater. Business men are in closer competition; they must have cars to compete with their competitors who have them. They must save more time for business and still find time for recreation and their health. The automobile is the only answer. No one who has one can afford to give it up, and no one that hasn't one can afford to be without one."

"Thanks to the wonderful cooperation of our dealers in this territory, we have just made a new New York record from October to January by delivering nearly five millions of dollars' worth of Buicks. This would have been a good year's business in 1914, only a little over six years ago."

"Shortage Almost Sure in Spring," Says Findlater. J. R. Findlater, vice-president and general sales manager of the Briscoe Motor Corporation, who probably knows as many automobile dealers personally as any other man in the country, is a very decided optimist on conditions for 1921, not only in the automobile industry but in every other line. His views are the result of an extended trip during the past sixty days which covered practically every section of the country, from coast to coast, and

took in not only important distributing centres but many of the smaller towns. "Nowhere," says Mr. Findlater, "did I find any other than a distinctly optimistic attitude, and I took the trouble to interview not only automobile dealers, but dealers in general lines and banking

officials. The general opinion may perhaps be expressed in the idea that as a nation we were a good deal like a man who had grown rather fat and lazy, and the first thing necessary would be to work off some of the surplus tissue. Most people, however, seemed to think that

the working off process is well under way; in fact, the last couple of weeks I found a general impression in many quarters that it was about completed. "To carry the simile a little further, everybody seemed to think that as soon as we had trained down to a normal con-

dition again the country would, like a man in the same condition, go ahead with an excess of pep and ginger that would accomplish greater results than ever before. "I feel sure there is going to be a shortage in the spring in all the better

cars, and it won't be late spring, either. Everybody everywhere seems to feel the same way, and the forehanded people who are placing their orders now for spring delivery are apt to have the laugh on their less wise brethren. "Personally I don't believe you can

keep the good old U. S. A. down for any length of time. We are suffering a little from indigestion, but we have all taken our medicine, and we are getting over it; and once we are over it we will be 101 per cent. right and go ahead on that basis."

ROAMER

THE critical motor car buyer is no longer forced to take whatever the market offers. Choice in the matter of color of body finish, upholstery and appointments is his.

Naturally he turns to the Roamer, knowing that, in addition to the smartly distinctive design, his individual taste in finish and appointments may be gratified.

This makes the Roamer franchise especially valuable at this time. Reliable dealers in open territories would do well to investigate.

See our display at the Automobile Show.

BARLEY MOTOR CAR COMPANY
 Manufacturers Roamer—AMERICA'S SMARTEST CAR
 Kalamaxoo, Michigan

Roamer Sales Co., N. Y. Distributors,
 1800 Broadway, N. Y.



MEN and women, the world over, are irresistibly attracted to the Cadillac, first, last, and most of all, because of its everlasting and unvarying dependability.

That is the determining Cadillac thought—the thought, which is likewise a certainty and a conviction—that there is nothing they can ever ask of the Cadillac which it will not render them.

CADILLAC MOTOR CAR COMPANY

CADILLAC

Velie

The Lowest-Priced Six-Cylinder Cord-Equipped Touring Car in the World at the Show

Six-Passenger Sedan

Four-Passenger Coupe

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Seven-Passenger Touring

Four-Passenger Speedster

Dealers: The Velie opportunity this year is exceptional. Velie dealers are outstripping their splendid business of former years. Inquire about your territory. If it is not closed we have an interesting proposition.

GARLAND AUTOMOBILE CO.
 1888 Broadway, at 62d St., N. Y. Tel. Col. 5596
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The Lowest-Priced Six-Cylinder Cord-Equipped Car in the World

ANNOUNCING

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To the executives responsible for the success and development of the Alfred J. Higgins Automobile Co. it has long seemed desirable to offer to purchasers of passenger automobiles, protection against excessive maintenance cost, to insure to the purchaser both a minimum of Maintenance Cost and so fix the amount of this cost that the purchaser may know a factor of cost heretofore very uncertain.

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We now offer to the purchaser of a STEPHENS SALIENT SIX our plan of MAINTENANCE INSURANCE—covered by a Maintenance Insurance Policy. By adding to policies insuring against loss by fire, theft and collision, our maintenance insurance, the owner of a STEPHENS SALIENT SIX automobile is assured of:

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All insurance is based on facts and averages derived from experience.

Our experience covering a period of years and our carefully compiled records of Service cost on Stephens Salient Six Automobiles, form the basis of the exceedingly low premium we have fixed for this Maintenance Insurance.

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