

HUDSON Six-40
This Year \$1,550 F. O. B. Detroit

Howard E. Coffin Saves 1,000 Needless Pounds

The HUDSON Six-40 for 1915 weighs 2,890 pounds — a seven-passenger car.

Built by old standards, such a car would weigh around 4,000 pounds.

Cars are all being built lighter, still no other maker has attained this lightness yet. So some will argue that sturdy cars can't be as light as this.

But thousands of these cars went out last year. In thousands of hands, on all sorts of roads, not a single shortcoming developed. Never has a car proved stancher.

The difference is simply this:

Aluminum takes the place of cast iron. Drop forgings take the place of castings. Better designing combines strength with lightness — in a thousand details. One, for instance, is a tubular propeller shaft.

No More Over-Tax

Needless weight was a heavy over-tax on tires. HUDSON engineers have stopped it. In addition, their new-type motor cuts fuel cost 30 per cent.

Expense excess is out-of-date. The day of modest size and power and price has come. This new-model HUDSON typifies the car of the future.

It is one of the handsomest cars ever built. It has many attractions found in no other car—beauties, comforts and conveniences.

48 engineers—headed by Howard E. Coffin—have devoted four years to this car. Come and see the advances—the scores of new things they've accomplished. Touring Car and Roadster.

I. W. DILL

East End Mulberry Street Bridge

MATHESON HERE FOR GASOLINE TESTS ON CHALMERS CARS

Representative Enthusiastic; Many Dealers Want Agency; Local Dealer to Be Picked Soon

C. W. Matheson, representative for Dodge Brothers in this district, was in the city yesterday, and is responsible for the statement that the appointment of dealers for the sale of the new Dodge Brothers' motor car are about to be made in this section. Mr. Matheson is full of enthusiasm about the new car, the firm, and the policy behind it.

"When I was in Detroit a short time ago," said Mr. Matheson, yesterday, "about 3,000 applications from dealers asking for selling rights had been received. That number has jumped to more than 7,500. It is the most favorable condition like this has ever before existed in the motor car industry. Dodge Brothers, with their immense wealth and millions of money, are to market a motor car of their own in the Fall. At one step, they were able to acquire all the facilities in the production of the one car. The output, of course, will be large. This fact, and the reputation of the firm, seems to have an electrical effect on the dealers, and on everyone interested in motor cars."

"In some of my towns, practically every good dealer wants the agency. My work just now centers in determining the who are the best dealers, rather than in selling our cars or our proposition. The strength of the Dodge Brothers' name and reputation has already done all the selling necessary. I have been allotted a fair proportion of the year's output for my territory, but I am sorry it isn't twice as large."

Packard's Manager at Paris Writes of War Zone

Intimate glimpses back of the war curtain of Paris are in a letter just received by the Packard Motor Car Company at Detroit, from R. N. Goode, manager of the Packard Motor Car Company of Paris, dated September 6. The letter reached America via London. Goode writes:

"Your cable to insure safety of the office staff first came this morning and shows you fear capture of Paris by the Germans. We have been too busy to worry over such an outcome, but are taking care of the men, and no one need stay who does not wish to do so."

"For several days we had German aeroplanes over the office every day. One was sighted, entering the Eiffel tower. We jumped into a car and raced for the slope of the Trocadero, from where we watched it circle, while machine guns, rifles and cannon barked all around. It was too high up and soon flew off, chased by a French machine. It was brought down just outside the city. You can't imagine the sensation of being right there watching."

"Road travel is intensely interesting. Returning from Bordeaux, we were stopped along the way—people from the northern provinces with nothing but their clothing and bedding. In the entrance and exit of each town and at railroad crossings one must show his papers."

"The roads are closed at night. You can't buy a can of gasoline within 150 miles of Paris. There must have been a car ditched or abandoned every five miles all the way to Bordeaux. It is over now but for four days it was a panic. Paris taxi cabs were joggling along as far as Bordeaux with trunks and various belongings."

"Paris is rapidly being hemmed in by trenches and barbed wire, and four gates are open to cars and automobiles. Before each gate frowns a barricade of cobble, chased by a French soldier."

"It is my idea to keep the cars running as long as we can get permits to circulate. All arrangements are made in case the Germans get into the city to place seals on our premises, putting them under military control of the Embassy. All Americans will be thus protected."

Vim Light Delivery Specially Constructed

The Vim light delivery truck recently constructed by the Bentz-Landis Motor Car Company, at 1808 Logan street, will be here next week. The makers of this truck claim to be the first to design a light delivery truck especially designed for commercial purposes. The car is made by the Touraine Company, of Philadelphia.

Model L is constructed for department stores and merchants requiring handily and smoothly running, roomy cars for bulky weight. Specifications and price are published in the announcement elsewhere in this issue.

New Model Buicks Are Now Being Delivered

Three of the first 1915 Buick cars were received this week by Hottenstein & Zech at the City Auto Garage. Two of the C-25 models and one C-37 are now on display.

The new 1915 has fifty-one distinct improvements and is one of the prettiest cars the Buick Motor Company has ever produced. The C-25 is a five-passenger car, has a full streamline body and hood, with deep cowl and instrument board; plain tires on the front wheels and non-skid on the rear; the wheel base is 100 inches; the motor is a four-cylinder, four-cycle, valve-in-head type, cylinders semi-seal, cast in pairs; three-bearing crank shaft with bronze-backed bushings and die-cast babbit linings; the transmission is the selective type, three forward and reverse; has left drive, central control; Delco single unit system of electric cranking; 25 per cent greater capacity; the lighting and ignition are an integral part of the motor; new style electric headlights, with dimmer attachments controlled by switch on mahogany instrument board; electric horn; spoke rail; front and rear license plate hangers and one complete set of tools.

The C-37 is a five-passenger touring car with four cylinders deep cowl and hood. Because of the demand it has been impossible for Mr. Zech to get cars sufficient to meet deliveries, but now they are coming in to better advantage for immediate delivery.

Engineer of Chalmers Company Points Out Chief Factors That Determine Difference

"Gasoline consumption—either theoretical or actual—has from time to time occupied much of the thought of both engineers and automobile owners," says C. C. Hinkley, chief engineer of the Chalmers Motor Company. "Engineers have always known that the difference in the amount of gasoline used by one car and by another make of the same approximate size and horsepower was an inconsiderable factor in the maintenance of the car. But it has remained for extensive and accurate tests to show that the difference in gasoline consumption between different makes of cars in the same general class is actually a negligible quantity. Where it becomes all a factor in maintenance costs, large or small gasoline consumption depends on carburetion and ignition—not on weight."

"The Chalmers Company's tests cover a great many miles of driving over all kinds of roads with several makes of cars. Unlike most experiments in gasoline consumption our tests were under average conditions with identical loads and identical equipment. In testing the Chalmers against some other car, for instance, we ran the cars at the same time and that weather conditions might be identical. We had each car carrying the same passenger load and regularly equipped. We used also the usual commercial gasoline and not a special variety to give high mileage."

"How unimportant a factor gasoline consumption is in automobile maintenance can be illustrated by just one instance in which a Chalmers 'Light Six' was driven under the above conditions with a cheaper and smaller six-cylinder car which, loaded and ready for the road, weighed 1,000 pounds less. In an extended trip these two cars showed the same identical mileage. With the spark plug points carefully cleaned and with both motors tuned for a special test, the Chalmers 'Light Six' showed in over twenty miles of ordinary road driving over three miles more to a gallon of gasoline than the smaller and lighter car."

"All experiments prove that accurate carburetion, the proper size of the gas intake, correct valves and proper ignition are the chief factors in regulating gasoline consumption. With these parts of the motor of the right design and construction, the mileage showing of any half dozen cars of the same general size is approximately the same. The difference in the cost of gasoline used by the heaviest as compared with the lightest car in any one class will not amount to more than \$10 or \$12 in 10,000 miles of driving. This statement is not theory, but is founded on actual tests showing of any half dozen cars."

"Fuel consumption being equal, the buyer certainly gets the best service from the car of most substantial construction and greatest power. Gasoline is one of the cheapest things an owner buys for his car, and it should be one of the least of his considerations. His biggest concern is not the quantity of gasoline he burns, but the power and smooth operation which result from his fuel consumption. Many cars burn a lot of gasoline but do not convert it into working force. It is a fact that has been proved in test that between two cars of different makes burning the same amount of gasoline, one will often develop from 8 to 12 more horsepower. X is the power and smooth operation to own and to drive."

"My advice to every person about to purchase a car is to study carefully in comparison, dependability, strength and smoothness of the various cars, and not to worry about the difference in cost of gasoline burned, which at most is insignificant."

SCHOOL CHILDREN IN EDISON CONTEST

has authorized the holding of a children's essay contest on Edison for gold prizes. The resolution formally setting aside October 21 as Edison day was introduced by President Harry A. Boyer. In connection with this Mr. Boyer read the offer of the electric light company to provide the prizes.

The resolution provides for the appointment of a special committee of the directors to act with the light company in arranging the details of the contest and President Boyer announced this committee as follows: Director Harry M. Bretz, Dr. F. E. Downes, school superintendent, and Director Boyer. The committee will meet in the near future to discuss the plans with Robert W. Hoy, commercial manager of the electric light company.

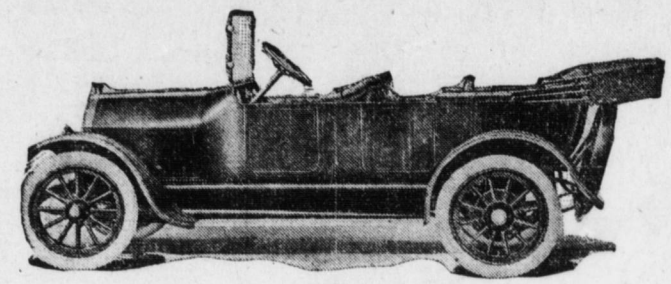
While the details have not been worked out, it was announced to-day that there will be six prizes in the contest, open to girls and boys of the ninth grades only. The prizes will be: First, \$10; second, \$5, and four of \$2.50 each.

CHILD DIES

Dorothy Pearl, the daughter of Mr. and Mrs. Gary Roof, 122 Lincoln street, Steeltown, died Thursday evening. Funeral services will be held tomorrow afternoon, at 2 o'clock, and burial will be made in the Baldwin Cemetery.

Genuine Sensation of 1915 Season
YOU HAVE DEMANDED A BIG, ROOMY 6-PASSENGER CAR, NOT LESS THAN 38 H. P. AT LESS THAN \$1,000—AND HERE IT IS

PARTIN-PALMER "38"—\$975



115-INCH WHEELBASE

Electric Started and Lighted if desired

From Maine to California—in every quarter of the globe—you will find satisfied and delighted owners of this Partin-Palmer "38."

Don't Pay More Handsomely Finished

If you have money to burn, you can pay more than \$975 for your car—but you can't get a more real motor car value. The PARTIN-PALMER "38" is the car you're most watching for—it's your kind of a car at your price—and you and your family will be delighted with it.

Don't think because the price is low that the PARTIN-PALMER "38" is "a car made to sell." An examination and a demonstration ride will be an eye-opener to you—its classy lines, ample room, superb finish, comfortable upholstery will please and satisfy the most discriminating motor car buyer. See the PARTIN-PALMER before you buy.

Ask For Catalog

If you can get a better car for less money you want to know it before you invest in any car—

\$495.00 \$495.00
PARTIN - PALMER Roadster, full equipped, Gray and Davis Generator, Electric Lighting, 4 cylinders, 22 H. P., 96-inch wheelbase, artillery wheels.

LARGEST, MOST POWERFUL MOTOR CAR EVER SOLD AT \$975.
UNIVERSAL MOTOR CAR CO. 1826 Wood Ave.
Main Office 1745 N. 6th Street
Bell Phone 2423
Immediate Deliveries.
United Phone 272W.

Demand For Cadillac Eight Sets New High Mark

How intensely the entire country is interested in the new eight cylinder Cadillac is shown by a statement just issued by General Manager W. C. Leland, of the Cadillac Motor Car Company.

"Even discounting the enthusiasm shown by our entire organization, it is evident that the coming automobile season will be unusually prosperous," Mr. Leland says.

"Our new car has literally taken the country by storm, and the demand and enthusiasm far surpasses any that have attended the announcement of previous Cadillac models."

"It is safe to say that if we had 6,000 of the new cars ready, we could ship every one of them."

"Because the new design was put under way somewhat later than usual, and because it has necessitated the installation of much new and special machinery equipment, our plants are not yet in full swing of eight-cylinder production. We expect that in a short time, however, we will be working a larger force than ever before."

J. F. Barger Joins Sales Force of Bentz-Landis Co.

To keep pace with the Jeffery demand in this territory, the Bentz-Landis Auto Company has taken on J. F. Barger as a member of their sales force. Mr. Barger has for years been associated with leading automobile factories and comes highly recommended by the Philadelphia company representing the Jeffery cars. Mr. Barger is accompanied by Mrs. Barger and will make Harrisburg their home in the future.

VIM Light Delivery \$685 f. o. b. Philadelphia

Just what its name implies—the "get there" qualities that will deliver the goods in thousand-pound quantities. The first light delivery car to be designed on strictly commercial lines. Ruggedly built to withstand abuse.

SPECIFICATIONS FOR MODELS L, F and W

- Engine**—Northway light truck motor, 2 in. bore, 1 1/2 in. stroke, four cylinders, water-cooled thermosiphon mechanically operated valves enclosed. Motor cast-iron block; crank shaft diameter 2 in.; three main bearings.
- Horse Power**—15-20.
- Clutch**—Leather-faced cone, 12 in. diameter, 2 1/2 in. face; designed for 20 h. p. loading, thus qualifying for abuse attending commercial service.
- Transmission**—Three-speed and reverse selective sliding gears, 5/8 in. face, six and eight pitch; shafts all of chrome nickel alloy, mounted on annular bearings, mounted as unit with motor.
- Axles**—Front axle special drop-forged steel in one piece, I-beam section; knuckles and steering arms are drop forged and heat-treated. Rear axle equipped with Brown-Life differential of alloy steel; drive shafts 1 1/4 in. diameter.
- Wheels**—12 spoke, 14 in. size of spoke, Schwarz Artillery wheels.
- Wheelbase**—94 in. tread 56 in., angle of steering 35 degrees.
- Gear Ratio**—4 1/2 to 1.
- Weight**—About 1650 pounds.
- Finish**—Medium Coach Blue, Red stripe, Black Mouldings.
- Speed**—2 to 30 miles per hour.

DEMONSTRATION HERE NEXT WEEK
Bentz-Landis Auto Co.
1808 LOGAN STREET
J. A. BENTZ, Manager. HARRISBURG, PA.

BIG MOTORCYCLE PARADE A FEATURE OF FIREMEN'S WEEK

[Continued From First Page]

men's Union. Starting at 8 o'clock this morning and continuing until 10 o'clock to-night, members of the women's auxiliary sold buttons on the principal streets.

Monday night a meeting of the various committees will be held to hear reports and to make final arrangements for taking care of the visitors. Many of the delegates are expected to reach Harrisburg to-morrow. The big rush, of course, will be on Monday and Tuesday.

The convention will open in Chestnut street auditorium Tuesday morning at 10 o'clock.

Special Services For Firemen

The big week starts to-morrow with services in many churches throughout Harrisburg. While the Royal Company is the only organization that will attend church in a body, pastors in Harrisburg have extended invitations to the firemen to attend services.

The Rev. E. Victor Roland, pastor of the Lutheran Church of the Redeemer, who is chaplain of the Royal fire company, will preach to the members of that company. His subject will be "A Right Beginning." Members of the Hope fire company, No. 2, will attend services at Second Reformed Church, where their chaplain, the Rev. Harry Nelson Bassler, is pastor.

Members of the Allison and Mt. Pleasant companies have been invited to attend services at the churches in their districts.

Will Meet All Trains

Early Monday morning, Howard O. Holstein will line up his reception committee. They will meet all trains. Delegates will register at headquarters, if they have not made reservations at local hotels. There will be at least 2,000 delegates to look after.

In addition to the closing of Harrisburg schools on Thursday, the Enola stores will close down, and business places in surrounding towns will also close at noon Thursday when the big parade will take place.

A. L. Patton, chairman of the committee on entertainment, has completed a big program for the week. On Tuesday afternoon the delegates will attend an ox-roast at Beach Club, New Cumberland.

The Ferrar Exposition

With the arrival of the Ferrar Exposition Company to-day, another big feature is assured for next week. This show came to Harrisburg with sixty cars. Tents will be pitched in Seventeenth street between Market and Derry.

The Ferrar shows, headed by Captain Ferrar himself, consists of wild animal show, the big feature, a large motordrome, where daredevil bicyclists compete; a \$10,000 merry-go-round, Captain Ferrar's dog, pony and monkey circus, the pastimes of the Orient, the beautiful Splendor, an electrical illusion, the trip to Mars,

athletic show, ghost show, manikin show, Wonderland, and numerous other attractions.

Lofty Rochette, high diver, will perform a double gaining somersault from a ladder 110 feet in the air.

Pittsburgh Men Get Their Salaries Cut

[By Associated Press]

Pittsburgh, Oct. 3.—Announcement was made to-day that salaried employees of the Pittsburgh Coal Company not included in the wage agreement with its 34,000 employees December 31 because of the European war.

JOVAINS HOLD BANQUET

The Jovain Order last night held a banquet at the Harrisburg Club. Many prominent Harrisburg men who are members of the order attended the banquet.

THERE!

THERE in unusual Power obtained by Buick Valve-in-Head Motors which foremost engineers agree are more powerful than any other type. THERE in Beauty of Line which satisfies—THERE in Economy of Upkeep which adds to the joy of ownership—THERE in Durability beyond any ordinary requirement—THERE in a Popularity which sold the entire 1914 output of 33,200 cars by March 15—THERE in Safety, Simplicity, Reliability and Comfort.

These are the accomplishments, proved on every kind of road in every country, by

BUICK

Valve-in-Head Motor Cars. A Full Line of Fours and Sixes, including Three Touring Cars and Two Roadsters.

C24-\$900; C25-\$950; C30-\$1185; C37-\$1225; C35-\$1650. F. O. B. Phila., Mich. The Buick story for 1915 promises greater accomplishments than ever. The preface is found in a demand, rapidly increasing, for 1915 Buick cars—a demand which endorses the Buick aim to provide the car which will suit the individual taste and requirements of the knowing car buyer.

The enthusiastic approval of over 180,000 Buick owners, is your sure proof of these accomplishments.

Improvement in foundry practice, proven methods of machine operations, and one more year of the world's knowledge of various materials are the factors that make possible the 1915 Buick models are here for your inspection.

The 1915 Chevrolet in touring and roadster models are also here. Prices \$750 to \$2500

HOTTENSTEIN & ZECH

City Auto Garage
Rear of Union Trust Building On Square

FIREMEN'S CARNIVAL
17th Street Between Derry and Market
ALL NEXT WEEK—Afternoon and Night
JOS. G. FERRARI'S SHOWS
World's Biggest Midway