

Auto Show Week

IS

"Glad Hand" Week

At the City Auto Supply Company

Headquarters 118-120 Market Street

We want every one of our friends to come and see a display of accessories unsurpassed in this section of the State. We want every visitor to the show—DEALER AND CAR OWNER—to see the complete accessory store where everything for the motorist is stocked in great variety.

You will find this a pleasant place to visit. YOU WILL NOT BE PRESSED TO BUY ANYTHING. We want you merely to see what we have, so that when the need arises you will know where to come.

We are the exclusive distributors in this section of some of the most important accessories on the market. The latest improvements in motor equipments are sure to be found here first of all.

Our Service

At our store or at the curb is unsurpassed. We are the pioneers of service in this section—and are constantly improving this feature. You will always find some one at the curb to inflate your tires, fill your radiator or assist you in any way, FREE OF CHARGE.

SEE US AT BOTH SHOWS

City Auto Supply Co.

118-120 Market Street

(Adjoining Senate Hotel)

CADILLAC EIGHT FIRST OF NEW TYPE

Leads the Season by Introducing Again as Many Cylinders as on Preceding Model

An exhibit at the Arena show that will be the center of interest will be that of the Crispin Motor Car Company, which will display the 1915 Cadillac eight. Every feature of the Cadillac eight will be shown and explained by the Cadillac expert who has become one of the most familiar figures at automobile shows in this country.

C. C. Crispin has been on the jump since the announcement was made that the Cadillac company would issue an eight-cylinder this season. Every day since the announcement was made he has been answering inquiries or receiving orders.

As a result of these activities a number of Cadillac eights are seen in the streets of Harrisburg every day. Men who have never owned automobiles were so greatly impressed with the new product of the Cadillac company that they immediately closed deals with Mr. Crispin for the purchase of the new Cadillac.

Speaking of the Cadillac eight, Mr. Crispin said to the Telegraph automobile man: "The Cadillac company has never relaxed the pursuit of that power principle which would prove to be ultimate and final. It sought the medium by which the car would be endowed, not with an approximate freedom from gear shifting or approximate hill climbing ability on high, or approximately the highest possible form of these three characteristics.

The Cadillac company has given serious consideration to every reputable type of motor, endeavoring to scrutinize with scientific impartiality the virtues and limitations of each and every one alike. Building and experimenting in turn with every type of engine, from the single cylinder the company has carried forward the

highest form of frequent impulsive motor—the V type, eight cylinder.

The principal advantage of the eight-cylinder engine is, of course, its continuous torque and continuous uniform generation of power. There is no pause or lapse between power impulses, of which there are eight in each complete cycle of the engine, four to every revolution of the crankshaft, or one every quarter turn. The firing alternates from side to side. The continuous torque produces an almost utter absence of vibration at both high and low speeds. The fact that the motor is no longer than a four-cylinder type and does not take up as much room as a four-cylinder engine. The pistons and for the same wheelbase car.

The eight cylinder motor weighs 60 pounds less than last year's Cadillac four-cylinder engine. The pistons and connecting rods weigh exactly one-half of those used last year.

The design of the cylinder block castings of the engine is unique among motor cars by reason of the fact that removable water jacket plates are fitted at each end of the block. Thus an entirely new scheme for the casting of cylinders en bloc has been put into operation in the Cadillac foundries. The usual practice provides no opening into the water circulation space that surrounds the cylinders.

The new Cadillac practice affords several advantages. One of these is that it permits the cores to be anchored before the casting is made, which prevents slipping of the cores and insures uniform thickness of the cylinder walls and uniform space for the water, both of which are necessary to efficient cooling of the motor.

Another is that, through the open ends of the water space, inspection can be made to be sure that webs of metal have not formed which would interfere with the free circulation of the cooling water—for such interference is likely to have serious results. The third advantage is that the user of the car can detach the plates and remove any sediment that may have been deposited by the water used in the cooling system. The removable plates are amply large to permit close inspection of the water space.

The Cadillac eight engine is a motor of uncommon accessibility in all respects and the cylinder block construction carries out the general idea completely. Removable caps provide for cleaning carbon out of cylinders without removing cylinders from the base. The pistons can also be taken



A TRUCK FOR EVERY PURPOSE

REPUBLIC

1,500 pound capacity, gear-driven truck, complete with body

\$995.00

Bessamer Trucks in Various Models

I. W. Dill

SEE THEM AT THE AUTO SHOW
ARENA AND REX GARAGE

from the cylinders through the base without removing the cylinders. The Crispin Motor Car Company maintains one of the best equipped service stations in Central Pennsylvania. Here all parts of the Cadillac are kept on hand. Only expert workmen are employed, and careful attention is paid in the repair or overhauling of all cars submitted.

REO SUCCESS TOLD BY R. E. OLDS

Founder of Reo Motor Car Speaks of Great Organization and Its Methods

An interesting story of Reo success is contained in Everybody's Magazine. It follows:

When we meet a man who has been almost successful in his particular sphere of endeavor, we look at him in wide-eyed wonder, searching to see if we can divine by what magic he has achieved the, to us, impossible.

To our lips begins the question we would, but dare not, ask, "How did you do it?"

It is amusing to note the similarity—and the futility—of the replies, when on occasion we do muster up sufficient courage to ask the successful man, the millionaire, for a private formula.

"Honesty and frugality, my boy," is the almost invariable reply. And if perchance the one to whom we are talking has not reached the odious stage of the falsely proud nouveau riche, he may add, "and Hard Work."

If he has reached that stage—why, he is ashamed of the fact he ever worked, so is silent on that point.

Now we know, most of us, from personal experience that hard work, while doubtless essential, is not sufficient. We know this because, hard as we have worked, we are still a long way from our goal of success. We had almost begun to doubt whether hard work was, really necessary to great successes.

Likewise, knowing by common report something of the man who has prescribed "honesty and frugality," as specific, we are inclined to doubt the efficacy of the amount of either of which that particular individual may justly boast.

So we conclude we are little or no farther along in our quest for the great secret.

It is refreshing therefore to talk with one whose success has been as clean as it has been great; who has succeeded even to the point where he can lay down the tools and see his work go on; who has worked as hard as any man now in his shops—and who still knows how to play; whose business is still but a means to an end—not the end.

How many of the so-called successful men are in very truth the most miserable failures! "Pity the poor millionaire" has become almost an axiom in this land of sudden successes. Nor do we say it facetiously but in all seriousness. We that have retained our sanity and our sense of values do pity the average "successful man."

boy with all the ardor, all the enthusiasm, all the sweetness and the capacity for enjoyment of the healthiest-minded, cleanest-bodied boy you ever knew.

He has succeeded to the point so few ever attain, of freeing himself from the harness before work had become to him a habit that could not be discarded.

His factories are still his servants—he has not, like so many others, permitted himself to become a slave to the thing he has built.

"To make a success, all you have to do is to be one," says Mr. Olds. Sounds at first like irony. It is not so meant, however.

"By that I mean," says Mr. Olds, "that if you have within yourself the elements that make for success you can detect with unerring accuracy those qualities in other men. That in turn argues that you have the ability to build up an organization—and in the word organization you have my recipe for success."

"Now do not confuse the term organization with corporation. There may be a vast difference. An organization is the best possible foundation for a corporation, but I could mention many corporations that absolutely lack organization."

"My idea of success is to build a business that will go on after the hand of the master has been taken from the throttle—whether momentarily or permanently; willingly or by the decrees of fate."

Reo success has been splendid. And that success has been due to organization. Mine is the satisfaction and the pride of having elected and brought together the men who compose that organization. And the satisfaction is the greater because from the day the Reo company was organized there has never been a change in that organization.

"The plan has worked out exactly as I had hoped. Reo is to-day not only one of the strongest concerns engaged in the manufacture of automobiles, but it ranks as one of the soundest in any branch of the manufacturing industry. I think that is a wonderful record. Certainly it is a most gratifying fulfillment of an ambition—an ideal."

"Twenty-five per cent. of the total population of the city of Lansing—the fourth city in Michigan—derive their livelihood from the Reo payroll. So I can feel I have fulfilled my duty as a citizen."

"Consider, however, that but for the ability and loyalty of the men who constitute the Reo organization, I would to-day be a slave to the very thing I have created."

"As it is, I can go to South America for a winter cruise; take a trip around the world or do anything else I choose or my family desires—which is the same thing—feeling perfectly secure in the knowledge that not only are my investments safeguarded, but more vital to me, that those thousands who depend on the Reo plants for sustenance and a home need have no worry for the future—they nor the children I hope will be born to them, need not attempt to say which of the six men who comprise the Reo organization—heads of the six big departments—is entitled to most credit for that success. Seems to me it can be pretty evenly divided."

And this latter in turn must pay homage to the breadth and ability and foresight of the directing head whose policy of service to the user makes of every customer a permanent friend for Reo.

"It is because I feel certain that every owner of a Reo car is a friend that I feel absolutely certain of the future of the concern."

"I believe that if you asked any five of the six to-day what man of their acquaintance was the best man in the world to fill the sixth position, they would unanimously mention the man who now fills it."

"Yet the affinity, if I may use the term, goes no farther than that."

"All have their hobbies—but none tries to cultivate the pet hobby of the other. They differ radically in racial characteristics and in personal preference—but none pays any attention to the idiosyncrasies of the others—neither quarrels with, nor tries to emulate him. Harmony in the Reo organization depends on no such slender thread as that."

"These men meet on one common ground—and one only. That is ability—the ability of each to fill his particular niche."

"It is an unwritten law that no department head ever recommends a man to another department for employment. Thus is all chance of spying and tattletale eliminated."

"There are no relatives—either my own or of the department heads—in the place. I agree with President James of the University of Illinois that nepotism is, in its quality, a more subtle and more corrupting influence than are politics or religion directed to the same end, bad as these are."

"The thought of employing a man because he is a relative or a friend of a shareholder or a director in the company would never occur to one of these men. There can therefore be only one reason why any man occupies the position he does in the Reo organization—and that is his superior ability for that job."

"I know that these things are not usually mentioned as factors in successful business, but I believe they are of the utmost importance. Every man who has built up a successful organization will agree as to their importance—and those who have tried and failed may find in this the chief reason."

"To sum up: the secret of success is organization. Organization presupposes specialists—experts. Having selected your specialists the next step is to delegate absolutely to each those duties and those prerogatives that come within his scope."

"I ask the men who compose the Reo organization agree only on one thing—integrity of purpose."

CHALMERS NEW SIX ENTIRELY NEW TYPE

Is First Car to Be Produced by the Company at Less Than \$1,500

Something entirely new in American automobile designing will be shown in the Chalmers at the exhibit of the Keystone Motor Car Company at the Arena-Rex Auto Show. It is the Chalmers "New Six," with new and distinctive Chalmers-Delage type high-speed, valve-in-the-head motor, which sells for \$1,400, fully equipped. This car, which was shown for the first time at the New York show, attracted the attention of engineers and other motor-wise folk, who had heard rumors that the Chalmers Company was building a smaller six model and were eager to see it.

This Chalmers "New Six" is the first car ever built by the Chalmers Company at less than \$1,500. The contrast between this generous sized, amply powered, modern automobile with the "old" model of six or seven years ago is a pretty good index of the progress which the motorcar industry has made.

The new Chalmers motor represents the latest and best type of foreign design. It is a modification of the Delage, Weidely and other exponents of the foreign tendency toward high speed motors. It is unusual in appearance with a long compartment on top of the cylinders enclosing the valves and the cam-shaft. It is unusual, too, engineers say, in power and efficiency.

This model is direct from the Brooklyn show. And from the Boston show comes the Saxon Six, one of the newest of the season's surprises. A Dodge Brothers' touring model, a Master Six Chalmers and the Light Six will complete the exhibit.

Chalmers has the same two sizes that it had in 1914. They have been refined in a number of details and on the larger chassis a touring body of entirely new design has been fitted. The smaller six having been reduced to \$1,650, \$150 less than last year.

Equipment is now better than ever before. A new design top, which is a product of the Chalmers shops, is fitted; the storage battery is of improved design, better separation being used to eliminate buckling of the plates. A voltmeter has been added to the equipment and a Yale lock fitted to the electric switches. On the smaller car the tires are larger, being 34 by 4.5 instead of 34 by 4.

Five bodies are listed on the smaller car, two on the Master six. The seven-passenger touring car on the Master six is an innovation in that it is a boat-line design.

LODGE HAS GREAT TEAM

A class of seventeen new members will be taken into State Capitol lodge, No. 76, I. O. O. F., under the initiation of a four-member team composed of the youngest members of the lodge. They are doing good work not only at home but have been conferring degrees at Dunsmuir, Palmyra and other towns recently.

Hupmobile



"Car of the American Family"

A car of unusual grace and beauty with every feature that makes for driving comfort. The new Hupmobile is a large, roomy, powerful car that cannot help but appeal to the most discriminating taste. Riding comfort has been one of the chief aims of Hupmobile engineers in designing the new car. The springs are unusually long and built of the highest grade spring steel, which makes for exceptional resiliency and gives the greatest riding ease under all road conditions.



- 5-passenger Touring Car with sedan and mohair tops\$1365
- 2-passenger Roadster with coupe and mohair tops\$1325
- 5-passenger Touring Car with mohair top only\$1200
- 2-passenger Roadster with mohair top only\$1200
- 4-passenger Touring Car or Roadster, model "HA"\$1050

Westinghouse electric lighting and starting systems on all models.
Prices F. O. B., Detroit.

The Lewis VI

Monarch of the Sixes
\$1600
F. O. B., Racine, Wis.

Dart Trucks

From one to three ton
\$875 to \$1950
F. O. B., Waterloo, Iowa.

Exhibited at Kelker Street Auto Show.
ENSMINGER MOTOR CO.
Sales Room, 3rd and Cumberland
SERVICE STATION GREEN AND CUMBERLAND

News Items of Interest in Central Pennsylvania

Special to The Telegraph

Sunbury.—Paul S. Lugar, an athlete of this place, has been chosen as athletic and physical instructor for the I. O. O. F. orphanage.

Marietta.—At a meeting last evening residents of Conestoga Centre decided to purchase a chemical engine for fire protection.

Abbeville.—Joseph Welchans lost four fingers of his left hand yesterday while working at a circular saw.

Landis Valley.—A 4-year-old daughter of Christian F. Frank was badly scalded last evening my upsetting a pot of chocolate.