

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.

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.

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.

The pressed steel shop will have an area of about 130,000 square feet, while the other two buildings will be about 90,000 square feet in area.

Steel frame construction covered with concrete will be used throughout the building. All windows are of the double-hung type.

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.

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

Makes an Exceptional Showing of Various Models, Chassis and Accessory Parts

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.

An noteworthy feature in the new Hups is the fact that the motor is non-stallable. This permits driving in heavy traffic with perfect confidence.

The exterior of the new Hupmobile is designed to take care of the bigger load. This is brought about through enlarging the piston displacement and increasing the valve sizes to give easy flow to the gases.

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.

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 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.

An interesting point of the exhibit, which will particularly appeal to those of a mechanical turn of mind and 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 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 "2" 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."

The Harrisburg Telegraph is selected in this country, leading papers 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.

RESULTS OF RECENT ADVERTISING CAMPAIGN

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.

"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 the best of the Reo 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 before," says Rueschaw. "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 it." "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 be some Reo owners. It is the big campaign created the buying spirit on the instant so that to-day when a Reo dealer is given his list of prospective cars for the coming season he is practically certain that everyone of them will buy."

"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, and that the Reo's business this year is running more than twice as large as last year and earnings should be in proportion. As a result of this wonderfully satisfactory showing on the part of the company, leading papers to carry what was the largest of any previous single advertising campaign."

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.

It also means that the Maxwell company, before its securities could be listed, had to give a full statement to the Stock Exchange officials concerning its organization, resources and indebtedness, and that the statement was satisfactory is indicated by the fact that its securities have been officially listed on the Exchange.

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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 black." 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 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 that day representative players will be guests of the management. No commercial cars will be shown, but in fact all the 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 motor cars, and the jobs intended for the 1915 show season are broad 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 next week 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 war 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 firms in this country.

Under the skillful and able management of President Walter E. Forders, the Maxwell company this year consented to attend the national show and bring out a low-priced car which met with an enthusiastic reception from the public. As a result, Maxwell sold more money and their customers were delighted with their cars.

Not only this, but what is equally important, the Maxwell company this year consented to meet the last annual statement showed a net income of over \$1,500,000, as against dividend requirements on the first preferred stock of \$525,553.00.

It should be noted, however, deemed it advisable to conserve the liquid assets of the company for the development and extension of its business. So, no dividends were declared and the Maxwell company has now approximately \$6,000,000.00 of net working assets of which \$1,785,992.00 was in cash, as of July 31st, the date of next week to attend the national show and bring out a low-priced car which met with an enthusiastic reception from the public.

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"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.

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 garage and sales rooms 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.

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.

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

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