

Hupmobile

CAR OF THE AMERICAN FAMILY

Ask the Engineer



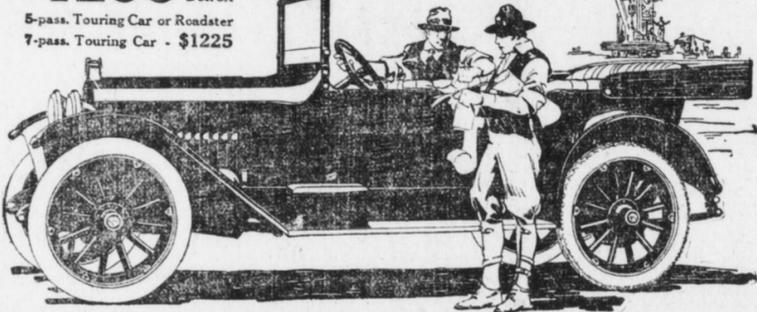
We hope you have in your acquaintance a competent engineer. We would like you to get his opinion of the Hupmobile.

Engineers constitute a little world of and unto themselves. They are keen critics, but generous ones, when they encounter good work. And these sharpest of observers say the Hupmobile is good. In Detroit—where there are many automobile engineers—one hears the highest praise of the Hupmobile. It would be too much to say that there is not a dissenting voice regarding the Hupmobile among Detroit engineers. But it would be hard to find one who holds an unfavorable view. By common consent they have settled on the Hupmobile as one car they can unite in commending. Now this is not mere sentiment or friendliness. Reputable engineers will not barter away their professional standing by unmerited praise. When they approve of the Hupmobile—and especially of its splendid small bore, long stroke motor—that approval means something. It is an endorsement founded on extraordinary experience and knowledge. It is a source of pride to us—and a recommendation you can not afford to overlook. Take the engineer's expert opinion along with all the other good things that you hear about the Hupmobile. Let us prove the Hupmobile in a quality test.

ENSMINGER MOTOR CO.

Distributors
Salesroom Third and Cumberland Streets
Bell Phone 931J

\$1200 f. o. b. Detroit
5-pass. Touring Car or Roadster
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Hugh Chalmers Becomes Magazine Publisher

The Chalmers Clubman, a new monthly magazine of motoring, will make its appearance this week. It is published by the Chalmers Motor Company, and is another link in the chain of service to owners of Chalmers cars which Hugh Chalmers is forging. It is not a mere house organ. It is essentially a magazine of motoring. It is established with the idea of interpreting Chalmers service to Chalmers owners. Mr. Chalmers declares that Chal-

mers owners comprise a veritable fraternity of the open road, and has undertaken the publication of this magazine because he believes that this great club, which already numbers nearly 50,000 members, needs an official organ. The following foreword in the May issue of the new magazine states the creed which prompted Mr. Chalmers to found the publication: "The fifty thousand owners of Chalmers motor cars are the charter members of the Chalmers Club. Their clubrooms are all out-of-doors. Their dormitories include every inn on the Open Road. "Every wayside spring is this club's

taproom. "The kitchen of its myriad-handed chef extend from sea to sea. Its grillroom is every eatinghouse on the twisting trails. "The Chalmers Club is the biggest and most democratic club on earth. The far-flung road is its spoor and sign. The Chalmers monogram on the radiator is its badge of membership. Let your next car be a Chalmers' is the invitation to the outsider to join.

"On country highway and city street, the clubmen thrill to the rhythm of their common understanding. "The Chalmers Clubman is the official organ of this worldwide motor cult. Its mission is to interpret to this great brotherhood the full significance and meaning of Chalmers Service. The leading article in the May issue is on the subject of homespun vacationing. It asserts that hosts of Chalmers owners are going to spend their vacations this year in their cars, and describes the lure of transcontinental touring. It is illustrated with snappy pencil sketches of scenes from the San Francisco and San Diego exhibitions.

Consulting Engineer Dunham tells owners how to houseclean their cars in preparation for summer driving. "The Charmed Domain of Chalmers Service" affords vivid glimpses of the company's service department, and describes the brisk and proficient manner in which it attends to the wants of Chalmers owners, keeping their cars perennially in the pink of condition.

Regular departments in the new magazine will include the following: "New Roles for Chalmers Cars," "The Hall of Fame of Chalmers Owners," "Monographic Biographs of Chalmers Dealers," "The Chalmers World Over," etc. Subsequent issues will feature articles by experts, dealing with all phases of the care of motor cars. There will be a wealth of descriptive tales of interesting Chalmers tours, graphic glimpses of Chalmers factory operations, engaging personality stories about owners and officials of the company and its dealers, and helpful practical discussions of motor car accessories.

The Chalmers Clubman will be mailed free to all Chalmers owners. It will be profusely illustrated and vigorously written. The artistic character of its first issue places it at the outset in the front rank of magazines published by motor car companies.

The Bay State Motorcycle Club, of Boston, Mass., is considering affiliation with the F. M. C. The Humane Society, of Toronto, Can., has added motorcycle to its equipment. The two-wheeler is to be used to respond to hurry calls. Mrs. C. W. Major, of Sabury Park, N. J., one of the first women motorcyclists of the East to take her mount out of winter quarters. Five motorcyclists have been added to the police department of Dallas, Tex.

We have no fences to mend

before asking you for Diamond Squegee Tire preference.

This tire's record in 1914 was so clean—so thoroughly satisfying to 99 out of every 100 users that it stands out as the bright spot in the haze of tire argument.

And bear in mind the above mentioned figures are not ours, but represent the testimony of hundreds of tire dealers covering the sale of over 500,000 Diamond Squegee Tread Tires.

What is more, this volume of undeniable tire evidence will be placed in every tire user's hands free for the asking.

Diamond Squegee Tires are sold at these

"FAIR-LISTED" PRICES:

Size	Diamond Squegee	Size	Diamond Squegee
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
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TOURING CARS FOR HIRE

Lowest Prices—Best Service Special Rates to Day Parties
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NONSTOP IS NEW AUTO RACE FACTOR

Delay at Pits Now Almost Fatal to Any of the Speed Demons on Big Tracks

The motor racing season of 1915 has already developed a distinct novelty—the nonstop speed performance of 300 miles or more.

At Corona and at Venice, Barney Oldfield, in a Maxwell car, ran the entire distance—301 and 305 miles, respectively—without pausing for a second in his mad career. The Corona course Oldfield covered at the terrific average of nearly 86 miles an hour.

The Venice race was over a slower course, but the nonstop feature enabled Oldfield to win from Billy Carlson, also in a Maxwell, but who spent a few seconds at his pit.

Carlson also established a nonstop, running the 206 miles of the Point Loma Road race, near San Diego, without hesitating at any stage, losing first place by a matter of seconds only.

These performances have been startling to racing men and designers alike. They have tacitly served notice that the time is not far distant when no driver can hope for victory unless his car is able to go through the whole distance of its race without a tire change, a replenishment of supplies or a stop for any mechanical trouble whatsoever.

Such a feat would have been impossible to the speed demons of a year ago. Even now it is almost revolutionary. That speed cars should be built to any other requisites than mere speed would have been esteemed heresy in former years. It must soon become a creed. For the light, efficient, well-balanced, nonstop Maxwell well ask no odds of any of their rivals in pure speed, adding to their ability to roll fast a faculty to keep rolling, which is almost fatal to opponents' hopes.

With the heavy racing cars of earlier years, economy of gasoline and oil was a minor consideration, due to the fact that frequent stops were necessary on account of tire trouble. A pause at the pits for tire changing was thus made the occasion for tank replenishment, without additional loss of time.

Present day racing cars are so much lighter that tire wear is less rapid. So thoroughly has the problem of balance and lightness been worked out in the Maxwells that in more than 8,000 miles of tire trouble, a pause at the pits for tire changing was thus made the occasion for tank replenishment, without additional loss of time.

Racing men roughly estimated that a car loses a mile by a full stop of merely momentary duration. Each minute spent at the pits loses the car over a mile more. The race cars of the present are virtually of equal speed. For the first time, efficiency and economy are playing a big part in determining the winner.

Recent Blizzard Did Not Break Saxon Schedule

The terrific blizzard which recently swept New York State had no effect on the schedule of the Saxon roadster now engaged in making a thirty-day run, 150 miles a day, from New York to Albany and return. The car started its long run March 29, has covered more than half the distance, and is reported to be in excellent shape.

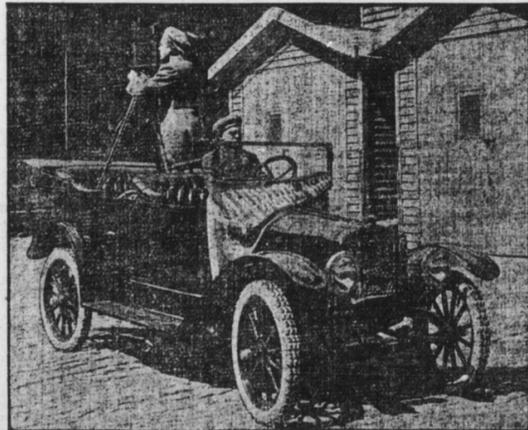
According to the schedule mapped out, a one-way trip is made each day. This means that within the run ends on the night of April 28, the car will have covered 4,500 miles, or more than the equivalent of the amount of driving done by the average owner in a year.

Reports from New York state that in addition to maintaining its schedule the Saxon is showing a remarkable economy record. An average of thirty-five miles per gallon of gasoline, or seventy-five miles per pint of oil is being made.

R. W. Rodger, of New York, who is in charge of the run, gives this account of the car's showing: "The most thrilling feature of the journey so far was the showing made on April 3. On that day we had one of the worst snowstorms of the winter. A gale of over sixty miles an hour was blowing and about fifteen inches of snow fell on the ground.

"The road between Albany and New York was heavily drifted, but despite this fact the Saxon pulled through safely. Hundreds of cars were stalled by the roadside all over the country. In the detour from Peekskill to Poughkeepsie Driver Hoffman reports that the car was given its supreme test.

"Nobby Tread" Equipped Maxwell Car Used to Get the News for the "Movies"

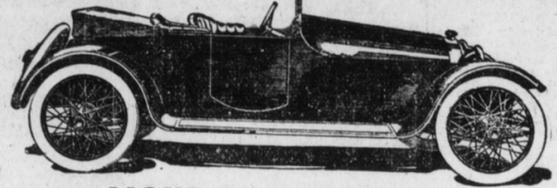


The Universal Film Company uses a "Nobby Tread" equipped Maxwell car to obtain moving pictures for its "Animated Weekly" service. It is a difficult matter to take moving pictures from an automobile traveling at high speed. The camera operator in the car wears a belt-like device invented by "Jack" Cohn of the "Animated Weekly." This device enables the operator to take pictures while the Maxwell car travels at high speed. It was considered important that the automobile be equipped with tires which would give protection against skidding, and fewest delays caused by punctures or blow-outs. For this reason it is equipped with United States "Nobby Tread" Tires on all four wheels.



SCRIPPS-BOOTH

LUXURIOUS LIGHT CARS



LIGHT ROADSTER \$775

MECHANICAL perfection and the extreme of luxurious equipment distinguish the SCRIPPS-BOOTH in the light car class. This car in light weight is a fit floor-mate for the world's best and most luxurious motor cars. This is the first instance where quality has been made the first consideration in light car construction.

SPECIFICATIONS

GENERAL OUTLINE
110-inch wheelbase, three-passenger car.

MECHANISM
Four-cylinder, valve-in-head, three-speed gear-set in unit, shaft drive, bevel gear drive, floating rear axle.

EQUIPMENT
Absolutely complete from electric self starting and lighting system to electric door locks. Finish, finest possible, both as regards upholstery, instruments, dash equipment, chassis and body finish.

DETAILS
Body, streamline; torpeda stern, 21 in. door, highest grade blue-black finish, electric door locks, spare wheel carrier, V-type German silver radiator, domed fenders. Upholstery, finest quality long-grain buffed leather. Cowl dash instruments; sight feed oiler lighting and dimming switches, starting strangler, starting and ignition switch, flush type speedometer, generator indicator, shroud light and foot space light.

WHEELS
Five Houk, triple laced, detachable wire, 30x3 1/2 inch, wide hubs.

STARTING
Bijur single unit electric non-stall, connected by silent chain and operated by locking dash switch.

EQUIPMENT
Silk mohair top with side curtains, rain vision plate glass windshield, electric door lock, Klaxet horn, full tool equipment, jack and trouble light. Luggage space at the rear large enough for two suit-cases and tools. Spare Houk wheel and tire on all cars. Zenith carburetor.

FEATURES
Klaxet button in center of steering wheel cannot be operated when ignition switch is off, eliminating miscellaneous horn blowing while the car is standing. No projecting handles or slots in the doors. Electric door locks are operated by pressing a small push button. Running boards and floor covered with cork linoleum of high grade. All instruments nickel plated.

SCRIPPS-BOOTH luxurious light cars are built to give additional comfort to owners of the highest priced big cars, and to give them a greater luxury in light weight. They are built for the discriminating buyers who consider quality and taste first in selecting their cars. They are built for the women whose artistic instincts demand beauty, dignity and luxury in a vehicle suitable for their personal enjoyment.

APPLICATIONS NOW RECEIVED FOR DEMONSTRATION.

EXHIBITING AT THE

Universal Motor Car Co.

Service, 1826 Wood Ave. Main Office, Sixth & Kelker Sts. HARRISBURG PA.

Distributors of High-class Pleasure Cars and Commercial Trucks

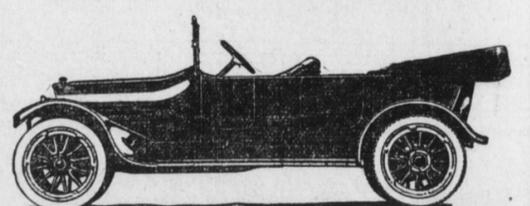
MOTORCYCLE NOTES

On May 16 the Crotona Motorcycle Club, of Bronx, New York City, held its first annual endurance run. The course covered 224 miles, to Monticello and return. A 100 per cent. F. A. M. motorcycle club has just been organized at Homestead, Pa. Forty enthusiasts joined in the initial sociability run of the New Jersey Motorcycle Club, Newark.

Oscar Johnson and James McCarthy, of Minneapolis, are planning a motorcycle trip to Marinette, Wis., early in May. John E. Hoge, of Kansas City, Mo., has just returned from a long motor-

cycle trip to Mexico and California. After an exciting chase of two hours, a motorcycle policeman of St. Paul succeeded in recovering an automobile which had been stole by two boys. Mr. and Mrs. William Ellsworth, of Charleston, S. C., have just completed a motorcycle trip to Columbia and return. The Omaha (Neb.) Gas Company has just purchased three motorcycles for use in its service department. Miss Gladys Newman, an English girl motorcyclist, has just been detailed to the Red Cross service in the war zone. The annual Spring meet of the Capital City Motorcycle Club, of Sacramento, Cal., will be held on May 2.

It's a REO!



What a wealth of meaning those little words convey! Whether you select a four or six-cylinder pleasure car or a truck to solve your transportation problems, when you say, "It's a Reo" you have chosen one of America's most famous motor cars, whose success has been the wonder of a wonder industry.

R. E. Olds, the man whose initials spell the name of Reo, stands in the front rank as a motor car designer and is a pioneer manufacturer of automobiles. What he demands of the Reo organization is integrity of purpose—to make an honest product, to sell it honestly, and honestly to stand back of it. That is the Reo policy, and it has made good—plus.

When in doubt as to the best car for your purpose, let your decision be, "It's a Reo" and you'll have no cause for regrets.

The Six of Sixty Superiorities \$1385
The Incomparable Four \$1050
One and One-half to Two-ton Truck (including chassis and driver's cab, only) \$1650

Three-fourth to One-ton Truck (including body, electric starter and lights) \$1075

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