

THE CAR OF NO REGRETS

KING

The New 8 Cylinder

\$1350 Complete

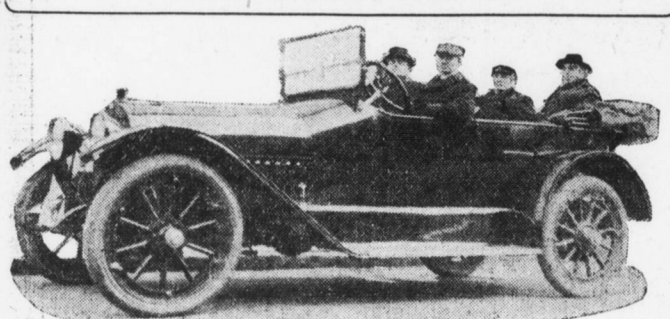
AT THE AUTO SHOW IN KELKER STREET HALL, Mechanical simplicity. Valves easily accessible. Sturdy construction, characteristic of King. Cantilever springs. Pure European streamline. Great power and flexibility. Silent and smooth running. Easy turning length and light weight as a moderate priced four. Price f. o. b., Detroit, \$1,350, completely equipped.

KING POPULAR "4" \$1,165

KING CAR SALES CO.

80-88 S. Cameron Street

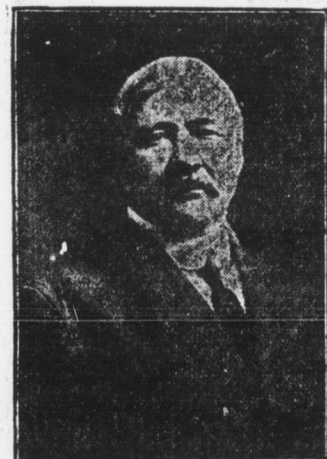
HAYNES SIX TOURING



Robert & Hoin, Distributors, 334 Chestnut Street

PRIMITIVE HAYNES AND MODERN CAR

First Car Had Speed of Eight Miles Per Hour; Light Six Goes Fifty



ELWOOD HAYNES
Father of the American Automobile Industry

Special interest always attaches to the exhibit of the Haynes car at local automobile shows. There is a historical angle to this display, for the Haynes has a claim to be the first of practical American automobiles. Roberts and Hoin represent the car in this city, and will make a display at the Capital Motor Show in the Kelker street hall. C. R. Johnson, treasurer of the company, tells the story of how Elwood

Haynes, after having spent considerable time as an educator, finally became interested in the subject of transportation, and decided to apply to the problem the mechanical knowledge he had gained in a thorough technical course.

Haynes first experimented with steam and with electricity as his motive powers, but dismissed them both, and after moving to Kokomo, Ind., matured his plans for a gasoline engine and ordered a one-horsepower Marine upright, two-cycle, gasoline engine.

This little machine was built up in the form of a small truck, and its total weight, complete, was 820 pounds. The first test was made twenty years and six months ago, July 4, 1894, to be exact. The car went off at a speed of seven miles an hour, was driven about a mile and a half into the country, and was brought back to Kokomo, without having made a single stop.

This little machine never made above eight miles an hour, whereas now the Haynes can readily do fifty, but it was the foundation of a great business.

The final development of the automobile development by this primitive car will be seen in the local Haynes display.

The Haynes purchaser will not only find a complete equipment, but conveniences of every description. In fact the Haynes car bears every evidence of a thoughtful, painstaking and ingenious manufacturer.

Among the more important features are the electric gear shifts, the motor-driven air pump, gasoline-pressure feed and the starting and lighting system, all of which are standard equipment on Haynes cars this season.

STARTING THE MOTOR

When starting an engine a better mixture may be obtained by not opening the throttle too wide. Two or three turns with the spark off and a single turn with the spark on will give the best start. Spinning the motor should never be done with the spark on. The object of "spinning" is to fill the combustion chambers with an explosive mixture and this can be done with safety only when the spark is off. After the chambers are filled a single pull upward will secure all the results of the spinning and eliminate danger from back-kicking.

MAXWELL MODELS

FIT POPULAR DEMAND

Local Distributor Enthusiastic as to Business Outlook For "25" Touring and Roadster

A car that has enjoyed what is considered an unprecedented sale, in the history of the industry, is the Maxwell, handled in the local district by E. W. Shank, distributor for Dauphin, Cumberland and part of Northumberland counties, with sales room at 334 Chestnut street, at Central garage.

The Maxwell record was made between August 1, 1914, and February 1, 1915, and it is all the more remarkable on account of the wave of depression which has swept many parts of the country during this period.

In the Harrisburg field Mr. Shank declares that he has sold more cars than any other one firm, with the exception of one that sells a very low price car.

"The demand for the Maxwell has simply astounded me," he said. "If there has been any depression or tightness of the money market I have not felt it in the least. The only thing that I can attribute it to is the great value in the Maxwell. Of course, there is no other car that competes with the Maxwell, for there is no other car on the market with the high grade features of the Maxwell and of like size and beauty that sells for so low a price, \$695.

"But the demand has been different from any other demand I have ever known. Right in the height of the winter season I have been bringing Maxwell cars to this territory in exceptional numbers considering the season. Eighteen were delivered in the month of February.

"These cars have all been sold by us or our agents and delivered. We have orders from practically every subdealer, who wants cars at once for Spring delivery."

The Maxwell factory is working day and night to keep up with the demand. This in the height of the winter makes us wonder what will happen when the real buying season opens April 1.

"If the demand keeps up as it has we will not get half the Maxwells we will want in the summer months—no factory, however large, and the Maxwell is one of the world's largest, could turn them out fast enough to keep the buyers satisfied.

"Because of this we are advising all our agents to take orders ahead for those who intend buying Maxwells when the season opens. We are advising local buyers to place their orders now, so that they will not be disappointed later.

"All indications point to a general boom business as soon as the Spring opens, and if this is true the coming season will stagger all statistics for the record it will produce in car sales.

Walter E. Flinders, who heads the Maxwell plants, told us the other day that he is making the most elaborate preparations that he has ever made to take care of the Spring business. He declares that the Maxwell business during the winter months has proven to him that the summer months will break all motor records, and he has promised that the factory will be equipped to more than double its present capacity. He is so optimistic that he does not believe that double capacity will build cars fast enough for the 1915 demand.

Shaffer Wagon Works Adds Truck Specialties

The Shaffer Wagon Works was bought by Alfred H. Shaffer from the C. E. Shaffer Estate April 15, 1914. The plant was then located at 5 North Cameron street in a two-story frame building with 4,000 square feet of floor space. Mr. A. H. Shaffer immediately organized a selling organization with L. E. Guerin as manager, and put forth all efforts for the rebuilding of the business.

In 1913 it became apparent that the plant in North Cameron street was too small, and in the Fall of the same year ground was bought for the new buildings were erected in South Cameron street.

In the year 1914 it was again found necessary to increase the floor space and additions were made to main building. The Shaffer Wagon Works to-day occupies buildings located at 80-88 South Cameron street, containing 17,000 square feet of floor space, devoted to the building and repairing of wagon, carriage and automobile bodies, and containing the latest machinery for their manufacture.

The Shaffer Wagon Works are also distributors of the Gibney Wireless and the Kelly-Springfield motor tires in this vicinity, and have equipped their plant with a 150-ton hydraulic press (the only one between Philadelphia and Akron, Ohio) and other modern machinery for the application of all sizes, kinds and types of motor and carriage tires. In speaking of the truck tires, Mr. Shaffer said:

"All manufacturers of motor truck tires have now come to the conclusion that the pressed-on-type of tire is the only solution of the motor tire problem of to-day.

It became apparent that if the demountable tire would not answer the purpose because of lost motion, it was necessary to construct a tire that would answer the purpose, and this tire was the pressed-on type design.

The pressed-on-type was first brought to this country by James L. Gibney, who went to Europe to study solid tires. Mr. Gibney conceived the idea that a steel-base tire offered the greatest possibilities and he therefore returned to this country and manufactured the Gibney Wireless Pressed-on-type tires, being the first wireless tire manufactured in this country. This type of motor tire has many distinct advantages over the ordinary tire: 1. The fastening of the tire to the wheel is steel to steel, thus eliminating internal friction and lost motion. 2. Changing the contour of the tread and substituting a wave line instead of a straight line upper surface of the hard rubber sub-base, and has increased the resiliency of the compound."

Lemoyne Auto Shop Now Has Modern Building

With a brick building to replace the one recently destroyed by fire, the Lemoyne Auto Company now have a modern brick building on the Market street road. This building is 60x102 feet, equipped with the most modern machinery for giving service on all kinds of automobile repair work.

Irving H. Heiges proprietor, is a mechanic of well-known ability, having been established since 1893, and is a tool and die maker by trade. Mr. Heiges was for years associated with local manufacturing establishments before going into business for himself, and served as expert machinist at Toledo, Cleveland and Brooklyn. In addition to the repair work there is ample space provided for storage of cars in that vicinity.

Motor car owners belonging to the Denver Motor Club are being saved a great deal of time and inconvenience by a plan the club has inaugurated to secure the 1915 State licenses for all its Denver members. Official application blanks have been mailed to the 1,100 members living in the city and county of Denver. They can fill out these blanks at home, take them to the club's headquarters, have the required notary work done in a few minutes and then let the club obtain a large number of licenses at the one trip to the office of the Secretary of State.

Maxwell "25"

\$695

The New 1915 Maxwell "25" is the biggest automobile value ever offered for less than \$1,000. Our production of 60,000 cars makes the new price of \$695 fully equipped (with 17 new features) possible.

Here are the 17 New Features

- 1.—Pure stream-line body.
- 2.—Adjustable front seat.
- 3.—Sims high-tension magneto.
- 4.—Three-quarter elliptic rear springs.
- 5.—Tire brackets on rear.
- 6.—Spring tension fan.
- 7.—Kingston carburetor.
- 8.—Clear-Vision Wind Shield.
- 9.—Foot-rest for accelerator pedal.
- 10.—Tail lights, with license brackets attached.
- 11.—Gasoline tank located under dash cowl.
- 12.—Crown fenders with all rivets concealed.
- 13.—Head lights braced by rod running between lamps.
- 14.—Famous make of anti-skid tires on rear wheels.
- 15.—Gracefully rounded, double-shell radiator equipped with shock absorbing device.
- 16.—Instrument board, carrying speedometer, carburetor adjustment, and gasoline filler.
- 17.—Improved steering gear; spark and throttle control on quadrant under steering wheel; electric horn button mounted on end of quadrant.

Automobile experts have refused to believe that anyone could produce a full-grown five-passenger really beautifully equipped car—a car with real high-tension magneto—a car with sliding gear transmission—left-hand drive center control, a car with practically every high-priced car feature for less than \$1,000.

Here it is! Here is a real automobile. Here is the easiest car to drive in the world—here is the greatest all-around hill climbing car in the world. Here is an automobile to be really proud of.

With Electric Self-Starter \$55 Extra

At the Capital Auto Show, Kelker Street Hall, March 13-20

E. W. SHANK

DISTRIBUTOR

334 Chestnut Street

Central Garage

Holds the Road at 50 Miles an Hour



STUDEBAKER LINE HAS FEW CHANGES

Famous Manufacturing Concern Continues Two Chassis With Five Body Types

The Studebaker line of cars which met with such success during the season of 1914 has been continued with minor changes and additional refinements for 1915. The chassis and five body types are being built for the coming season.

There is the same sturdy four passenger chassis. It is furnished with both a five-passenger touring and three-passenger roadster body.

The Studebaker models will be displayed at the auto show, Kelker Street Hall, by the East End Auto Company, of which R. C. Barrett is the manager.

The power plant is the very popular Studebaker bloc cast four motor. It is the modern small bore (3 1/4 inches) and long stroke (5 inches) motor. The pistons are accurately ground to the one-thousandth part of an inch and lapped into the cylinders. Compression is maintained by two special Studebaker piston rings, while a third wiper ring near the bottom of the piston takes off the lubricant adhering to the cylinder walls. Cooling is maintained by a centrifugal force pump and an 18-inch 6-blade fan. Cold water is forced direct from the water pump to the valve seats, where the maximum cooling is necessary. An improved tubular

radiator is provided for the four. The Studebaker motor is provided with large water passages around and above each cylinder.

The gasoline tank is located under the cowl dish, where it is very accessible for filling or for removing, should that ever be necessary. A feed pipe less than three feet long leads direct to the carburetor and allows the carburetor to be placed high up on the cylinders. A magnetic gasoline gauge on the dash accurately tells the amount of gasoline in the tank. The filler cap is inside the windshield and allows the tank to be conveniently filled from the front seat.

Electrical power for ignition, starting and lighting is furnished by the efficient Studebaker-Wagner two-unit system. The generator is located forward on the left side of the motor and is driven through silent gears in connection with the timing gears. The generator charges the Willard storage battery, which is located under the front seat. All wires are contained in trouble-proof and weatherproof steel conduits. Power is furnished the electric starter direct from the storage battery. The starter is located on the right of the motor and drives through a silent chain and overrunning clutch.

Line of Sixes
The line of sixes, five and seven passenger bears every resemblance in enlarged form to the four. Its motor is bloc cast, of the same bore and stroke. It has the same cooling, oiling, gasoline system and electrical system as the four. Its carburetor is of a larger design. Its gasoline tank is of larger capacity. The frame of the six is tapered in front to give added steering radius and additional motor support. Two extra folding seats are provided in the tonneau of the seven-passenger body. The body finish, the top, the fenders and all the details of the sixes are just as elegant and beautiful as those of the four.
The rear springs are three-quarters elliptic instead of full elliptic, as used on the four. The wheelbase is 121 inches and the wheels are 34 by 4,

with Q. D. demountable rims, with safety tread tires on the rear wheels.

An old department of Studebaker manufacture, the commercial car department, is being given added impetus through the excellence of its two body types of delivery car and its newly acquired passenger-baggage car. These three bodies are furnished on a specially developed four chassis, which maintains all of the essential features of the pleasure car four.

These cars have a carrying capacity of fifteen hundred pounds.

The delivery car is supplied with

either an open express body or a closed panel body.

The new passenger-baggage car has leather upholstered seats along each side, which fold up against the sides, allowing the space to be utilized for regular delivery car purposes. This car will carry ten men comfortably, or part of the seats may be folded up and it will carry four or five people and their baggage.

The delivery car line has all the staunch and sturdy characteristics of the pleasure car line.

WHEN AT THE
AUTO SHOW
LOOK FOR THE
Stanley Big Mountain Wagon or Truck
also learn about the improvements on the new Stanley Pleasure Cars.
Kelker Street Hall
Paul D. Messner
1116 JAMES STREET

Because it gives the highest motor car service at lowest cost, the Ford is the one car you'll find in large numbers and in constant use, in every land. It's a better car this year than ever before—but it sells for \$60 less than last year.

The Ford is everybody's motor car because everybody can easily understand and safely operate it. Doesn't take a skilled mechanic to operate or care for the Ford. Less than two cents a mile to operate and maintain the Ford. With "Ford Service for Ford Owners" your Ford car is never idle.

Buyers will share in profits if we sell at retail 300,000 new Ford cars between August 1914 and August 1915. Runabout \$465; Touring Car \$515; Town Car \$715; Coupelet \$775; Sedan \$1000, delivered. See them at Ford Sales Company, South Cameron street, and Auto Show at Kelker Street Hall.