

# Maxwell

THE WONDER CAR

## \$695

### 17 New Features

The biggest automobile value ever offered for less than \$1000.

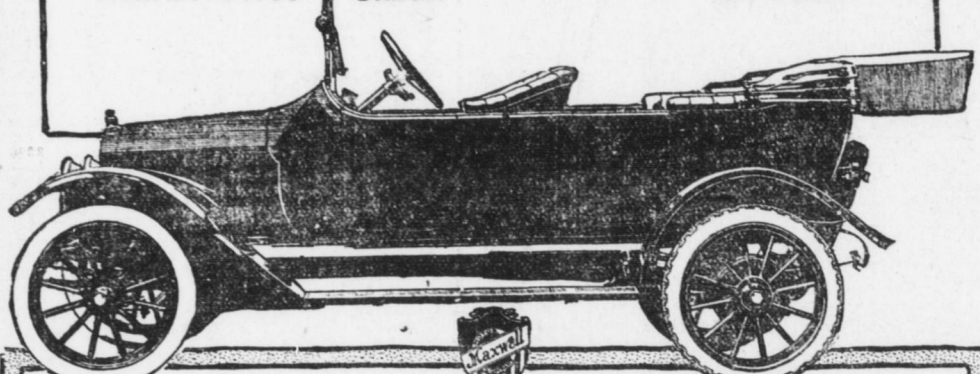
A powerful, fast, silent and sweet running full-grown 5-passenger, really beautiful and fully equipped family automobile.

High tension magneto, sliding gear transmission, left hand center control, anti-skid tires on rear, full stream-line body.

The car that has practically every high priced car feature. The car that is the sensation of the whole automobile world.

Holds the road at 50 miles an hour.

With electric starter \$55 extra.



E. W. SHANK, Distributor  
334 Chestnut Street Central Garage

## SHIPLOAD OF OIL EACH WORKING DAY

### Atlantic Refining Company Said to Be Largest Producer of Lubricant in World

While Pennsylvania has long enjoyed distinction as one of the principal oil producing States of America, it is doubtful if the real importance of the city of Philadelphia as a refining center, is or has ever been more than partially recognized. The statement that she is to-day the largest producer of lubricating oils in the world, will, therefore, cause some surprise, as will the knowledge that a good-sized shipload of petroleum products is dispatched from her wharves every working day throughout the year, to say nothing of the great quantities of oils and greases regularly consumed by her own factories or transported elsewhere by rail and by motor truck.

Obviously, the mere mention of these facts instantly suggests to the mind of the reader the Atlantic Refining Company, once a subsidiary of the Standard Oil Company but now an independent producer, operated and controlled by its own executives. And it is with this great concern, which also operates refineries at Pittsburgh and at Franklin, Pa., that this narrative has to do. Its vastness as well as its systematic methods of doing business will prove of interest to the public generally, while its activities in the production of "Atlantic Gasoline" and "Polarine Oil" will be more or less eagerly followed by automobilists in particular.

Founded in 1866, this big concern, then known as the Atlantic Petroleum Storage Company, was subsequently absorbed by the so-called oil trust and continued to do business under its direction until a few years ago, when the courts ordered a separation of this and other subsidiary concerns from the parent organization. To-day its Philadelphia plant extends over an area of no less than 750 acres of land, stretching along nearly two miles of river front on both sides of the Schuylkill below Passyunk avenue. Approximately three thousand names are enrolled on its list of employees, while its payments to the wage-earners of Philadelphia alone aggregate \$1,000,000 annually. Moreover, this large company, as has been stated, is a large producer, it is correspondingly a large consumer of varying lines of merchandise, and among other things purchases an average of 300,000 tons of coal per year from the Pennsylvania coal fields.

The big refinery, in which everything is highly systematized, operates about six miles to the east, extending over its ground and used for the transportation of materials from one plant to another. Its supply of crude oil emanates from virtually every oil-producing section of the country, from the oil wells of western Pennsylvania to those of Oklahoma, and is transported to the Atlantic company's huge tanks by means of numerous underground pipe lines.

While "Polarine" oils are to be had wherever automobiles are in use, the Atlantic Refining Company distributes most of its product throughout the States of Pennsylvania and Delaware, both of which are honeycombed with its distributing stations and motor truck delivery systems. Hanging on the walls of several of the company's executive offices are huge maps of these two States, each divided and subdivided by accurately drawn lines, stars and other markings, indicating the location of the company's distributing points and the routes of something like 125 motor trucks, one of the most comprehensive fleets ever installed by an American enterprise.

These trucks are supplemented by numerous horse-drawn vehicles used for short hauls. It is said that there is no road of importance nor town of any size in either of the States mentioned which is not regularly traversed by the Atlantic company's vehicles at least once a week. Besides this, the company owns and operates a number of barges, tugboats and other types of rivercraft.

47,000,000 Gallons a Year  
An official of the company is the authority for the statement that during the year 1914, the Atlantic Refining Company produced and disposed of over 47,000,000 gallons of gasoline in the States of Pennsylvania and Delaware alone. The significance of this statement can better be appreciated when it is explained that this enormous quantity of oil fuel was produced sufficient to propel a small automobile 43,240 times around the circumference of the earth, or 4,549 trips from the earth to the moon.

It must be acknowledged that Philadelphia has just cause for civic pride, and the State of Pennsylvania a sense of gratification, over the increasing prominence which the port of Philadelphia has taken in respect to export shipments. The Atlantic Refining Company's diversified products of petroleum constitute over 22 per cent, or nearly a quarter of the increasingly important port's export clearances. Immensity of volume has never overshadowed perfection in product with this company, however. In its consistent and rapid progress, "Quality First" with them is not only an ideal, but an actuality. The attainment of this successful struggle for perfection is evidenced by the recent announcement of the Winton Motor Car Company, of Cleveland, to the effect that in their Winton "9" repair expense contest for 1914, John Grau, of Pittsburgh, who won last year's contest, was returned the winner of the first prize of \$1,000, having driven his Winton "9" car over 24,000 miles with no repair expense, to which significant testimonial Mr. Grau adds in detail that his successful driving was secured when using solely the Atlantic Refining Company's gasoline, Polarine oil, and Polarine greases, clearly stating that he attributed his success in winning the contest to the assistance contributed by this motor fuel and these lubricants of quality.

## Automobile Notes of Local Interest

The first Hollier Eight to reach this city has been entered in the Harrisburg Motor Club contest. J. E. Forney of Franklin county has spent several days this week in Harrisburg closing agency for the new Hollier Eight and Republic truck. The Crispen Motor Company have received regular shipments of the Cadillac and are being delivered as fast as received. Mr. Crispen reports the popularity of the eight increasing every day, and says that even though the supply is keeping pace with the demand at present, the indications are that a number of prospects will be disappointed as the season advances because of the increasing demand that threatens to exceed even the recently enlarged capacity of the factory. Another shipment of Paige Sixes this week; and George R. Bentley reports an encouraging outlook for a prosperous season. E. Conrad, assistant manager of the Winton Philadelphia branch, is here for a few days assisting C. E. Klinger in demonstrating the Winton light Six to a number of local prospects.

## REGISTRATION IS JUMPING RAPIDLY

### Total of Cars Licensed For 1914 Will Soon Be Exceeded by the List For 1915

Registration of automobiles at the State Highway Department does not indicate that there is any depression in the business and it is the belief that the total number of licenses issued for 1914 will be passed by the middle of May. Already the total of the revenue from licenses for 1914 has been exceeded.

The total number of machines of all grades registered last year was 112,853. Thus far in 1915, 104,281 have been listed and given tags, although four months have not been passed. There have been licensed 98,025 pneumatic tired automobiles; 6,256 trucks or solid tired machines; 10,007 motorcycles and 4,002 for dealers. Paid drivers to the number of 22,450 have been granted licenses and 22,181 operators other than owners have been listed and given official cards.

There is now pending in the Legislature a bill to turn all of the revenue from licenses for automobiles back to the Highway Department for highway improvement purposes; this precaution being taken because of the case pending in the Supreme Court. This sum is the amount contributed by automobile owners and it is estimated that over a million and a half will be available under the present act. If the new law proposed and provided in the Lipschutz bill is enacted it will mean next year the State will have over \$2,250,000.

The highway repair work now being carried on is through the money paid in by automobile owners, it being held in a separate fund at the State Treasury.

## Mister Squeegee Helps Pennsylvania Suffragettes

"Mister Squeegee," the quaint figure used in Diamond tire advertising, has joined the ranks of the equal suffragists.

Mrs. Anne Davis Chisholm is vice-chairman of the Equal Suffrage Association of Huntingdon, Pa. Recently she published an advertisement, a picture of Mister Squeegee, which was pasted upon a piece of yellow paper—yellow being the equal suffrage color—and beside it the lady wrote their declaration of "let 'em vote."

"Let 'em vote. I've got my umbrella, so it can't hurt me."

"If they help make—  
"Better Roads,  
"Better Schools,  
"Better Laws,  
"Better Food,  
"Better Homes—  
"Let 'em vote."  
"It may help me."

The picture and Mrs. Chisholm's comments attracted a great deal of attention, and are reported to have caused a number of Huntingdon men who formerly opposed equal suffrage to decide that there may be something in it, after all.

When the Diamond tire officials at Akron, heard of Mrs. Chisholm's clever plan to bring the men over to her support, they decided to furnish her with big posters showing Mister Squeegee seated upon a Diamond tire, with his umbrella hoisted. She was given authority to "work him for all he was worth" in the service of the cause that is dear to her heart.

Straw votes taken within the past week or two at Huntingdon indicate that the men of that city are exhibiting a lively interest in equal suffrage and Diamond tires.

## Harley-Davidson Wins First Two in Grand Prize

Heavy Brothers have received word that the Harley-Davidson captured first and second honors in the international prize races. Another world's record of 68 1/2 miles an hour for 300 miles was placed to the credit of the Harley-Davidson. The first was taken by Walker in four hours, twenty-four minutes and seventeen and one-fifth second, making an average of sixty-eight and one-half miles per hour.

## For Sale

No. 1850 Market street, having 9 rooms, bath, steam heat, gas and electric lights, front, side and rear porches. Lot 25 ft. by 100 ft. to a 20-foot street in rear. Offered at less than cost to a quick buyer.

J. E. Gipple  
1251 MARKET ST.

Maybe you think it's impossible to wash clothes and be comfortable. Try **FELS-NAPTHA** soap and find out the easy, cool-water, no-hard-rubbing way to do your work.

Every user of Fels-Naptha Soap will want to try the new Fels-Soap Powder.

## SEE AMERICA FIRST

and Begin by Spending the Summer Months at

# LONG BRANCH NEW JERSEY

Queen of American seaside cities. Ideally located on the North Jersey coast. Five miles of broad beach. Safest bathing on the coast. Matchless Ocean Boulevard and Bluffwalk. Public Pavilions, Recreation and Fishing Piers. Fifteen-acre Park with Casino directly on the ocean front. 120 miles of beautiful drives. Rivers and Lakes. Most picturesque cottage colony in the world. A veritable paradise for vacationists, offering every attraction known to the lovers of outdoor life.

NO CITY OF LIKE POPULATION IN UNITED STATES WITH A RECORD FOR HEALTHFULNESS EQUAL TO THAT OF LONG BRANCH. ADEQUATE SUPPLY OF ABSOLUTELY PURE WATER. PURITY OF MILK AND ALL FOODSTUFFS SOLD IN THE CITY GUARANTEED BY HEALTH AUTHORITIES.

## FURNISHED COTTAGES

TO LET FOR THE SEASON

These attractive summer homes are located on the Ocean Drive, near the business center, convenient to the railroad stations, along the river, by the lakeside and in the interior. All sizes and all prices, but every cottage a modern home. Long Branch cottages are in great demand. Write at once. All inquiries will receive prompt attention.

LONG BRANCH is only an hour's ride by train from New York and but a little over two hours from Philadelphia. The resort's nearness to these commercial capitals of the East renders LONG BRANCH THE MOST POPULAR CENTER FOR COMMUTERS ON THE ATLANTIC SEABOARD. One hundred incoming and outgoing trains daily. Government of the municipality is admirably administered according to the commission plan. LONG BRANCH is a good city in which to own a home.

For souvenir booklet and other information address Bryant B. Newcomb, Director of Publicity, City Hall.

# LONG BRANCH NEW JERSEY

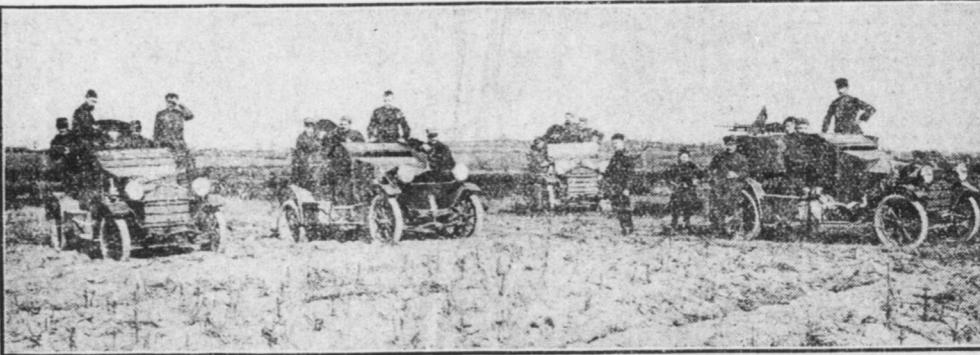
DO YOU INTEND TO PAY RENT ALL YOUR LIFE? WHY CONTINUE TO WORK FOR THE LANDLORD? Buy a Home of Your Own by Making Payments Practically on a Rental Basis

Look over those new modern detached houses east side of Sixth, below Oxford, and then let us tell you how small a cash payment we will accept to secure a home of your own. Balance monthly installments to suit.

## SCHUE BUILDING COMPANY

NO. 242 NORTH SIXTH ST. NO. 205 CALDER BUILDING

## ARMORED HUPMOBILES IN WAR SERVICE



A battery of Hupmobiles equipped with a 14-millimeter mitrailleuse. This is a part of the famous French Tenth Light Artillery Corps.

# FRANKLIN

Ensminger Motor Co.  
Third & Cumberland Sts.  
DISTRIBUTORS

### CHICAGO BOARD OF TRADE

By Associated Press  
Chicago, Ill., April 17. — Board of Trade closing:  
Wheat—May, 1.62; July, 1.56.  
Corn—May, 77; July, 74.  
Oats—May, 57; July, 57.  
Pork—July, 18.00; September, 18.42.  
Lard—July, 10.37; September, 10.82.  
Ribs—July, 10.45; September, 10.72.

### NEW YORK BANK STATEMENT

By Associated Press  
New York, April 17. — The statement of the actual condition of Clearing House Banks and Trust Companies shows that they hold \$158,067,820 reserve in excess of legal requirements. There is an increase of \$9,812,580 over last week.

The statement follows:  
Actual Condition  
Loans, etc., \$2,285,806,000; decrease, \$4,015,000.

Reserve in own vaults (B), \$404,789,000; increase, \$12,892,000.  
Reserve in Federal Reserve Bank, \$120,184,000; increase, \$1,264,000.  
Reserve in other depositories, \$30,010,000; decrease, \$2,045,000.  
Net demand deposits, \$2,295,710,000; increase, \$1,817,000.  
Net time deposits, \$121,212,000; increase, \$2,087,000.  
Circulation, \$37,646,000; increase, \$27,000.

(B) of which \$231,928,000 is specie.  
Aggregate reserve, \$564,983,000.  
Excess reserve, \$158,067,820; increase, \$9,812,580.

### PHILADELPHIA STOCKS

By Associated Press  
Philadelphia, April 17. — Stocks closed steady.

Cambria Steel	49 1/2
General Asphalt, Pfd.	26 1/2
Lake Superior Corporation	6 1/2
Lehigh Navigation	7 1/2
Lehigh Valley	7 1/2
Pennsylvania Railroad	54 1/2
Philadelphia Electric	24 1/2
Philadelphia Company	33 1/2
Philadelphia Company, Pfd.	24 1/2
Philadelphia Rapid Transit	10 1/2
Reading	7 1/2
Storage Battery	5 1/2
Union Traction	33 1/2
United Gas Improvement	8 1/2
United States Steel	59 1/2

# PAIGE

SIX-CYLINDER 7-PASSENGER \$1395

"The Standard of Value and Quality." Whether you consider the motor, the body design, the electric system, the spring suspension, the clutch, or any other of the vital parts of Paige cars, you will find unsurpassed quality for the price you pay.

4-36—five-passenger, \$1,075

Prices f. o. b. Detroit

## RIVERSIDE AUTO CO.

BELL PHONE 37311  
GEORGE R. BENTLEY, Proprietor

### THEIR REAL NAME

"What are those things, Mister Occulist?"  
"Those are fly-specks."  
"Wha-a-at!"  
"Yes. The kind of goggles an aviator uses."—Farm Life.



## Harrisburg's Most Attractive Home Offerings

Nowhere in Harrisburg will be found better or more substantially built homes than these new houses which are located in one of the city's most desirable sections. Nothing but the best materials and workmanship were employed in the construction, all of which was done under careful inspection.

Two-and-one-half story brick, built in pairs—3 rooms, pantry and bath—open stairway—oak finish, first floor—white enamel finish on upper floors—tile bath room—steam heat—cement cellar—laundry with tubs—sanitary open plumbing—gas—electricity—10 foot front porch—rear porch and balcony—beautifully papered throughout—slate roof—front and back sodded lawns—granolithic sidewalks—paved streets—size of lots about 21x115 feet—11 feet between pairs—Located at

### Fourteenth and Cumberland Streets

REASONABLE PRICES—DELIGHTFUL LOCATION—CONVENIENT TERMS  
REPRESENTATIVE ON THE PREMISES  
Open Daily For Inspection, Including Sunday

FOR FULL INFORMATION APPLY TO EITHER OF THE FOLLOWING

M. B. COWDEN Commonwealth Trust Building	O. M. COPELIN 14th and Verbeke Streets	R. OENSLAGER 211 N. Third Street
---	---	-------------------------------------