

Built-in mileage is far better than patched-up adjustments—

When you buy Diamond Tires you buy tires that are built to give you the maximum tire service—tires that give you freedom from trouble and relieve you of the necessity of having adjustments made.

This is what a dealer who sold many thousands of Diamond Tires last year has to say about the service they gave the buyers:

"Gentlemen: "Cleveland, Dec. 15, 1914.
 "The performance of Diamond Tires during the past year has been eminently satisfactory. The claims for adjustment were almost a negligible quantity. On the other hand, we have had a great many voluntary reports as to the excellent service our customers have had from Diamond Tires. We feel that a perfect balance has been worked out in the scientific construction of these tires. The net result is that there appears to be the proper relation between the inside carcass and the outside rubber, so that there is no excess of either. The tire seems to wear out naturally and only after having given a very large mileage."
 "THE FOREST CITY RUBBER CO.,
 "W. E. Crofut, President."

Similar reports of Diamond service have been received from dealers all over the country.

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

"FAIR-LIST" PRICES:

Size	Diamond Squeegee	Size	Diamond Squeegee
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	28.70
32 x 3 1/2	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5 1/2	46.00

PAY NO MORE

For Automobiles, Bicycles, Put on For Cyclecars, Motorcycles

Diamond Squeegee Tread Tires

PLANK-WERNER TIRE CO.

Distributors For **DIAMOND TIRES** In Harrisburg Territory

4th and Chestnut Streets Open Evenings Bell Phone 3359

EMPIRE

"The Little Aristocrat"



F. O. B. HARRISBURG \$1,000—FIVE-PASSENGER TOURING CAR WITH ELECTRIC STARTING AND LIGHTING

As to the Three Important Parts of a Car

- 1st. The Motor Cylinder cast in pair, 30 H. P. 9-inch multiple discs, clutch running in bath of oil.
 - 2nd. The transmission, which is one of the most important parts of a car to be considered, set in standard Empire over-size selective type with annular bearings gears one-fourth larger than the most cars of its weight with 7/8-inch face, 50 H. P. capacity.
 - 3rd. The differential, the Empire rugged final drive with high duty roller bearings.
 - 4th. We wish every motorist who desires a car of moderate size and price could examine the Empire in private with no salesman present to urge the case of the Empire. We wish every motorist who really knows what constitutes a real car could drive an Empire for a few hours, drive through crowded streets, up and down hill, through mud and sand, with Powerful Motor Unit Power Plant, Big Transmission and the sturdy silent rear axle would tell him all that we know of its Power, Flexibility and Speed. We know that after an unimpeded inspection and such a driving demonstration the well informed motorist would need no selling talk from us.
- The guarantee on the Empire is One Year, as the guarantee on almost all American cars ceases after three months.

Penbrook Garage

Penbrook, Pa. Bell 2539 Bell 989-J

CHALMERS

DODGE BROS. and SAXON Motor Cars

KEYSTONE MOTOR CAR CO.

1019-25 Market Street

COURTESY PROMPTS CHALMERS ADDITION

Building Constructed Purposely For the Entertainment of Salesmen and Visitors

"For the convenience and comfort of our guests," as Hugh Chalmers expresses in addition to the office building, the Chalmers factory has been completed. The addition takes the form of a large reception room across the entire front of the building. It is finished in beautiful oak paneling and is tastefully furnished. Easy chairs, magazine tables, writing desks, telephones and other conveniences for guests are provided.

"The guests," Mr. Chalmers calls them, who use this fine new room to the greatest extent, are the scores of salesmen for whom the Chalmers plant each day. And the fact that the company has gone to the trouble and expense of building and fitting up the beautiful reception room for the benefit of these men and other visitors is a striking example of the fine spirit of courtesy that characterizes modern business methods.

"We believe," says Mr. Chalmers, "that every man who comes to our factory to sell something does so with the belief that he can render us a service. According to this belief, we give him a courteous hearing. We believe also that other people who come to visit our plant do so because of a legitimate interest in seeing how we do these things. It is our duty, and our pleasure as well, to receive them courteously and to do all we can to make their visit pleasant."

"Salesmen appreciate courtesy and consideration shown them at the factory when they call. In fact it was a chance remark of some salesman for automobile accessories, which I overheard down town, that is in a measure responsible for our adopting several new rules, which, we believe, will tend to make every department at our plant give to visiting salesmen even more consideration than they receive."

"Courtesy," we think, is one of the most important virtues for every man and every woman who does business in the world. We endeavor to inculcate this throughout our entire organization—not only in the reception room, where, perhaps, it shows more conspicuously, but in every department, our telephone operators, our correspondents, our purchasing department, our service men, and, above all, our salesmen.

"Courtesy is one of the salesman's biggest assets. It breaks down the barrier of the customer's reserve. It wins a hearing where mere cleverness or over aggressiveness cannot approach. It is the lubricant of commercial relations. It is the cheapest of virtues, for it costs its possessor nothing. But it pays big dividends. It makes friends; it wins confidence; it sells goods."

"A service rendered with courtesy is magnified by the recipient. It becomes a bigger and better service. We appreciate it, we remember it and we talk about it. Thus, courteous service builds reputations for hotels, railroads, retail stores and, above all, for the person who feels there is nothing in the world so important to him as to fit you satisfactorily. The less man who makes a store, the hotel clerk or dining car conductor, who takes a personal interest in your comfort, who makes a friend for his hotel or railroad. These men and their superiors realize the value of courtesy. And it is important that corporations of all kinds should realize it."

"Every man or woman, every boy or girl in an organization who comes in contact with people outside—no matter in how humble a capacity—represents in a very real sense the company. To that extent they are salesmen. They are selling the person with whom they come in contact. They are giving him a good impression or a bad impression—of the company. How important, therefore, that everyone in an organization should be taught to be courteous, to render glad and willingly whatever service they do, to remember that they represent the 'the house,' to take pride in winning the good will of everyone with whom they come in contact."

"Business goes where it is well treated. Courtesy helps both to get and to keep business."

Attractions of Large Cars Because of Comfort

Very many drivers prefer to handle a big powerful car. This, not alone because of its increased accommodation for passengers, but because of the pleasure of driving a large, powerful machine.

The vogue of the light six has become so wide that some people seem to think that there is nothing else to be considered except the moderate-sized, light car. Nevertheless there exists a very numerous class to whom a large, powerful car, such as for instance the Hudson Six-54, appeals more strongly than does the smaller car.

With its two auxiliary tonneau seats, the Hudson Six-54 accommodates seven people with the greatest of ease. The divided front seat makes it easy for people to move about in the car without the necessity of leaving it. There is ample room for luggage and the carrying capacity of the car is very great. The feeling that he has beneath the hood something better than a 50 H. P. available at the turn of a finger or a pressure of the pedal is very gratifying to the driver. On the suburban roads, and on long country tours, the big "54" reigns supreme in the minds of many motorists.

Objection sometimes is made that it is difficult to handle a large car in congested traffic, and that the big drivers of the Hudson Six-54 make no such complaint. The car is so flexibly engineered, so excellently controlled, and the steering connections and front wheels are so admirably adjusted that no difficulty whatever is experienced in handling even so large a car in dense traffic.

This largest model of the Hudson Six is furnished in the open phaeton car, in a magnificent limousine and in the popular sedan—one of the most attractive cars for owner's driving that has ever been produced.

AUTO BUYING MADE EASY

The pleasure and enjoyment to be derived from owning your own motor car is now made easy through the plan of the Craig-Center Auto Co., Inc., 305 Craig street, Pittsburgh, Pa. This concern is one of the largest mail-order dealers in second-hand autos. Their new catalogue, just issued, illustrates and describes hundreds of well-known makes of cars that have been thoroughly gone over, put in A. No. 1 condition, and warranted through. They claim all late models—no old stock left over.

Another feature not to be overlooked is their "easy payment" plan and their "future delivery" plan. Their new 1915-16 catalog fully explains their entire proposition.

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.

PAIGE

"The Standard of Value and Quality"

See The Paige "Six"—That's All

Not Only The Best Price—But The Best Quality
 Not Only The Best Six—But The Best Motor Car

That Is The Paige "Six-46"

It doesn't matter if you don't own a car or intend to own a car or know anything about motor cars. We want you to see the Paige "Six-46"—simply because it opens a new epoch in the progress of mechanical science. We want you to see the Paige "Six-46," not only because we believe it marks the highest development of motor car designing, engineering and construction in this country, but also because we believe it to be a mechanical achievement as near perfection as human brains and human experience can make it. And the price is \$1395.

See other "Sixes"—all other "Sixes." Disregard the price. Look for quality. Compare the essentials of motor car values. Look at the motors of all "Sixes." The motor means power, flexibility, speed, service. Look at the body designs for beauty, distinction. Look at the spring suspension. That means easy riding. Look at the lighting and starting equipments. They mean luxurious motoring—otherwise. Look at the wheelbase and roominess and upholstery. They mean comfort. Look at the lubrication and ignition and carburetion and the clutch. They mean reliable service and safety.

Then look at the Paige "Six-46!"

Paige-Continental motor 3 1/2 x 5 1/4. Exquisite body design of latest European style: Cantilever spring suspension; Gray & Davis electric lighting and starting system; 124 inches of wheelbase and a big roomy seven-passenger body; Combination pressure and splash lubricating system; Bosch magneto; Rayfield carburetor; Multiple disc cork-insert clutch. And a dozen more Super-Value features.

How much more than should you pay for the Paige "Six-46?"

But you pay less—vastly less.

Other "Sixes" cost \$100, \$200 and \$400 more than the Paige.

The Paige "Six-46" is \$1395.

So see them all. Convince yourself—

—And then see the Paige.

Paige-Detroit Motor Car Company, Detroit, Michigan

RIVERSIDE GARAGE, Rear 1417 Front Street

Bell Phone 3731-R

George R. Bentley, Proprietor

Will be at the Arena—Rex Auto Show March 13-20

Also the world-famous Glenwood "Four-36" now \$1075.



\$1395

Six 46 PAIGE MODEL FAIRFIELD

Paige Attracts Many at the Western Shows

Numerous automobile shows have been held this month at different points throughout the country, several of the larger and more important exhibits being in Western cities. Reports from these shows indicate very clearly that the same enthusiasm and confidence, the same practical results in the moving of cars that marked the shows at New York, Detroit and Chicago characterized the exhibits held elsewhere, thus testifying to the sound condition of the industry.

Henry Krohn, sales manager of the Paige-Detroit Motor Car Company, has been making an extended trip covering these various automobile shows and has just returned to Detroit from the West. Among the big shows Mr. Krohn attended were those held at Omaha and Kansas City, where the results were especially good.

"From our own viewpoint," said Mr. Krohn, "the shows have been especially encouraging and profitable, and I can report the greatest enthusiasm among our Paige distributors and dealers. Following our custom to take advantage of these shows to get Paige men together for social and business purposes, Paige dinners were held at each city during the show period. At Omaha we had 175 Paige dealers at our dinner and 138 at Kansas City. Enthusiasm ran high and I found our representatives in the field so thoroughly pleased with the new Paige "Six-46" and the Glenwood "36" and with the demand for these cars that I was more than satisfied our previous prediction of a record-breaking season would be fully realized. In these sections business is not about to pick up, it has already swung into its stride.

"At Omaha special attention was attracted to the Paige in a unique manner. The management of the Henshaw, the largest hostelry in the city, removed a large section of the lobby window in the front of the lobby and showed moving pictures of the Paige and the Paige factory during the entire show week. This was an extraordinary amount of interest."

Cadillac Graduates Have Big Earning Power

At the semiannual distribution of prizes at the Cadillac school of applied mechanics, maintained at Detroit by the Cadillac Motor Car Company, Supervisor M. B. Hughes made the interesting statement that the wages of the graduates of the school are higher than those of the average mechanic. Mr. Hughes had compiled a table from information received from 125 graduates, which shows that the practical mechanics are in their sixth year of practical work averages \$27.71 per week.

Close to \$400 was distributed among the students for regular attendance and meritorious class work. The Cadillac school was instituted several years ago by H. M. Leland, president of the Cadillac Company, with the idea of giving practical mechanical training to young men. Its graduates are fitted to do the work of first-class mechanics, having been thoroughly drilled in both the practice and theory of mechanical construction as applied to the motor car. The school is provided by the Cadillac Motor Car Company for the benefit of the community, the industry and the country as a whole, being conducted without any idea of individual profit or advantage. Mr. Leland takes an intense interest in the school and is very enthusiastic about the assistance it is able to give to ambitious young men.

Trainload of Oldsmobile Model 42 For New York

The manufacturers of the Oldsmobile are in receipt of their first Spring trainload order for Model 42 touring cars. An odd coincidence is that the order, which originated with one of their distributors, C. H. Larson, of New York City, calls for immediate shipment of not less than 120 cars and when loaded the cars will occupy 42 freight cars—so there will be 42 carsload of Model 42.

This, they believe, augurs extreme prosperity for Spring and indicates clearly that their light weight four (a faithful copy of the Oldsmobile big six on a somewhat smaller scale) will enjoy an overwhelming demand during 1915 and necessitate maintaining in their plants the increased production schedule which went into effect last August when the Model 42 was launched.

C. H. Larson has been handling Oldsmobiles (Crosby, Mich.) New York, for more than 12 years and is enjoying an increase in sales of more than 500 per cent. this season over the corresponding months of last year.

MOTORCYCLE NOTES

A St. Patrick's Minstrel Show will be given by the members of the Indianapolis Motorcycle Club, the proceeds of the show to be added to the Lincoln highway fund.

H. E. Weber, of Chicago, has been appointed traveling commissioner of the F. A. M. for the State of Illinois. Weber will act in conjunction with State Commissioner A. L. Johnson, of Rockford.

The Motorcycle Club of Augusta, Ga., has been reorganized and will affiliate with the F. A. M.

Four new motorcycle clubs that have recently joined the F. A. M. are the Battle Creek (Mich.) Motorcycle Club, the Oklahoma City Motorcycle Club, the Homestead Wanderers of Munnah, Pa., and the Ohio Valley Motorcycle Club of Cincinnati.

The Atlanta, Ga., club has added three motorcycles to the equipment of the water department. These will be used in making emergency repairs.


About 1,000 riders and their friends attended the recent annual mask ball of the Racine (Wis.) Motorcycle Club. Motorcycles played a prominent part in the recent exhibit of the Police Beneficial Association, of Camden, N. J.

C. W. Waughop, of St. Louis, Mo., is making a 2,500-mile motorcycle trip through Indiana. He has just recently completed a similar trip through the States of Pennsylvania and New Jersey.

A. H. Hall & Co., of Seattle, Wash., have a motorcycle which has covered 3,400 miles with no repair cost whatever excepting one new rear tire.

Jes. Campbell, of Dayton, Ohio, has just been appointed by President A. B. Coffman, of the Federation of American Motorcyclists, as director for the New England District. Mr. Campbell succeeds E. M. Estabrook, who recently resigned.

On account of recent heavy rains, the three-day endurance run of the Savannah (Ga.) Motorcycle Club, which was scheduled for February 20, 21 and 22, has been postponed to April 24, 25 and 26.



FORD SALES CO.

Office and salesroom are now located in the new building of Geo. Myers, the Tire man, S. 11th Street, just 2 doors below our old location, where we will be in position to take care of all repairs.

1915 models of Ford Cars will be here in a few days and the changes will be interesting to all Ford purchasers.

Get a Demonstration

THE CAR OF NO REGRETS

KING

The King 8-Cylinder Car will be received in Harrisburg and ready for demonstration WEDNESDAY, MARCH 3rd.

KING CAR SALES CO.

80-88 South Cameron Street

HAYNES

America's Greatest Light Six

It is our pleasure to invite your most critical inspection of this wonderful light six. We want you to examine it, compare it, then ride in it, to test its remarkable power and superior riding qualities.

Then consider the 22 years of continuous success of the Haynes Company, which proves conclusively that the company has built sturdiness, reliability and service, right into

HAYNES CARS Model 20, 5-passenger Touring, \$1485
 Model 30, Roadster, \$1485
 Model 23, a Light 7-passenger, \$1550

BE CONVINCED. COME IN OR PHONE FOR DEMONSTRATION.

Salesroom Central Garage—**ROBERTS & HOIN**, 4th and Chestnut Sts. Bell Phone 724 HARRISBURG, PA.

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