

DODGE BROTHERS ADD FIVE ACRES Additional Floor Space of 220,000 Square Feet at Cost of \$650,000

Contractors and builders are busy at the big Detroit plant of Dodge Brothers, erecting additions to their already extensive group of factory buildings. At present the plant of Dodge Brothers has over 18 acres of floor space and with the addition of the new buildings, five more acres of manufacturing space will be added to the factory.

The largest of the new buildings will be known as the pressed steel shop. This building will be 400 feet long, 77 feet wide and four stories high, though the walls and foundation are designed with a strength to sustain six stories.

To give access to the new building from the new assembling plant, the latter will be extended 185 feet at its east end, giving it a total length of about 1,065 feet. It will be built from its spanning the loading platform, railroad tracks and driveways to connect with the south end of the pressed steel shop.

The pressed steel shop will have an area of about 130,000 square feet, while the extension will be about 90,000 square feet in the extension to the assembling building. All windows on the east end of the building about one-quarter its length from each end are two wings, 25x32 feet, in each of which there will be an elevator 12.8x24 feet, while on each floor of these wings will be toilet and locker rooms, stairways and halls.

Steel frame construction covered with concrete will be used throughout the first and second stories of the pressed steel shop, while the remainder of it and all the addition to the assembling building will be of reinforced concrete construction.

The exterior is to be of brick in design with the present buildings, all exposed brick corresponding in color and quality. All windows will be of steel unit sash, glazed with the best quality of ribbed factory glass. Hard pine will be used for the interior and will be used to finish the main floors of each story.

The large shipping platform along the assembling building will be extended the full length of the addition and provision made for extension of the electric crane tracks. At the north end of the pressed steel shop there will be a covered unloading platform with necessary crane equipment. Extending the full length inside of the building are to be two crane runways just under the third floor so that material can be handled both to and from the first and second floors.

Additional office building of Dodge Brothers will make that structure nearly eight times larger than formerly. At present the office building is a two-story structure, 116x52 feet. Alterations under way will make it a four-story building, 220x72 feet at a cost of about \$200,000.

It is estimated that the cost of the pressed steel shop and office building will be about \$650,000. With the new buildings, Dodge Brothers will have one of the three automobile plants in Detroit.

Cadillac "Eight" Draws Large Crowds at Shows

In the automobile shows each year some one car or some one advance made in the industry during the year receives a major portion of the interest of the visitors.

It seems that, in this season's shows, the eight-cylinder Cadillac is to be the focusing point of this attention by reason of its having been the first eight-cylinder car produced and marketed in large quantities by an American maker.

The automobile engineering circles the Cadillac achievement has been and is regarded as the most noteworthy forward step recorded during the year in motor car construction in this country.

Rumors that the Cadillac Company's new production would be an eight-cylinder car flew thick and fast during the late summer, and the actual announcement was awaited with the most intense interest. Since the cars have been placed in the hands of owners, their performance has been watched with interest no less intense.

It should be said that disappointment awaits those who seek the Cadillac exhibit with the expectation of a car of radical external appearance. One who does not know that the hood covers a motor of eight cylinders might assume that the power plant was the conventional four-cylinder design, for the hood is no longer than that used on last year's Cadillac.

This is due to the fact that the eight cylinders are arranged in line, but are set opposite each other, at right angles, or in V-form, four on each side. The advantages of this construction may be classified under four heads, size, weight, torque and cooling.

The compactness of construction results in correspondingly short crankshaft and camshaft, which practically eliminates the periodic vibration or thrashing to which long shafts are subject.

On a given power basis, the cylinders are smaller, as are the reciprocating parts, which—taken together with the shorter shafts and crank case and the lighter fly-wheel—results in material reduction of weight.

Torque or turning power is absolutely continuous and uniform with eight cylinders, according to engineers, and additional cylinders could not confer any appreciable advantage in this respect. Hence, eight is regarded as maximum so far as number of cylinders is concerned.

HUP HAS LARGEST EXHIBIT AT NEW YORK

With the largest and one of the handsomest exhibits at the Grand Central Palace, the Hupmobile makes its formal bow to the 1915 buying public at the New York show. Occupying an excellent position, the showing includes four separate models, polished chassis beautifully finished in white, a sectional parts board of Hupmobile mechanism, displaying the unique features of Hup construction and separate exhibits of accessory parts as they actually appear under working conditions.

The 1915 Hupmobile is the result of three years of successful work on the part of Hupmobile engineers. The new car contains all the essentials in design that have characterized Hupmobiles in the past, and together with the number of refinements and improvements in construction, is a more efficient and better car than ever.

A noteworthy feature in the new Hups is the fact that the motor is non-stallable. This permits driving in heavy traffic with perfect confidence that the motor will not stall and can drive the Hupmobile through the most crowded thoroughfares with the utmost comfort.

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A dainty newcomer in the Hupmobile which is on display is the Hupmobile sedan. This sedan car is equipped with a demountable top that can be affixed by the Hupmobile owner for summer driving the top is removed and you have your open touring car.

In appointments the Hupmobile sedan is as complete as the most luxurious enclosed cars. There is a dome light, which can be conveniently operated by the driver, the windows are of high-grade coach glass, and the interior is upholstered in a justifiable for ventilation. The interior is covered with fawn-colored headlining and every nicety of equipment is retained.

The Hupmobile owner now has the advantage of two cars in one at a slight additional cost, and in these days where the motor car is really a greater necessity in the winter than in the summer the Hupmobile can be said to be pre-eminently a winter car. There is also a coupe top for the roadster which is removable.

An interesting point of the exhibit, which will particularly appeal to those of a mechanical turn of mind and to those who wish to know the insides of the car, are the parts boards and display of sections of construction, such as the rear axle, timken bearings, oil regulator, Zenith carburetor and piston and crankshaft assemblies.

These and many other features exclusive of Hupmobile design are shown and give an idea of the surprisingly high-grade material that is used throughout the entire year.

Besides the new offerings, the bigger and greater Hupmobile, a 1915 "32" model, the type of car that has been so successful in the past few years, is also on display.

This is the original long-stroke Hupmobile, which brought to the American market the first motor of long stroke, small bore type, and has now been so universally adopted throughout the industry.

The "32" in outward appearance remains the same, but minor improvements have been added to the mechanical features, making the working parts more accessible for inspection.

The net results of the work of Hupmobile engineers in the new cars that are offered can be summed up in the statement that the 1915 Hupmobile is a bigger car, has more power, carries five passengers with perfect comfort, and presents satisfactory evidence of painstaking attention to detail with a real wealth of equipment.

As President Drake expresses it, "in the 1915 Hupmobile we have for the third time created a new class. Six years ago when the first Hup '29" appeared it set a new first for small cars. Three years after that the Hupmobile '32" again established a precedent for cars of its class, and it seems to us that the new Hupmobile is simply following Hup custom and setting a new mark for value and size in the price field."

Talented Pianist to Play in Harrisburg Jan. 6

MYRTLE ELYVN
The music lovers of Harrisburg have a rare treat in store on the evening of January 6, when Myrtle Elyvn will give a piano recital at the Technical High School Auditorium.

This talented musician comes after unusual success in recitals in continental Europe. Her technique and the wonderful understanding which she brings to the most subtle moods of the composers whom she interprets makes her a virtuosity of style, which, shaded by her feminine warmth of feeling, leaves nothing to be desired. The passion of Liszt, the strength and grandeur of Bach and Beethoven, are rendered with the same sureness of expression as the tender poetry of Schumann or Chopin.

The rapidity with which this artist changes from one mood to another, the emotional force which is displayed with equal skill in the most ponderous passages or the most delicate phrasing, and the brilliancy of its brilliancy and rich emotional feeling.

Miss Elyvn's program has been carefully selected to show her full resources.

Seat sale starts Monday, January 4, at the J. H. Trout Music House, 15 South Market Square.—Adv.

RESULTS OF RECENT ADVERTISING TREMENDOUS

Perhaps no recent occurrence in the realm of publicity has created so much interest and speculation among progressive manufacturers and merchants, which is to say, those who use modern methods in their business, as that which has resulted from the Reo automobile announcement which appeared two weeks ago.

All conditions considered, it was one of the most daring things ever attempted. It was daring from whatever standpoint you look at it, yet to those who did it, it was the obvious thing to do and the Reo officials assert that it had never occurred to them to consider it daring.

Viewed from the outside—here were the conditions.

In the first place it involved the expenditure of over \$80,000 in cash and it is said to have been, therefore, larger by some \$20,000, than any previous single advertising campaign.

Secondly: It occupied two full pages in more than 125 of the leading newspapers in all principal cities and distributing points throughout the United States. Simultaneously in principal national weeklies, in some thirty agricultural papers and the automobile trade journals.

Thirdly: There were more than 5,000 words in copy. This called for a large part of it being set in short-point type—the usual type used in the news columns of newspapers. When they read it" was the question frequently asked by other advertisers.

Fourthly: The copy was so carefully planned that all of it was published in the middle of December, in a year when, because of conditions in the business world, most American business houses were being very cautiously husbanding their financial resources.

And finally, it advertised what we all, so recently, regarded as a luxury.

"Was any factor wanting to make this the most daring thing ever attempted?" This is the question most self-respecting advertising experts put to each other. And in fact all the had settled it to their own satisfaction and in the negative, there came the answer, which proves them all wrong.

"Tremendous—unprecedented results" says Sales Manager Rueschaw—"one man who ought to know."

"How do you trade the results?" Mr. Rueschaw was asked.

"I only recognize one kind of result from any advertisement—and that is, orders, accompanied by the cash. Not words of commendation or criticism, not results arrived at by profound theorizing, just plain orders. And these have come breathing in like a February blizzard. Within twenty-four hours after the ad had appeared Lansing has become the headquarters for automobile dealers from everywhere.

"We are accustomed to an annual stampede when the Reo announcement is made, but nothing to equal this has ever occurred in the history of the show."

"And the best part of it was, not the interest and enthusiasm created among dealers or the hunger for Reo cars on their part, but the fact that this big daily campaign actually sold the product to the ultimate consumer."

"Here's an angle that illustrated that."

"We stated in the last paragraph of the ad 'Deliveries of demonstrators of the new four-cylinder model would not begin before December 15, and of the six January 1.' Inasmuch as it will require the full capacity of our plant to 'fill February 1 to supply our 1,500 dealers with demonstrating cars alone, it should be obvious that we could not deliver a car to the consumer within that time."

"Nevertheless, Monday morning we began to receive telegrams from our dealers telling us they were embarrassed by the people who came in wanting to see the new models and were disappointed that they couldn't. Those thousands—and they run into thousands—are still waiting eagerly, and will continue to wait, to see these Reo models before they, of course, we are quite confident that when they do see them they will become Reo owners."

"In other words, this tremendous campaign has justified itself from every standpoint. It has created an optimistic atmosphere everywhere. It showed that we were not afraid to spend money in advertising time—and the results show that there is a ready market for an quantity of a product in which the buyer can see the quality and the price."

The Harrisburg Telegraph was selected in this campaign as the company's leading paper to carry what was the largest of any previous single advertising campaign.

Automobile a Time Saver to Traveling Salesmen

The matter of providing salesmen with automobiles, instead of requiring them to depend on railroad trains and trolley cars in calling up the trade, is a question that is now receiving careful consideration by the heads of many large wholesale houses and manufacturers.

A number of representative firms have already adopted this plan, and report that it works advantageously, particularly in those sections with small towns, such as Pennsylvania, New Jersey, New York, Connecticut and Massachusetts.

In line with this idea, the Metz Automobile Company, of Waltham, Mass., has just issued for free distribution, a neat and cleverly illustrated booklet addressed to the heads of sales departments, and entitled "Selling by Automobile."

Its text is confined to plain business argument. To read it is to gain valuable ideas, for whoever wrote it certainly is familiar with the ways of salesmen. Among other things it says:

"All salesmen study timetables. They try to make connections. They figure on train schedules and inter-urban trolley car connections. Unconsciously, they allow these computations to weigh more than they are worth, as compared with the importance of getting the order."

A number of interesting comparisons are made between railroad salesmen and automobile salesmen, and the story continues:

"Driving a car makes a man of a salesman. It steadies him. It keeps him alert and wideawake. It is the opposite from sitting in a stuffy railway coach and nodding himself to sleep. It develops his nerves, it quickens his thoughts, it puts more red blood in his veins. It makes him a better representative of your house."

The responsibility of necessity of "making" a certain train is a disturbing element with anybody, and with some people it is a nerve wrecker. No salesman can sell goods if he is nervous. He needs a clear mind and a calm demeanor, and he cannot possess either if he is worrying about getting back home.

As the Metz Company's argument puts it, "What you want to do to make a good salesman is to take out of his head, and keep out of his head, all thoughts of getting back."

In short, this little book is so plumb full of good things in the way of modern, practical salesmanship, that we advise every sales manager to write for a copy of it.

REO SHOW OPENED AT NEW YORK TODAY Exhibits Valued at \$3,560,000 Requires 50,000 Additional Sq. Ft. of Floor Space

The Fifteenth Annual National Automobile Show opened at 2 o'clock this afternoon in the Grand Central Palace, Lexington avenue and Forty-eighth street, New York city. Displays of goods conservatively valued at more than \$3,500,000 occupy the 150,000 square feet of floor space on the four floors of the huge building. This is about 50,000 more square feet of floor space than was available in previous seasons. There is a total of 338 exhibits. Gasoline pleasure cars are displayed by eighty-one manufacturers. Six companies are showing electric cars. Thirteen are displaying motorcycles. Then there are 238 makers of accessories. Five hundred and twenty-eight cars are shown. The lowest priced car is \$225 and the highest \$8,000. The decorative scheme is a Persian palace, with lobby representing a California outdoor setting. The show colors are white, gold and crimson. Exhibits include famous racing cars and trophies.

The show will be open every day from 10 o'clock and remain open until 10.30 in the evening for such days, with the exception of Sunday, when the building will remain closed. Wednesday will be society day, when the usual double admission will be charged. On Tuesday, representative players will be guests of the management. No commercial cars will be shown, but in fact all the information bureau will be maintained for commercial vehicle manufacturers.

The formal opening of the 1915 season, as in the annual exhibition of foreign cars in New York is known, took place at 1 o'clock in the grand ballroom of the Astor Hotel. This exhibit has the distinction of being the only automobile exhibition, including cars of European manufacture, to be held anywhere in the world this season. The famous Paris salon and the London Olympia and in fact all the foreign shows have been abandoned for 1915 at least. Practically all of the importers have been able to secure the new models and special jobs intended for the 1915 show season to hand and in this country. The construction of these cars was well under way and in many cases completed when the war started.

The usual number of motor enthusiasts and leading dealers are expected to leave Harrisburg and vicinity the day after tomorrow, to attend the national show and keep in touch with the greatest assemblage of motor cars and accessories that has ever been displayed under one roof.

Maxwell Company Makes Prosperous Report For Year

Owners of Maxwell cars, and particularly automobile dealers, will be pleased to hear, that despite the car and rather depressed business conditions during the early part of 1914, the Maxwell Motor Company, the great Detroit motoring manufacturer, has associated with leading automobile dealers in this country, and in this country. The construction of these cars was well under way and in many cases completed when the war started.

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ROSS C. BARRETT
Back the company with which he was first associated when he became a resident of Harrisburg, Ross C. Barrett has again accepted the management of the East End Auto Company, whose salesrooms are at Linden and Shrub streets, near Thirteenth and Walnut. This company has the agency for the Studebaker and Oldsmobile gasoline cars and the Detroit electric. Mr. Barrett has been associated with the Crispin Motor Car Company for several years. Prior to that he was in charge of the East End Auto Company's business. In fact, he came to Harrisburg from Washington to assume that position. Before becoming a resident of this city Mr. Barrett had sold and installed automobile establishments at Washington and Philadelphia, and has traveled extensively as factory representative.

The service features of this business is given special consideration by Mr. Barrett, who has the necessary equipment and experienced mechanic help to render proper service to Studebaker and Oldsmobile owners. Edward Cavender, well known local automobile salesman, has accepted a position on the sales force of the East End Auto Company and will assist Mr. Barrett in pushing the famous cars represented by this agency.

"Gus" Kreidler Again Heads Hope Company

Augustus H. Kreidler last night was re-elected president of the Hope Fire Company for the fourth successive year. Other officers chosen:

Ephraim Painter, vice-president; William L. Windsor, 3rd, secretary; John C. Kinder, treasurer; Edward Halbert, George Shoemaker, Edwin Keys, trustees; Ralph McCord, librarian; the Rev. Harry Nelson Bassler, chaplain; Samuel Olsen, company engineer; H. A. Chayne, R. F. McKee, F. L. Kinder, auditors; William McCoy, James Wolf, W. L. Windsor, William Stewart, F. L. Kinder, safety committee; James Wolf, Samuel Olsen, A. W. Mahaffee, delegates to Firemen's Union; O. E. Osler, delegate to Firemen's Relief; Charles Sprucebank, Ralph McCord, Harold Miller, investigating committee; A. W. Mahaffee, F. L. Kinder, Harry Miller, Ralph McCord, George J. Shoemaker, William L. Windsor, 3rd, Charles Sprucebank, William Halbert, James Wolf and L. Brinton, board of trustees.

Barrett Now Manager of East End Auto Co.

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WOMAN SERIOUSLY BURNED When Clothing Catches Fire at Mechanicsburg

Special to The Telegraph
Mechanicsburg, Pa., Jan. 2.—A serious accident occurred here this morning when Miss Mary Young, living in East Main street, was seriously burned. Miss Young was raking the fire in a range when her apron caught fire and in a moment all her clothing was ablaze. In her excitement she ran into the yard and neighbors, hearing her screams, went to her assistance and extinguished the flames. She was badly burned all over the body, her face and arms being severely blistered. Physicians were called and treated her at once, but were unable to determine whether she had inhaled flames or not. Her condition is very critical.

Miss Young is about 55 years old and lives alone. She was taken to the home of her brother-in-law, Christian Martin.

WHO KEEPS YOUR MOTOR-CAR IN GOOD RUNNING ORDER?

A MOTOR-CAR is a machine. All machinery needs attention from time to time. Lacking it, trouble and dissatisfaction are certain.

Who takes care of your car?

Are you forced to do it yourself, or do you run around to any garage and mechanic you happen to be near?

Would you like to know the reason Hudson cars are becoming so numerous on our streets?

Would you like to know why Hudson owners are always so perfectly sure they have the "greatest car on earth?"

Would you like to have a car that would give you the satisfaction your neighbor gets from his Hudson?

Then come and investigate our Perpetual Service System that goes with every Hudson car.

It will give you an entirely new idea of motor-car satisfaction.

It will explain to you just why Hudsons are so tremendously popular.

I. W. DILL
East End Mulberry Street Bridge
Harrisburg, Pa.

CHALMERS

DODGE BROS. and SAXON

Motor Cars

KEYSTONE MOTOR CAR CO.
1019-25 Market Street

Studebaker Service

As this is the only authorized Studebaker service station and agency for this territory, owners of Studebaker cars are assured of the best possible mechanical service. We carry on hand a complete line of repair parts and have the most efficient mechanics to make the necessary adjustments.

EAST END AUTO CO.
13th and Walnut Bell 315R
ROSS C. BARRETT, Manager

Eight Cylinder

From a snail's pace to the speed of the wind, without apparent effort, without hesitation, without tremor.

CRISPIN MOTOR CAR CO.
413-417 South Cameron St.

MILLER Gearing TIRES to the Road

Add the "Class" Mark to Your Car

STERLING AUTO TIRE CO., 1451 Zarker Street

THE VULCANIZERS

Try Telegraph Want Ads.

REO

Pleasure Cars

With Full Electrical Equipment

6 Cyl. \$1385
122 in. w. b.

4 Cyl. \$1050
115 in. w. b.

TRUCKS

1 1/2 to 2 ton cap. \$1650

Harrisburg Auto Co.
Reo and Haynes

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