

"Extra Service" Facts About FEDERAL Double-Cable-Base Tires

- Heavy endless double steel cables in the base of the tire positively eliminate rim-cutting, tube pinching, blowouts just above the rim and the danger of a tire blowing from the rim.
- Seventeen years of experience puts extra endurance into the Federal process of combining fabric and rubber.
- Eighth of an inch extra thickness in the sidewall of Federal Tires is extra protection against rut and curbstone wear.
- Federal Treads—"Rugged Tread" is genuinely scientific protection against skidding. The "wrapped tread" process adds hundreds of miles to the life of every Federal plain casing.
- In their mileage and safety Federal Tires are truly "Extra Service" Tires.

BURNS BROS.
DISTRIBUTORS
Sixth and Reilly Streets

First Prize Winner of Ajax Goes 21,985 Miles

Every section of the country from New England to Florida and from the Atlantic Coast to the Far West is represented in the list of prize winners in the second annual tire mileage contest of the Ajax-Grieb Rubber Company, Inc., of Trenton, New Jersey, the results of which have just been announced. Motorists the country over have shown their keen interest in this truly national contest for Ajax tire users with the result that this year the leading mileage obtained are far greater than ever before, and the average is also considerably greater than that of last year.

The winner of the first prize of \$500 is a Wisconsin chauffeur, Garth C. Jensen, who drives a Cadillac for John Welsky, of Stevens Point. His mileage was almost 22,000. He lugged just 15 miles of that total. He was slightly more than 500 miles better than Frank Gray, chauffeur for Carl M. Gottfried, of Chicago, whose Peerless car he piloted 21,483 miles using one single Ajax tire and thereby won the \$300 prize. It was another Cadillac which covered 21,033 miles on an Ajax casing and won \$200, the third prize, for Alfred C. Smith, of Springfield, Mass.

The first twenty of the winners of prizes in this contest covered better than 15,000 miles with casings entered. The average of the 208 prize winning chauffeurs was 7,722 miles per Ajax tire. The thirty capital prize winners averaged 16,509 miles. It will be observed that all of the 208 prize winners got far in excess of 5,000 miles guaranteed in writing by the Ajax-Grieb Rubber Company, Inc.

The results of the contest show what can be obtained when a motorist or his driver are careful to see that the tires receive good handling and attention at all times. Careful driving, attention to proper air pressures, avoidance of the misuse of brakes and the like cautious methods will produce long mileages if the tire is properly selected in the first instance and this is what the Ajax people believe the results of their tire contest prove.

Buyer Should Consider Repair Expense Carefully

"When you talk about the upkeep and general expense of a motor car," said E. C. Ensminger, automobile distributor, "most people instinctively think of the cost of gasoline and oil. Now this is absolutely the wrong standpoint to take, for one big repair bill will shatter a year's gasoline and oil expense."

"A motorist who economizes on gasoline and oil to his heart's content, but should his car need a general overhauling, and he recovers his cost of repair expense, his upkeep cost for the year will climb to unknown heights."

"The prospective automobile purchaser in buying his car should not only be careful and consider the gasoline and oil expense that he will incur on his new model, but he should also look into the cost of repair expense. This can be easily determined by an investigation of the present owners of the model the purchaser has in mind. An owner is always very glad to talk about his car and tell a future prospective owner the exact satisfaction he is getting from his present model. Or visit the garage man, ask him what so and so car costs to maintain and repair. It is not in the shop for repairs. Get the dealer's advice on this subject—call him to your figure that he has probably compiled from statistics furnished him by owners."

"To my mind this expense of operation is the most important subject that an automobile owner should consider in buying a car. It cannot be investigated too carefully. You have a right to know what your repair bill will be after it is in your hands, and the dealer should give you all the assistance and information that he honestly can in determining just what it costs to maintain this particular car."

"To show the prospective just exactly what it will probably cost to maintain a Hupmobile, the Hupmobile Car Company recently compiled a list of operating cost from statistics through its representatives, on the amounts paid by Hupmobile owners for repairs and adjustments of all kinds since the company has been in business."

"This investigation is astounding, for it shows that each owner of a Hupmobile pays one-quarter of a cent per mile as an average repair cost. In other words, a Hupmobile owner after a year's touring, of say 8,000 miles, a fair average, will have a repair adjustment expense of only \$20.00 a year. This is a very remarkable record, and I doubt if any other motorist on the market can show anything of a like nature."

"As you know, the real test of a car's economy, is the cost of repairs. Gasoline consumption depends upon the driver, or how hard he drives his car. But, at all stages, the cost of repairs is one of the smallest items of expense. It is the repair bill that mounts up the upkeep cost. Repairs are the greatest feature in a poorly designed car, and as a consequence this subject should be rigidly looked into by the purchaser. Besides being the biggest single point that the owner has to consider in purchasing a car, it shows the stability of the car and is a quick method of judging of the way the car is manufactured."

How Far Will You Risk Your Money?

Will You Pay for the Manufacturer's Experiment of a New Motor Car

That question confronts you to-day. The penalty of success is limitation. One year ago there was but one Light Weight Six—the Hudson—and makers of four cylinder cars and heavy sixes said, "Shun the Light Six. It is not safe." They said it would not stand up and that it was impractical.

Yet some of those who were most critical are today invading the Light Six Cylinder field. There are now 31 makers in this class with cars listing at \$1,600 and under.

Practically every maker of a Six bought a sample Hudson. Now you are told: "This car is similar to the Hudson." "We use motors like the Hudson." "Our car is as good as the Hudson."

But will you risk your money on such a car? Isn't it safer to take the car that 12,000 cars prove is a success? You get that only when you get a Hudson. Even if the other car may cost a hundred or two less than the Hudson—think what it means if the car is not as good! The insurance feature should be considered.

And What About Service?

Hudson being the first, and 12,000 cars having been sold, Hudson got the best dealers.

There are 500 dealers who know what the Hudson will do. They have prospered with the Hudson. That organization—vast and strong—assures Hudson service in every locality.

Now Just One Word About Prompt Action

1,526 Hudsons were sold in March. There are only three Hudsons, on the average, left for each Hudson dealer. That completes production of this model. Last year, thousands waited from April till August for Hudsons. And on August 1st there were still 4,000 unfilled orders. If you delay you cannot buy a Hudson. The supply won't last.

These dealers are not the second and third raters. They are in first place. They give an added value to Hudson.

A rival dealer in a big Hudson city tells his prospects Hudson is strong in that town only because it is sold by the leading dealer, who could sell any car.

Well, that is no doubt true, for Hudson dealers have done so well they can have their pick of any car made. Hudson dealers are successful because they know motor-car values.

They know the chances of disappointment—of failure—that confront every untried new car. Such dealers don't experiment.

So, with all these inducements and needing only to say the word to get the agency of such cars as you may have been considering—they say, "No." They say: "We know what the Hudson is." "We know how little service attention it requires." "We know that 6,000, even 7,000 and 8,000 miles on a set of tires is not unusual for a Hudson." "We know positively what the Hudson will do; we are not sure of cars that have yet to prove they are properly designed and properly built."

"There are more than \$20,000,000 worth of Hudson Six-40s in use; we know the Company is financially strong and permanent."

"About others we do not know."

"We won't risk our money on an uncertainty."

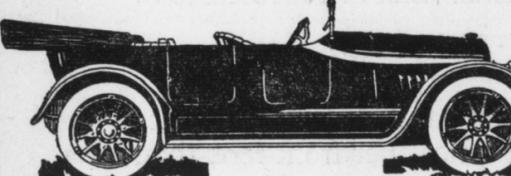
Can you, then, be so sure of any other car—its correctness of design—its construction—its insurance?

STANDARDIZED



COLE 8

The Marvelous Cole 8



It's a Wonder

we will be pleased to thoroughly explain the mechanical workings of the Standardized Cole 8.

Excelsior Auto Co.
ELEVENTH AND MULBERRY STREETS
H. L. Myers, Manager

Reo Business Shows Remarkable Increase

With an allotment of 398 cars for this year the business has warranted increase to 500 Reos for 1915. Out of this year's 398 cars 263 have been delivered by the Harrisburg Automobile Company up to April 30. For May, June and July 125 more are to come. Ninety-three of these were delivered in the month of April. Besides this number of new cars nineteen second-hand cars were sold to April 30. George G. McFarland, who has built the Reo business up to the present standard, enjoys the distinction of being the largest distributor of Reos between New York and Detroit.

City Forester Will Start to Plant Matrimony Vine

Park Commissioner M. Harvey Taylor stated to-day that City Forester David E. H. E. New is immediately morning planting the hardy matrimony vine on the river slope where the grading has been finished. He will follow the grading order right along with the planting of the matrimony vine on the slope in order to have the benefit of the Spring weather conditions.

It is the purpose of the Park Department to plant a low hedge along the top of the slope as a finish to the walk that will extend the whole length of the embankment. Commissioner Taylor expects good results in the planting this year.

Hagerling in Charge of Hudson Sales Agency

Among the more important changes in the "Motor World" at Harrisburg, comes the announcement that L. H. Hagerling has purchased the local interests for the Hudson and Hollar 8, pleasure cars; Republic, G. M. C., Bessemer trucks, from I. W. Dill and will continue the business at the present location.

The associations between the two men are of long standing as Mr. Dill had engaged Mr. Hagerling in the motor field when Mr. Dill was identified with the Central Auto Company in Market street.

Of late years, Mr. Hagerling will be remembered as manager of the local branch of the Packard Motor Car Company. His automobile association covers a period of fifteen years in shop, draughting room, salesman and branch manager and he is in a position to know the needs of the automobile user.

Mr. Dill in retiring from the local work after many years of successful operation, has been appointed factory representative for the Republic and Hollar 8 and controls a large territory with Harrisburg as a center.

He has started his new work and will have his office on the second floor of the present building in Mulberry street.

Mrs. Lilla Voss Dies in Mission Fields of China

Word was received here to-day of the death of Mrs. Lilla Voss, wife of Rev. Dr. H. E. Voss, missionary in China. Mrs. Voss died Thursday, May 6, at Canton, China. She is survived by her husband and one son, Wilhelm.

Mrs. Voss was Miss Lilla Snyder before her marriage to the Rev. Dr. Voss in July, 1905. She was appointed a missionary of the United Evangelical Church to Hunan, China, in 1905. She returned to America in 1911 and went back to China in 1913. Mrs. Voss was born in Oley, Berks county. She received her education in Berks county and taught school in Reading for several years. She was widely known in Central Pennsylvania.

Union Tires to Be a Big Factor in Publicity Run

With twenty-five cars equipped with Union self-sealing tubes in the publicity run, the Union Sales Company will have an exceptional opportunity of demonstrating the merits of Union tires and tubes. These tubes and tires made a successful showing in the Thanksgiving Day run last Fall and at the Arena automobile show one of the tires was punctured hundreds of times and still retained the air pressure. This company has made an excellent sales record of Union quality since establishing the headquarters in Harrisburg.

CADILLAC HAS RECORD BUSINESS

Reports from the Crispin Motor Car Company indicate an exceptional demand for the eight-cylinder Cadillac. Local deliveries are in excess of any preceding year, and a letter from the factory states that 8,286 Cadillacs had been delivered up to May first. The first eight were shipped in October. Production increased rapidly from a score a day to more than 125 a day at the present time. There were 2,325 shipped during the month of April, making an average of ninety each day. This was the biggest month's business in ten years, since the Cadillac company was incorporated.

CAMP OF "EXPLORERS" ESCAPES FOREST FIRE

During the disastrous forest fire in the neighborhood of Pine Grove great damage was done to the summer homes and other property in that neighborhood, but the camp site of the famous "Explorers" of this city and Chambersburg escaped. Several of the members of the organization have inspected the grounds and are delighted that no damage was done.

86 VESSELS IN WAR ZONE

By Associated Press
New York, May 8.—Eighty-eight vessels bound from or to American ports were to-day within the German war zone or due to pass through it on their voyages. Thirteen of them carry passengers and one, the Canerona, left New York May 3 for Halifax, presumably to take Canadian troops to England.

MOTORCYCLIST SUES COAL CO.

Suit in trespass was filed by William E. Atticks against Detweiler Brothers Coal Company, Steelton. Atticks was injured when his motorcycle collided with a coal wagon chute belonging to the Detweillers.



Maybe It Isn't Fair

To give the eight-cylinder motor all the credit for making the new Cadillac "The Sweetest Running Car in the World."

For instance, give up one item alone—the noiseless spiral bevel gear—and you have lost that silent gliding sensation, like a boat on the water after the power has been shut off.

Then, too, there must be that perfect harmony and balance of mechanical parts, and accuracy of workmanship which gives the name Cadillac a world-wide significance.

The easy, positive and steady steering, the short turning radius, the velvety clutch, the convenient gear change, the comfortable foot throttle, the automatic spark control, the easy application of the powerful brakes, the tilting steering wheel, the wide doors, the disappearing tonneau seats, and the wonderful finish, are all niceties that go to make up the whole in the most wonderful car in the world.

More purchasers are clamoring for the delivery of their new Cadillacs right now, probably, than all other high-grade car buyers put together.

Crispen Motor Car Co.
413-417 SOUTH CAMERON STREET

We Now Have a Complete Line of



AJAX TIRES

Guaranteed in Writing
5000 MILES
Ready For Delivery

"While others are claiming quality we are guaranteeing it."

Shaffer Wagon Works
88 South Cameron Street

FRANKLIN

Ensminger Motor Co.
Third & Cumberland Sts.
DISTRIBUTORS

TOURING CARS FOR HIRE

Lowest Prices—Best Service
Special Rates to Day Parties

Also prompt and efficient taxicab service.

W. J. GENZLER Plaza Hotel
Bell Phones—3702 and 2864J.
United Phone—324.

HUDSON Light Six Sold by

Special Attention Given to Service Department

Hudson Sales Agency L. H. Hagerling
1139 MULBERRY STREET

Kelly-Springfield Tires

Ford size, guaranteed (plain) 6,000 miles; and ("Kant Slip") 7,500 miles. All other sizes, (plain) 5,000; and ("Kant Slip") 6,000 miles.

GOODYEAR, CAPITOL and NASSAU Tires; guaranteed 3,500 miles.

We will loan you emergency tires without charge.

Bowman's
318 Market Street

Another Big Victory

For Union Self-Sealing Tubes

Twenty-five cars equipped with these wonderful tubes for the Motor Club run on Monday, Tuesday and Wednesday of next week.

A living and lasting endorsement of the merits of

Union Automobile Tires & Self-Sealing Tubes

Every competitor eclipsed by the marvelous showing of confidence in Union Tires and Tubes.

Union Quality remains long after the price is forgotten.

Union Sales Co., Inc.
Second and North Streets