

500,000 Strong

Lined up for your review by General Service

Talk about an army of facts—we have been able to check up the returns from 500,000 Diamond Tires.

Just think it over for a minute.

This is no puny group of isolated tire testimonials, it's a real report from hundreds of Diamond Tire distributors on tires sold and tires returned for replacement or adjustment.

No tire manufacturer ever dared to speak in public about such a report, let alone offer to place it in the hands of every interested tire buyer.

Use the return coupon and receive the book of compelling tire facts showing that on an average but one Diamond Tire out of every hundred was returned for replacement or adjustment.

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

PUT ON Diamond Squeegee Tread Tires

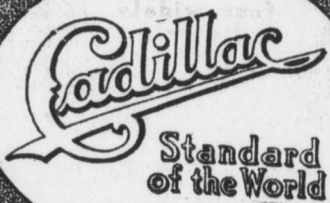
Diamond Tires, Akron, O.
Send me your book entitled "500,000 Strong."
Name.....
Address.....

PLANK-WERNER TIRE CO.

Distributors For **DIAMOND TIRES** In Harrisburg Territory
4th and Chestnut Streets Open Evenings Bell Phone 3359

Increased orders for immediate shipment of cars have been received by Dodge Brothers from the Automobile Company, Limited, of Christiania, Norway. The steamer Quorth, which sailed from New York for Norway on March 5, carried ten cars for the Christiania dealers, and others are being prepared for shipment. Foreign dealers in all parts of the world are vying with one another to secure the sales rights of Dodge Brothers cars abroad. The Dublin Motor Company, Dublin, Ireland, called Dodge Brothers on receipt of their first cars, congratulating the company on their product.

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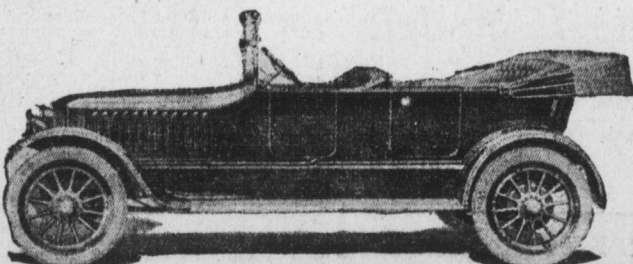


EIGHT

Cut-Open CHASSIS

Shown at
Arena, 3rd and Delaware
Crispen Motor Car Co.
413-417 S. Cameron St.

Stanley Steam Cars



5-PASSENGER 20 H. P. TOURING THE NEW STANLEY

A large, roomy, comfortable, 5-passenger, 20-horsepower touring car, with 130-inch wheelbase, 150 to 200 miles on a filling of water, hand-made aluminum body, deep upholstery, one-man top, clear vision, rain-vision windshield, crowned midguards, clear running boards, electric lights with dynamo and storage battery. No clutch to work. No change speed lever. Entire control is governed by the brakes and a single little throttle lever on the steering wheel. \$1075 f. o. b. Newton, Mass.

PAUL D. MESSNER

1118 JAMES STREET

LIGHT WEIGHTS AID TO GOOD ROADS

Small Upkeep Expense Astonishing on Boulevards Where Heavy Traffic Is Not Permitted

By Roy D. Chapin
Chairman Good Roads Committee, National Automobile Chamber of Commerce.

To build and maintain good roads would be comparatively easy and inexpensive were we assured that the bulk of their use would be by light-weight automobiles. It is from very heavy cars and from trucks that roads receive their heaviest use. Boulevards and parks where travel is restricted to light travel require an astonishingly small expense for upkeep. Moderate weight on fairly large section tires should be encouraged by all municipalities interested in building and maintaining good roads. To be sure this can hardly be attained by legislative action but much may be done by educational campaigns tending toward the fostering of this idea in the public mind. The oiled roads of California are famous. Yet many of them cost but a nominal sum to build and maintain. Florida seems recently to have hit upon a method of building a combination oil and sand road that promise to revolutionize road-building in that delightful State. I look to see great improvement in the construction of cheap and excellent roads in the near future. Could we but be assured that only light-weight motor cars would be used on them the problem really is simple. Even a good dirt road however is a big improvement over the highways that usually are found in the major part of the United States, and a good dirt road, excepting in the very worst season of the year, can be had with the expenditure of practically nothing but a little labor. The King splitting drag can be made by any one with the expenditure of almost no money and very little time, and its regular use by those doing roadwork in any community will vastly improve even the poorest of dirt roads. It is perhaps too much to expect that concrete or brick roads could be laid through all the rural districts but it is not too much to expect that the cheap improvement of roads that already exist, is something which should be taken up by every municipality. What is needed is not so much money as it is energy, and willingness to improve the roads that are already there. Many farmers are buying automobiles is a big assistance, because no sooner does a farmer become possessed of a motor car than he realizes as he never did before the advantage of the good road and the ease with which it may be constructed and maintained.

Orphans' Home Band Will Have Special Reo Truck

The Harrisburg Automobile Company received to-day the chassis of the two-ton Reo truck that is being equipped for the Tressler Orphans' Home at Loysville to accommodate their band of thirty odd pieces and to do general work around the country. The body for this truck is being made by the Hoover Wagon Company of York and is being so constructed that it will accommodate the band of thirty boys with their instruments in their trunk. The truck will be used in the country visiting the different Lutheran institutions that contribute to the support of this home, as well as being built to be used for other purposes. If it is thought advisable, the body will be finished next week and the truck will be brought to Harrisburg for inspection by a lot of Lutherans in this territory before it is taken to Loysville.

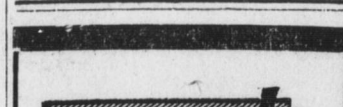
Remarkable Test of Hill-climbing Ability

What is declared to be the most strenuous hill-climbing feat ever performed by a motor car in the Southwest is a trip made by an Overland Model 81 touring car to the "Hole-in-the-Rock" near Phoenix, Arizona.

In lieu of a road up the steep cliff, the car was forced to push its way up an incline of 30 per cent. over a loose gravel trail. There were two bad turns with the path on the bare face of the cliff. This necessitated slowing down to a speed little faster than a walk, eliminating any advantage which might have been gained from a flying start. Consequently the car was forced to make the climb entirely on its own pulling power.

The "Hole-in-the-Rock" has always been said to be inaccessible for vehicles. So far as is known, the Overland is the only motor car which ever successfully negotiated the climb.

A remarkable feature of the test is that the car was equipped with smooth tread tires and no chains were used.



Quick

CHEVROLET

Motor Cars

At the Automobile Show

Kelker St. Hall

Hottenstein & Zech

JUDGMENT SHOWN IN BUYING AUTOS

Economy a Strong Factor in Mind of Prospect, Says Head of Chalmers Company

"If the year 1915 is to be marked by a tendency more than another in automobile buying, that one thing, I believe will be greater discrimination than ever before on the part of the automobile buying public," says Hugh Chalmers, president of the Chalmers Motor Company.

"People these days are exercising better judgment in their selection of motor cars. They are far sighted. They are choosing their cars on the basis of the economy they will secure in the item of tire expense no longer the logical way.

"The difference of a few dollars in first cost between one car and another is no longer the determining factor. Neither is the difference of a few dollars one way or the other in the cost of gasoline or oil during the course of the year. Even the slight saving which one car may show over another in the item of tire expense no longer clinches the decision of a motor car buyer.

"It is the saving possible in repair expense that is the big, important saving. One way in which good design and good building evidence themselves is by cutting down repair expenses. One reason why some cars are better than others is because they do not roll up big repair bills.

"So when I predict that this year will be remembered as a year of economy in the automobile industry, do not mean to imply that people will buy lower priced cars than they did before. First cost is only one phase of the question, and wise motor car buyers, when hesitating between two cars of almost equal price will buy the more expensive machine of the two providing that car can show better performance at a lower all-round cost of operation.

"To the argument advanced in favor of one car over another that it is economical in gasoline consumption, the best thing to do to admit it—and add that in an entire season the entire saving of one 'light six,' for instance over another in gasoline is less than \$25.

"Economy in oil consumption is a still less important item, for the greatest possible saving in oil expense is a negligible factor.

"Repair economy is the economy that counts. On repair bills, they wipe out all the saving of a year in gasoline and oil. That is why motor car buyers to-day are casting their verdict in favor of cars that keep repair expense at a minimum. There are four things that people these days look for when seeking motor car economy which is real motor car economy.

"In the first place, the car that is the most economical in the long run must possess right construction. It must be well built. The workmanship in it must evidence painstaking care; it must be absolutely accurate.

"Closely associated with construction is the matter of materials. So in the second place, the really economical car must be made of high quality materials. The best car in the world will not hold up unless the materials in it are also superior.

"My third point suggests the question of weight. I can assure the too heavy car merely by stating that people are not buying such cars any more. On the other hand, however, they should not run the risk of buying a too-light car. In my opinion a too-light car is a worse purchase than one that is too heavy. Surely, it wears out more quickly. Right weight, then, is the answer.

"The matter of proper balance and scientific distribution of weight deserves a place among the 'big four.' The car that is so designated and built is the car that provides best riding comfort for longer time, and holds the road more easily than any other.

"These, then, are the things that motor car buyers seek, because in these things are embodied true economy. This year will be remembered as an economy year. By that I mean that it will be known as the year of the newer and saner way of judging economy."

Studebaker Automobile Plants Work Overtime

Using every possible man that efficiency will permit in the five Studebaker automobile factories at Detroit, the company is forced to work overtime in charge of sales of the Studebaker Corporation, in commenting on the necessity for night work.

"We are crowding every department to get 100 per cent. production and 100 per cent. efficiency. Just now we are turning out over 200 automobiles a day, and still we are not able to catch up with our orders.

"In a sense, we were prepared for the jitney bus demand, which, originating in the west, is now sweeping the country. We already had a body adapted to the economical carrying of passengers. But we were not prepared at first for the great number of orders that have been pouring in upon us from excited dealers who are being pushed for immediate delivery of men who want to get the cream of this business with our 12-passenger bus. Fifteen of these vehicles were sold in Kansas City in one week. Other western centers of population were not far behind.

"The demand for another Studebaker type—the delivery wagon—is indicative of better business conditions and the further development of a new system of freight transportation. We have found on inquiry that these are for suburban and even inner-city use, as well as for city delivery purposes. All an enterprising man needs is a machine to work up a profitable business in the handling of lighter freight. It can be done cheaper and more expeditiously by the auto than by any other means. The men who are first in the field, of course, will monopolize the better routes and the good roads. Perhaps the greatest advantage of this type of present rush to buy Studebaker machines.

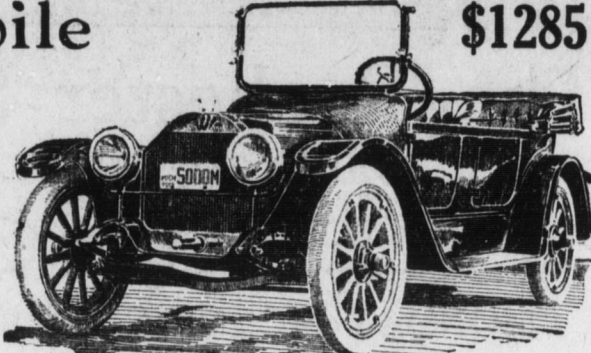
"As for touring cars, it seems as if everyone in the country is trying to buy at the same time. I believe the great advertising of California exhibitions with the attendant publicity given the transcontinental highways may have a great deal to do with the automobile activity. One of 600 stations on the Lincoln Highway, about 500 are the homes of Studebaker Service Stations."

These Three You Should See AT THE AUTO SHOW IN KELKER STREET HALL THIS EVENING

Oldsmobile \$1285

Model 42, the true thoroughbred of little cars; shows refinement; power; fully equipped; Delco lights and starter as a unit in motor; a replica of the famous Six; strength without excess weight; a car worthy of its famous name.

\$1285



---Because It's a Studebaker

Electric lighting and starting; full floating rear axle; Timken bearings throughout; safety tread rear tires; one-man top; left-hand drive.

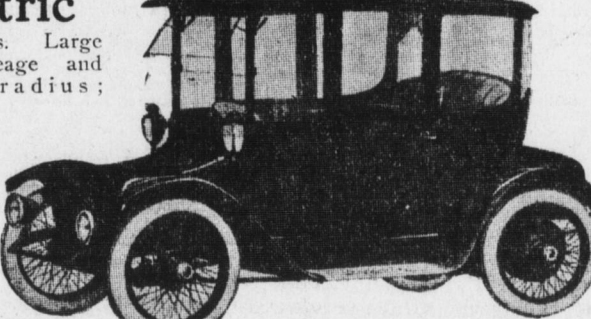
Studebaker Four, \$985
Studebaker Light Six, \$1385
Studebaker 7-Passenger, \$1450



Detroit Electric \$2600 to \$3000

A favorite with the ladies. Large battery capacity; long mileage and high speed; short turning radius; roomy body design; positive lubrication; accessibility of all parts; ease of operation; automatic safety devices; economy of operation; six beautiful models. Catalog or demonstration on request.

PRICES F. O. B. FACTORIES



East End Auto Co.

Both Phones R. C. BARRETT, Mgr. 13th and Walnut Sts.

Empire Salesman Puts Car Through Hard Test

"Break it up if you can" demonstration is the kind that appeals to the prospective automobile buyer. The salesman in keen competition to swing favor to his car in preference to others is eager to grasp any new feat that will show his car to advantage; any stunt that will emphasize the power and sturdiness of his machine.

Something decidedly novel along this line is originated by the Stimson Automobile Company, Minneapolis distributors for the Empire car. The extreme strength of the Empire transmission and other driving parts has always been held as a big talking point of the sturdy chassis. Such virtues are, of course, best demonstrated by long, hard service, but as this is manifestly impossible in the case of a new car, something out of the ordinary was required.

As a test the stunt finally decided upon was most convincing. It was the last word in punishment of the car and an extreme effort to "break it up" if possible. The car was run at as high a speed as possible in low gear and without stopping was shifted into reverse. When the shift is made the shock is so great that the car momentarily pauses, all four wheels leave the ground before it starts backward. The strain on transmission and

axle gears is something terrific and, H. A. Fishburn of the Penbrook Reg. as a test, could not be surpassed. So convincing was it to prospective customers of the Stimson Company says widespread interest in that territory

HAYNES

America's Greatest "Light Six" \$1485

is the result of correct design, selected materials, accurate workmanship and 22 years' experience in motor car construction.

It is made manifest to Haynes owners day after day—year after year—by dependable performance under all conditions.

THE PROOF IS IN THE CAR ITSELF

Arrange for demonstration at Auto Show in Kelker Street Hall, or phone.

ROBERTS & HOIN

Salesroom Central Garage
331 CHESTNUT STREET HARRISBURG, PA.

LAST DAY TO BUY

Huppmobile

AT THE KELKER STREET AUTO SHOW

Come Early For Early Delivery

ENSMINGER MOTOR CO.

Sales Room, 3rd and Cumberland
SERVICE STATION GREEN AND CUMBERLAND