

Effective February 1

Reduction No. 3 On Goodyear Tires

Making Total Reductions 45% in Two Years To Give Always the Most For the Money

We are glad again—for the third time in two years—to announce a big reduction on Goodyear tires, effective February 1st. Goodyear policy on price is to give the utmost in a tire at the lowest possible profit. Our reductions are made to that end, without ever reducing the quality.

largest output. We have a new factory, modernly equipped. And we have world-wide facilities for buying rubber, of our extra grade, at the lowest market price.

The Best We Know

Goodyear Fortified Tires offer the best we know. They are built to give you the lowest cost per mile. They minimize tire trouble in five costly ways employed by no other maker. And they are always the same, regardless of price reductions.

Most tires will always sell higher, because of smaller output. Some tires will always sell lower because of lower standards. But we promise you that none will ever give better than Goodyear value.

This policy has made Goodyear the largest-selling tires in the world. It will make them more so as more men find them out.

Ask your Goodyear dealer for our new price on the size you buy.

Only Fair Basis

We consider profit margin on a tire the only fair price basis. We keep that margin just as low as our line allows.

While we do that, Goodyear tires will always undersell any tires that compare with them. That is because we have the

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio



Fortified Against Rim-Cuts—by our No-Rim-Cut feature. Blowouts—by our "On-Air" cure. Loose Treads—by many rubber rivets. Insecurity—by 126 braided piano wires. Punctures and Skidding—by our double-thick All-Weather tread.

Tire Prices Are Revised With Downward Tendency

The Plank-Werner Tire Company, at Fourth and Chestnut, has announced a new price list on tires, which became effective this week. According to Mr. Plank, this revision is to the advantage of both dealer and consumer, as one may now buy tires at prices that represent a reasonable profit without feeling that there was a padded profit. The tendency of the tire industry today is to gain the confidence of the public so that they may buy tires on

the road in case of emergency and still feel that the price is reasonable. The Plank-Werner Tire Company are distributors for the Diamond in this section.

DELIVERED TWO STANLEYS Paul Messner reports the delivery of two Stanley steam cars, one to L. M. Shepp, of Millersburg, and one to Grover Haring of York county. These are of the latest 1915 models. Mr. Messner also has the agency for the White pleasure cars and trucks in this territory.

WE REPEAT IT... THE Eight Cylinder



MOST SIMPLE TO LEARN MOST SIMPLE TO OPERATE MOST SIMPLE TO CARE FOR MOST FASCINATING TO DRIVE MOST FREE FROM WEAR Of any car on the market to-day.

Have you had a ride in this car? Don't think that you can fully appreciate it without. Demonstrating car at your service.

CRISPEN MOTOR CAR CO.

413-415 South Cameron St.

NOTE—Factory is running night and day and output has reached nearly 100 a day, but don't delay a minute placing your order, for there are many ahead.

\$740 PULLMAN Jr. Touring



A medium-sized, light weight car, easy riding, beautifully constructed and finished with all comforts and conveniences of larger motor cars. Four cylinders cast in bloc; 2 3/4 motor; unit power plant; cantilever springs; three speed selective sliding gear transmission; highest grade electric lighting and starting system; one-man top; exclusive Pullman type fenders; rain vision and ventilating windshield; complete radiator; demountable rims; extra rim carrier and complete general equipment. All for \$740 f. o. b. York, Pa.

Jeffery Pleasure Cars, \$1450 to \$3700. Jeffery Trucks, \$1500 and \$1650, Chassis. Jeffery Quad (4-wheel drive) Truck, \$2750. Vim 1000-lb. Delivery Cars, \$635 to \$725.

Bentz-Landis Auto Co.

1808 Logan Street Harrisburg, Pa. Storage, Repairs, Painting and Supplies

LEGISLATIVE NEWS

AL CONSERVATION TO BE COMBINED

Believed That the Proposed New Department Will Be Taken Up by the Governor

Much comment has been occasioned at the Capitol by questions asked of men interested in forestry, conservation and the wild life of the State by Governor Martin G. Brumbaugh and there are renewed reports about a State Department of Conservation, as indicated by the Telegraph last night. Details of the plan have not been touched upon but it is believed that the proposed new branch of the government would include the State Department of Forestry, the State Water Supply Commission, the State Game Commission and the State Fisheries Commission. All of these are now separately conducted with forces of men in the field and forest.

The Governor's idea in reorganizing the Department of Agriculture would be to have the operations of its seven branches conducted by bureaus and the whole supervision by a State commission with an executive officer, a department dealing with the land already improved and the various products, including dairy and food inspection, fertilizer materials control, orchard supervision, State veterinarian, chemistry, suppression of animal diseases and other activities connected with husbandry of various kinds.

The New Department

The proposed department of conservation was recommended by the Economy and Efficiency Commission and the Governor has made a careful study of the recommendation. The report suggested a chief at \$7,500, heads of bureaus at \$3,000, game and fish at \$3,000 each. The Water Supply Commission was not included in the recommendation but its work is so closely allied that it has been considered as within the scope of conservation that should be conducted with the others. It has under its charge the water inventory, supervision of dams, hydrography, the supervision of all structures and banks of streams and the Pymatuning swamp project, for which the survey has been completed and estimates are about ready for the legislature.

Evidence That Speaks Well For Reo Trucks

The Harrisburg Automobile Company sold to H. A. Hartman, the cityman of Steelton, Pa., a model "J" 2-ton Reo truck in October, 1913. Mr. Hartman has kept a very accurate and correct account of the income and expenditures on this truck and the following is his statement: "October 15, 1913 the Harrisburg Automobile Company delivered to me Model "J" Reo truck which I have driven continuously since that time and have taken all kinds of hauling and work within a radius of 150 miles of Harrisburg. I have never failed to come back satisfactorily when I started out, no matter how big a load I had or over what condition of roads I went. I have had this truck through the winter of 1913 and 1914 and the present winter and am honest in saying that it is giving me just as good satisfaction now as it did the day I got it. My books show the following figures, which as you notice include the wages I paid myself for driving it: From Oct. 15, 1913 to Feb. 3, 1915, Income \$3,415.25 Expenses: Gasoline, oil and grease... 246.61 Tires... 95.00 Overhauling and repairs... 110.00 Wages paid to myself... 1,232.00 Total cost of operating... 1,558.71 Net profit... \$1,856.54

"The truck cost me \$1,850. This shows at the present time that the truck has paid for itself, the expense of operating, and has left me \$65.54 to the good. This has been a much better investment than my horses and I consider that when a truck will pay for itself in the length of time I have had this truck, it is a mighty profitable thing to have. I want to say further, that the fact that I had this truck could give additional business to my livery stable. I expect to put another truck on in the Spring and I am very sure it will be a Reo."

Many Prominent Persons Attend Wilhelm Funeral

Funeral services for Miss Sara Hand Coleman Wilhelm were held this afternoon at her home at Paxton, with the Rev. Dr. A. W. Rudolph of Baltimore, officiating, assisted by the Rev. Rollin Alger Sawyer, of St. Stephen's Protestant Episcopal Church. The carriers were Messrs. George Kunkel, Jesse E. B. Cunningham, Thomas Lynch Montgomery, Frank D. Carney, Philip T. Meredith, all of this city, John E. Williams, Jacob Stair and R. A. G. Ault, of York.

AMUSEMENTS

"MABEL AND FATTY" BREAK ALL RECORDS AT THE VICTORIA. "Mabel and Fatty" made such a hit with the patrons of the Victoria that the management felt justified in holding the same over for to-day. There is so much original comedy and non-sensationality in the play that anyone seeing it once will be glad of the opportunity to see it again. The management of the Victoria congratulated the careful attention given to the likes and dislikes of the patrons. A single scene in "Mabel, Fatty and the Law," and "The Loss of the Birkenhead," in four reels, will complete the program. "Don't Forget 'Runaway June,'" the first and second instalments of which will be given Monday. Coming Tuesday will be "The Price He Paid" in five parts, by Ella Wheeler Wilcox. Don't fail to see it one day only.—Advertisement.

Paige Company Reports Many Sales at Chicago

More than a half million dollars worth of Paige motor cars were sold at the Chicago Automobile show last week. This is not only far in excess of the record made by the Paige at the New York show, but Paige officials believe it is the best record yet made by any company in bonafide sales at any motor car show. One of the astonishing features of this significant recognition of Paige quality and value is the fact that 268 Paige cars were sold at the Chicago show exclusively by the Bird-Sykes Company, Paige distributors for Chicago and of these 263 cars ninety-three were sold at retail directly from the floor. Added to the sales by the Bird-Sykes Company were large orders taken in Chicago by other Paige dealers and distributors who were present and the total value of all orders was well over a half million dollars for the week's business.

While the new "Six-46" was a hot favorite in the Paige line and in quality and distinction won for it wide popularity and immediate orders, the Paige Glenwood '36 also played an important part in achieving this remarkable Paige record. ESHENHOUR SERVICES TUESDAY

Funeral services for Mrs. Annie Eshenhour, aged 63, 1322 Howard street, will be held Tuesday afternoon at 2 o'clock, the Rev. Thomas Reich, pastor of Christ Lutheran Church, officiating. Burial will be made in Baldwin Cemetery, Steelton. Mrs. Eshenhour was a member of the Christ Lutheran Church for eight years. She is survived by her daughter, Mrs. C. H. Seidle, and one son, Harry Eshenhour.

EDWIN BEST BURIED

The funeral of Edwin M. Best, aged 28, was held this afternoon at the home of his father, Warren A. Best, 1513 Penn street, by the Rev. N. Bassler and the Rev. H. W. A. Hanson officiating. Mr. Best was formerly employed by the State Highway Department and the Simplex Construction Company. Burial was made in Harrisburg Cemetery.

MOOSE TO HOLD BAZAR

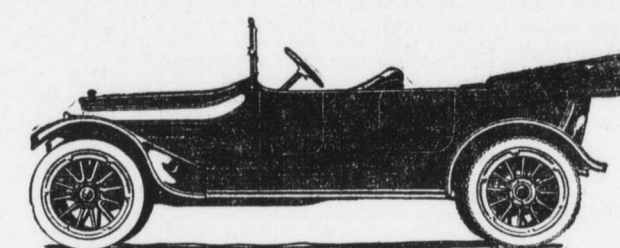
Arrangements have been completed with the P. C. McGuire Amusement Company, by the committee of the Harrisburg Lodge, Loyal Order of Moose, to give a performance here at the Moose bazar and festival to be held in the Armory February 8 to 16, inclusive. The following are in charge: M. M. Bond, chairman; Charles E. Rea, E. E. Stacks and C. E. Blessing.

REO logo and text: In 1910, R. E. Olds made his first four-cylinder car and called it REO

He turned this child out into the hands of the Philistines and in about six months it developed smallpox and scarlet fever. He injected some anti-toxin in it for 1911 and during that year the boy had nothing more serious than measles and whooping cough.

Another injection in 1912 brought the young man down to a case of nothing more serious than a skin rash and a sour stomach.

The full-fledged man that started out on the road in the hands of rough drivers in 1913 did not have a single blemish to his credit. Since that time he has been employing a more up-to-date tailor to cut the clothes for this promising party in a more up-to-date fashion and 1914 and 1915 was devoted to putting the very last finishing touches on this, what we know, is the best, most up-to-date and economical car made in the United States at anything near the price.



When you can get a car that looks as pretty as this one and know that the beauty is not all on the outside, with specifications such as 115-inch wheelbase, 35 H. P., one-man top, nobby tread tires, stream line hub caps, the best electrical system on earth, and double exhaust manifold as good measure on an already perfect car that

Will Go Ten Thousand Miles and No Repair Bill For \$1050.00

F. O. B. Factory, with hundreds of Reo cars among your friends and acquaintances, why should you consider anything but a Reo.

Harrisburg Auto Company Third and Hamilton Streets Harrisburg, Pa.

REO 6 With 60 Superiorities at \$1385 F. O. B. Factory

MOTOR CLUB WILL BANQUET MONDAY

Election of Officers and Social Good Time at Chestnut Street Hall

Considering that wheat prices are soaring toward the two-dollar-per-bushel record and making bread a luxury on the market, the committee on arrangements for the annual meeting of the Motor Club of Harrisburg has consulted with the most reputable good experts regarding the most suitable substitutes that can be served to the members of the club Monday evening without bankrupting the treasury.

All members who expect to have a chair reserved at the table have been asked to mail a card at once. After dinner there will be the annual business meeting, with reports of officers and election of officers and governors for the ensuing year. The following nominations have been made by the board of governors: President, Frank B. Bosch; first vice-president, F. W. Stubbs; second vice-president, E. R. Downey; third vice-president, H. H. Fricke; secretary-treasurer, J. Clyde Myton; governors, for three years, three to serve, Dr. C. C. Cocklin, F. H. Bomgardner, John C. Orr, B. E. Wright, F. C. Irving, E. R. Spangler, John Paul Jones, J. D. Perry and A. H. Fraim.

Pullman New Model Has Many Desirable Points

To meet the demand of those who want a light car, the Pullman Junior has been added to the line of the Bentz-Landis Auto Company at 1808 Logan street. Although the company at York have been making motor cars years, this light weight model is entirely new, of distinctive appearance, with low hung body, graceful rounded back, finely molded and beautifully sloping cowling dash with hood in pleasing conformity. Thus carrying out in every detail the handsome streamline effect which is distinctive.

Selling at a price of \$740, the car is said to travel 20 to 30 miles to the gallon of gasoline. The cardinal virtues claimed for the Pullman Junior are reliability, strength, easy riding, power, speed, simplicity, economy, smartness and comfort. The principal features are embodied in the announcement elsewhere in this issue.

Fisk Tire Will Have a Factory Branch in City

The Fisk Rubber Company, of New York, has leased the store room at 19 South Third street and are arranging to open a local factory branch and service station on or about March 1. The branch will be in charge of E. F. Kempff, formerly with the Front-Market Motor Supply Co., C. D. Whitney, who has been the district representative for Fisk tires in this territory for some time past, will also be associated with the local branch and will make the Harrisburg store his headquarters in the future.

Problems of Designing Popular Priced Motor Car

"The designing of a \$5,000 automobile is merely child's play by comparison with the problem of designing a pure stream, five-passenger, four-cylinder car of dependable quality and selling for \$695," said E. W. Shank, local distributor for Maxwell motor cars.

"If every prospective buyer of a car knew as much about the problems involved in the making of the 1915 Maxwell—as the sleepless nights and the weary days our engineers and specialists have spent on it; if he could see the tense faces at the conferences between the president and various heads of departments, and read in those faces not only the seriousness of the problem involved, but the absolute honesty of purpose and the desire in every heart to create an article as nearly perfect as human ingenuity and good intent could make it, there would be no need for salesmen to handle the output of the factory."

"The Maxwell to-day enjoys the distinction of being made by one of the strongest firms financially in the country whose sales are increasing at an extraordinary rate. Locally the Maxwell meets the severest tests of the hills in Dauphin county, and because of its meritorious performances, it is gaining new friends daily and we look forward to a season of prosperity that will exceed that of any other car in the same class."

Books on Every Topic to Be Placed on Sale

Dives, Pomeroy & Stewart are making preparations for a sale of books next week in which some unusual attractions will be offered. The sale comes as a result of a large portion of the stock of the H. B. Claffin business which failed last summer and which has been recently reorganized. It is not generally known that this concern for eighteen years conducted a wholesale book business, being the principal distributor for publishers' entire remainders. The receivers ordered this department discontinued and as a result books which had already been marked at large reductions were subjected to an additional cut in prices in order to quickly wipe out the entire stock of this department. Among the works secured by Dives, Pomeroy & Stewart are "Miniature Reference Library," "One Hundred Masterpieces," by John LaFarge; "House and Garden Library," "A Book of Porcelain," containing fine water color reproductions; "Monographs on Artists," by Knackfuss; "Little Classics," by Rossiter Johnson; "Beautiful Children Immortalized by the Masters," by C. Haldane McFall; "Every Child Should Know" series, by Nellie Blanchard; "Young Folks Library of Poetry and Literature;" "Public Library of Art;" "Miniature Series of Painters;" "The Rocket Book" for children, by Peter Newell; Pocket Translating Dictionary; "American Fights and Fighters," by Cyrus Townsend Brady; Miniature series of great writers, including Dickens, Horace, Milton, Dante, Chaucer, Lamb, Shakespeare, Browning, Goldsmith, Lowmyer's New Cook Book, etc., etc. Details regarding the special sale of these books next week will be made by Dives, Pomeroy & Stewart in this paper within the next few days.

Fisk Tires 25% to 33 1/3% Reduction Plain Casing Red Top Non-Skid Casing Now Is the Time to Re-Tire E. MATHER CO. 204 Walnut Street