



The World's Greatest Automobile Trade-Mark

The Hudson Triangle has become great because of the car behind it. From the "Triangle on the Radiator" to the electric tail light every atom of the car has been through the crucible of the Hudson Engineering Board.

Only accident or misuse can prevent a Hudson owner getting 100% pleasure and service from his car. In the hands of tens of thousands of users, the world over, its supremacy is demonstrated daily.

The Company Behind the Trade-Mark

The Hudson Motor Car Company is as famous as the Hudson Car. Its marvelous success has come from giving the public what it wants at the price it wants.

The "Triangle on the Radiator" is the signature of the Hudson Motor Car Company. Buyers accept it as a bond guaranteeing in their car everything needed to make it as good an automobile as the world's best engineering skill can produce.

Come—see the Hudson Six-40 and Six-54. The cars that have swept competition aside like cobwebs. At \$1550 and up these cars with the famous "Triangle on the Radiator" are outselling everything else on the market.

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

Hupmobile Car of the American Family ENSMINGER MOTOR CO. THIRD AND CUMBERLAND STS. Distributors.

\$740 PULLMAN Jr. Touring and Roadster F. O. B. YORK. A medium-sized, light weight car, easy riding, beautifully constructed and finished, with all comforts and conveniences of larger motor cars.

Bentz-Landis Auto Co. 1808 Logan Street Harrisburg, Pa. Storage, Repairs, Patinting and Supplies

PAIGE The Two Models Are Here The new 6-46 Paige Touring car has arrived, and is now on display at our garage with the 4-36 five-passenger touring. These cars should be seen to appreciate "Standard of Value and Quality." Their merit and style invites comparison with any other cars in their class.

TIRE MAN TELLS OF PRICE REVISION

Explains Advantages of Standard Price Plan to the Motor Car Owner

E. H. Fitch, control manager for Diamond tires in this territory, announces: "Diamond tires will be sold in accordance with the 'Fair-List' price plan. This is in furtherance of the effort to establish a fair basis upon which tire sales may be established—a basis that will be fair to producer, dealer and consumer alike."

"It is not a price cutting war involving manufacturers, either. Rather it is said to be an effort on the part of the tire men to protect the consumer from concerns which slash prices indiscriminately and which the buyer is puzzled to know whether it is getting the best or the worst of it. By the tire manufacturers taking the bull by the horns as it were, and making substantial reductions in the retail list it is thought that the interests of the owner will be better conserved and that there will be a better feeling between the man who makes the tires and the man who owns the car."

"Automobile dealers declare this latest move on the part of the tire industry will be a big boom for their business as it will encourage those prospects who have been somewhat backward in coming forward because of fear of tire expense. One dealer said yesterday that already he notices the influence of the reduction on those who came into his store to inspect the 1915 cars."

"Good dealers everywhere are co-operating to handle Diamond tires on a 'fair-list' basis. The very first Diamond service for 1914 show that more than 99 per cent. of the many thousands of tires sold last year were sold at longer—went much farther than the guarantee called for. More than 99 per cent. of the thousands of thousands of Diamond tires in use last year gave more mileage than the purchasers paid for. Every mile beyond that which the buyer expected was velvet for him."

"In addition to the extraordinary mileage and freedom from trouble that you can get in Diamond Squeegee Tread tires you can now buy them at the following 'FAIR-LIST' PRICES:

Table with 4 columns: Size, Squeegee, Size, Squeegee. Rows include 30 x 3, 30 x 3 1/2, 32 x 3 1/2, 33 x 4.

"The Diamond 'Fair-List' will be published throughout the country, so that every tire purchaser will know the exact price of the tires he desires to buy. There will be no occasion for 'bargaining' or 'haggling.' The very purchaser will know that he is getting his tires for exactly the same price his neighbor pays, and that he is getting them on an even footing with other dealers. In other words, and to create a paradox, there will be a square deal all around."

Auto Club Elects and Plans Many Activities

The Middletown Auto Club at a meeting Thursday evening laid plans for the next season's activities and boosted good roads. Speeches were made by President I. O. Nissley, E. S. Gerberich, John W. Few.

Officers and committees were selected as follows: President, I. O. Nissley; secretary and treasurer, Harry E. Smith; vice-president, A. H. Luckenbill. Good roads committee: Isaac C. Cole, chairman; S. J. Kreypps, H. W. Stauffer, E. F. Hartman and D. W. Hunteberger. Membership committee, M. H. Gingrich, chairman; J. J. Landis, and Eugene Laverty. Touring committee, A. H. Kreider, chairman; Charles Karick and Jacob McCutcheon. Publicity committee, John W. Few, chairman; Dr. H. H. Rhodes and Dr. D. W. C. Laverty. Legislative committee, John W. Geyer.

Howry & Son Wagon Works

We build wagons and sell direct to the consumer and saving you the retail profit. Also build auto truck bodies, paint and trim auto cars.

Shiremanstown Pa.

MAXWELL CARS IN BRITISH ARMY



The above is a portion of a fleet of Maxwell Cars used by the Motor Transport Corps of the British Army at Booyans Camp, Johannesburg, South Africa, during the recent rebellion under the rebel DeWet. This fleet played a most important part in the suppression of the rebellion, the fighting of which took place in the roughest section of South Africa under British rule. No harder work was ever attempted by pleasure cars, especially as most of the country over which they travel was "rough." The cars covered over fourteen hundred miles the first campaign in the rebellion, carrying extra heavy loads and with the roughest possible treatment to which the picture gives mute testimony. The wonderful way that the Maxwell Cars went through the entire campaign without trouble of any nature, proved their durability and power, and the high praise of the Corp drivers is still the talk throughout South Africa.

Rickenbacher Joins the Maxwell Racing Team

With but a few days remaining before the practice work that will precede the Vanderbilt Cup race on the Exposition grounds, it next was given the probabilities by the announcement that Eddie Rickenbacher had made a change of base, leaving the Peugeot camp in Los Angeles to join the Maxwell team which is establishing headquarters at that point. Rickenbacher arrived in San Francisco, Tuesday, after an exchange of telegrams with Contest Manager Paul Hale Bruske, of the Maxwell team. Terms were readily agreed upon and a formal agreement signed on Wednesday.

The former Peugeot pilot, though a youngster in years, has been riding fast before the American public since the Vanderbilt Cup race of 1906, in which he acted as riding mechanic for Lee Dreyfus, of Columbia, Ohio. He has competed in every International Sweepstakes at Indianapolis, either as mechanic or driver.

During the past two seasons Rickenbacher has been riding with one of the very foremost American pilots. The official compilation of 1914 records shows that he competed in more events on road, speedways and track than any other American driver. He also had the honor of winning the most valuable prize captured last year by any American driver—the Sioux City Sweepstakes in which he was hung up for a 300-mile race that brought out a field of unusual class.

In its dash, and in fact at some stages of the race, Rickenbacher is almost certain to figure as leader. His style resembles, more than that of any other American driver, that of the foreign pilots who have so electrified motorists by their wild flights of speed and risk. He is a real American driver. His sensational driving in the recent San Diego Exposition Road Race is still fresh in memory. In that event he turned laps many seconds faster than any of his rivals and was leading at 100 miles when motor trouble put him out of it.

"I am glad to be back at the wheel of an American car," said Rickenbacher, who is stopping at the Hotel Stewart. "I feel confident that, with Barney Oldfield and Billy Carlson as teammates, the three Maxwells are going to make a combination that will be hard to beat in the Vanderbilt and the Grand Prize."

"We consider that Rickenbacher will round out our team in a way that no other driver could," said Contest Manager Paul Hale Bruske, of the Maxwell forces. "We fully realize that Eddie will give our car a thorough and searching test, but we believe it will stand up under the punishment he will give it."

MOTORCYCLE NOTES

In order to keep its members in touch with the club's activities, the Keystone Motorcycle Club, of this city, now issues a monthly publication called "The Keystone Motorcyclist."

A number of motorcyclists of Wheeling, W. Va., are planning to make the trip this summer to the Panama Exposition.

The Arrow Motorcycle Club of West Hoboken, N. J., is preparing for a future motorcycle race to be held the latter part of March.

Reports show that every fifteenth inhabitant of Great Britain uses a motorcycle or a bicycle. The postal service alone utilizes about 11,000 machines.

A new motorcycle club has been formed at the University of Missouri. Delivery of special orders by the Johnson Fish Company, of Green Bay, Wis., in the future be made on a motorcycle.

The Motorcycle Club of Salem, Ore., has made application to the Federal Motor Vehicle Association for membership in the Federation of American Motorcyclists.

A committee has already been appointed to arrange for the second annual endurance run of the Yonkers Motorcycle Touring Club, which will be held on June 1.

Legal Action Chairman Johnson, of the F. A. M., has appointed C. J. Warrin as F. A. M. attorney for Portland, Ore.

Two new motorcycle clubs have been affiliated with the F. A. M. The Fall Touring Club, of Lake county, Indiana, and the Nashville (N. C.) Motorcycle Club.

J. P. Barham, official photographer of the University of Missouri at Columbia, uses the Martin lot at the corner of Prince and King streets has arrived and a small portion of the frame of the building has been erected. It will be 150 feet in length and 90 feet in width and will seat 3,000.

BUILDING TABERNACLE

Special to The Telegraph Shippensburg, Feb. 13.—Lumber to be used in the erection of the tabernacle on the Martin lot at the corner of Prince and King streets has arrived and a small portion of the frame of the building has been erected. It will be 150 feet in length and 90 feet in width and will seat 3,000.

Mitchell Runs 30 Hours on Fifteen Gallons

One of the most novel automobile demonstrations ever staged in Los Angeles was the nonstop run of a 1915 four-cylinder Mitchell "35," which finished last night.

The run was engineered by William R. Ruess, Mitchell distributor, and took place on the salesroom floor of the William R. Ruess Company. The radiator was sealed. Fifteen gallons of gasoline were put into the tank, which was also sealed.

Mayor Rose and Chief of Police Sebastian sealed the tanks and started the car Monday.

Ruess offered \$100 to apply on the purchase price of a car as the prize for the closest guess to the actual time that the car would run on the fifteen gallons of gas.

There were several hundred guesses turned in and when the box was opened last night it was discovered that the winner had guessed within thirty seconds of the time that the engine would run.

The Mitchell four ran for thirty hours and one minute. O. M. Duggan, R. F. D. No. 1, Rivera, guessed that the car would run for thirty hours, one minute and thirty seconds.

E. C. Whip was second with a guess of thirty hours flat.

Martha Canady, of 914 West Forty-eighth place, was third with the time figured at 29 hours 58 minutes.

Fourth place went to A. F. La Rose, of 126 South Broadway. La Rose judged the running time just forty minutes off.

During the thirty hours and one minute that the engine ran, it made 820,100 revolutions, or the equivalent of 24 1/2 miles, averaging 23 5/10 miles to the gallon of gasoline. During the run the temperature by the motometer ranged from 90 to 108 degrees.

The window where the car was placed, with the rear wheels rigged clear of the floor, there were streamers running to the different parts which are features of the Mitchell construction.

GREER TO LECTURE ON "PUTTING QUALITY INTO PHONE SERVICE"

The Telephone Society of Harrisburg will hold their forty-fifth meeting, Monday. It will be addressed by S. M. Greer, general commercial superintendent of the Chesapeake and Potomac Telephone Company, Baltimore, Md.

His subject will be "Putting Quality Into Telephone Service." The meeting will be held in Board of Trade Hall, Harrisburg, at 8 o'clock.

TWO STEAMERS SEIZED

Ancona, Italy, via Rome, Feb. 12, 10:40 p. m.—Considerable excitement has been caused here by the report that Austria has confiscated two steamers loaded with wheat for Ancona and Venice, taking them to Trieste, Austria.

Maxwell New 1915 Model \$695 17 New Features

We have on display the handsomest car we have ever seen, and the best part of it is that it is mechanically as close to perfection as we ever expect to see any automobile. It holds the road at 50 miles an hour. The ignition system is a Sims high tension magneto, and the transmission is three speed—selective sliding gears. It has 3 1/2 elliptic rear springs, which assures its riding as easy as any car made and has a famous make of anti-skid tires on the rear wheels.

This "Wonder Car" with Self-Starter and Electric Lights only \$85 extra.

E. W. Shank Distributor Central Garage 334 Chestnut Street

Artificial Hills Built For Testing Motor Cars

Making a hill grow where none grew before is a \$100,000 feat in "landscape architecture," accomplished by the Chalmers engineers at the Detroit factory, according to Robert L. Morton, local Chalmers dealer. Detroit is situated in flat country and there are no hills for testing automobiles within twenty-five miles of the city. But that did not deter these Chalmers engineers from devising a strictly scientific "hill" test.

The hill is in reality a series of electric dynamometers by which every Chalmers car is tested. They cost \$100,000 to install, eliminate the necessity of sending cars out on long road and hill trips, and give the same results in a far more scientific way than any actual hill test ever devised.

The electric dynamometer system is one of the things experts generally figure on seeing during their visits to the automobile factories of Detroit.

In the making of this famous \$100,000 "hill" test, the complete chassis of Chalmers are set in steel frames. Great chains are fastened to the rear wheels and to great dynamometers, and running under their own power, the motors of the cars work against electrical resistance.

The dynamometer test, lasting twenty-four hours, not only measures the horsepower of the motors, but also tests the strength and silence of Chalmers transmissions, clutches, rear axles, and other parts, all of which work exactly as they do in the road. The chart of each chassis is a record of scientifically measured work, with every chance of human error eliminated.

By means of this wonderful test, absolutely uniform quality is assured for every car turned out. It enables the Chalmers Company to guarantee that each car is as powerful, smooth running and sturdy as every other car of the same model.

Across the Mountains in a Modern Motor Car

In the early days of the automobile many people thought it was limited in its radius of travel somewhat in the same way as is the steam car. The steam car necessarily must have rails to run on. It was thought that the automobile would require level, hard roads in order to realize its full efficiency. Owners and drivers of old-time cars would have doubted very much that within the short space of a few years they would be able to cross mountains and deserts with their cars and compasses.

The development that has taken place in all mechanical details of the motor car was well shown by a trip recently made by a party of tourists over the Sierra Mountains in California. The mountains were crossed through the Sonora Pass, which is believed to be the highest pass in the Sierra Mountains. The altitude is 9,524 feet.

After crossing the mountains the party motored to Antelope and Carson Valley, returning the same day via the "S" Pass at an altitude of 8,500 feet and then through Angel's Camp to Sonora.

During the day the actual distance traveled was 228 miles, practically all of which was mountain driving. The next morning the party returned from Sonora to Stockton, Cal.

The entire distance covered during this trip was 412 miles. Yet, as evidence of the efficiency of the modern motor car, it is noted that the Hudson Six required only two quarts of water to completely fill the radiator, and no water had been put into it at any time during the trip. Not a single adjustment was made on the car.

"ORDERS WHILE YOU WAIT" SAYS DODGE BROS' DEALER. In view of the thousands of motor car dealers who attended the automobile shows, the experience of J. H. Hoffman, dealer in Dodge Brothers' motor cars at Muskegon, Okla., may prove of interest.

Mr. Hoffman waited patiently for the arrival of his demonstrating car, although he had many sales hanging on its inspection by possible purchasers. When the first Dodge car to reach Oklahoma arrived at his salesrooms, he filled the tanks with gasoline, started the motor and mounted the car on jacks in his salesroom windows.

"We placed her there at 7 in 'the morning and kept the motor running until 10 o'clock that night. At any time during that period it was possible to put your hand on the radiator without any twinges, and, judging by the crowd in my salesrooms, about 500 people made the test to their own satisfaction. I received orders and payment on twenty-two cars the first day and they have been coming in unsolicited ever since. I have been selling automobiles for some years, but this is the first time I have ever handled a car that sells itself."

General Wood Says U. S. Is Unprepared For War

Pottstown, Pa., Feb. 13.—Major General Wood, commanding the Eastern Department of the United States army and formerly chief of the general staff, spoke last night before the general assembly of Hill School on the work and aims of the summer military camps which have been held under the instruction of officers of the army for the last two summers, for students of pre-

paratory schools and colleges. To his audience General Wood declared that the United States army, in its humane and sanitary work in the Philippines, Porto Rico, Panama and other disease infected spots, had done more to save life, many times over, than to take it. Touching on the possibility of a war with a highly organized power, General Wood said that this country is almost wholly unprepared.

"The chances of becoming involved in a war are much less if we are prepared for it," he declared, as he spoke of the small number of runs ready for service."

BIBLE CLASS SOCIAL

Dauphin, Pa., Feb. 13.—This evening the Bible class of the Methodist Episcopal Sunday School, taught by the Rev. F. S. M. Morrow, will entertain its friends by a social in the church parlor. The class under the present teacher has been successful in securing many new members and this event should result in further additions.

The dealers stand behind Diamond Tires, because Diamonds make good what the dealer says. More, too, you can now buy Diamond Tires at 'Fair-List' prices—see below. —Mister Squeegee

Two tires went bad—out of 4000

Here's a sample Diamond Tire record: Out of 4000 Diamond Tires sold by one Diamond distributor during 1914, two—just two, mind you—were returned. Out of 4000!

This was about the average experience of all Diamond dealers through the year.

Is it any wonder that the Diamond dealer—unlike other tire dealers—is ready to recommend and advise you to put on Diamond Squeegee Tread Tires.

Added to the wonderful Diamond Service, you can now buy Diamond Squeegee Tread Tires at the following

"FAIR-LIST" PRICES:

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PAY NO MORE

For Automobiles, Bicycles, Put on Squeegee Tread Tires, For Cycles, Motorcycles.

PLANK-WERNER TIRE CO.

Distributors DIAMOND TIRES In Harrisburg Territory For 4th and Chestnut Streets

Open Evenings Bell Phone 3359

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WE WANT YOU TO SEE THE NEW 1915 EMPIRE

"THE LITTLE ARISTOCRAT" Touring Car F. O. B. Harrisburg \$1000

Streamline Body Electric Lights Electric Starter Turkish Upholstery Concealed Hinges Roll Crown Fenders Unit Power Plant Four Cylinders Motor, 3 3/4 bore Stroke, 4 1/2 inches Non-Skid Tires On Rear Wheels

DEMONSTRATOR NOW HERE Penbrook Garage Penbrook, Pa. Bell 2539 Bell 989-J

CHALMERS

DODGE BROS. and SAXON

Motor Cars KEYSTONE MOTOR CAR CO. 1019-25 Market Street

Fire Extinguishers in time save your Home, Factory, Plant or Automobile. Inexpensive and Effective. Sole Agents. EBY CHEMICAL CO. 23 S. FOURTH STREET Mfg. Chemist, Physician Supplies

Plank-Werner Tire Co. Diamond Tire Distributors 4th and Chestnut Sts. Open Evenings. Phone 3359

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