



Dodge Bros. Motor Cars

We are glad to advise that about January 1st, 1915, we will receive our first DODGE CAR.

This Car has unquestionably set a new standard of Motor Car value for the future.

Touring Car and Roadster

Price, Fully Equipped, \$785.00

F. O. B. Detroit

Keystone Motor Car Co.

1019-1027 Market Street

LEE ANDERSON NOW MANAGING THE HUPMOBILE

As Advertising Manager, Another Strong Link Is Added to Hupp Organization

Lee Anderson, advertising manager of the Chalmers Motor Company, and for the past five years associated with that company, has resigned to become advertising manager of the Hupp Motor Car Company. He will begin his new duties January 1.

Mr. Anderson brings to the Hupp Motor Car Company a varied knowledge of advertising and selling. His business experience started with four years of the same and buying retail lines, and selling on the road. For five years he worked through all branches of the newspaper, leaving this field to become assistant to H. W. Ford, then advertising manager of the Chalmers Motor Company. For five years he has been associated intimately with masters of automobile salesmanship.

Mr. Anderson is not only well known as an advertiser of motor cars, but is also a close student of sales methods and conditions in the automobile business. His familiarity with dealer, service and selling conditions throughout the industry makes him a valuable addition to the Hupp Company's organization.

"I believe a good product like that of the Hupp Company, the difference between success and failure in the automobile business is, it seems to me, a matter of organization," says Mr. Anderson. "My association with the Hupp Motor Car Company was brought about largely by an appreciation of its efficient organization. President Drake has built."

"I believe the purchaser of an automobile to-day is, or should be, vitally interested in three main divisions of organization. First, manufacturing. There is a strong factory organization back of the Huppobile. That is proved by the enviable reputation of the car. No car stands at the head of its class year after year unless it is well built and designed in every respect. Second, sales organization. A product well sold—that is, backed by a strong dealer organization—cannot afford to handle any but good cars. Huppobiles are sold on this basis—that of the best car that can be built for the money and the best possible service to the purchaser.

"Which brings up the third organization feature of interest to owners—service. The Huppobile is backed by a good service, both from factory and from dealers. The service division is a strong and growing stronger with each season. In the Hupp Company always a desire to keep every customer satisfied—and the desire in this case, certainly fathered the organization. Because of unusual development in the three branches of organization, the Hupp Motor Car Company has become a business as there is in the automobile industry. For instance, the outbreak of war in Europe, which reduced an export business which was a factor in Huppobile sales. Yet intensive cultivation of the domestic market, in two months wholly counteracted conditions brought about by the war. October saw the heaviest commercial sales of Huppobiles of the company. November was equally strong in comparison with the previous months, and brought, in addition, a strong return of exports. More than anything else, this proved the hold of the Huppobile on American buyers and the strength of the company's organization."

"I was particularly pleased to find that business conditions for the past six months, despite the general depression, were such as to warrant the Hupp Company in planning further increases for 1915."

This is the second important appointment announced by the Hupp Motor Car Company in the past ten days, the other being that of Charles Drake, for twenty years a member of the United States consular service, as foreign sales representative.

"We have been fortunate in securing Mr. Drake and Mr. Anderson to further strengthen our organization. It is by getting such men as these that we have permanently insured a continuance of Huppobile prestige. Mr. Anderson fills an important post. I feel that he is the one man in the industry best fitted to carry out those policies of advertising, sales and service on which our business is built."

UNIQUE DEVICE ON CADILLAC CARBURETOR

Ingenious Arrangement Supplies Extra Gasoline For Quick Acceleration. One of the interesting features in connection with the development of the eight-cylinder motor by the Cadillac Motor Car Company has been the correction of a fault common to practically all, if not all carburetors.

At times there is the lack of ability on the part of the carburetor to respond freely and fully to a sudden and complete opening of the throttle. When the throttle is quickly opened, the gasoline, flowing through the spray nozzle, does not at once pass in sufficient quantity to form, with the rushing air, a gas of the required explosive quality. This disproportion of gasoline and air is of hardly more than momentary duration, but while it exists the motor frequently misfires and cannot develop the power necessary to rapid acceleration of the speed of the car.

The device which the Cadillac engineers have evolved to obviate the condition just described is an ingenious application of the plunger pump principle. Through its action is confined to a single stroke of the plunger. When the driver suddenly opens his throttle, the plunger automatically forces an extra supply of gasoline through the spray nozzle, thereby providing a correct explosive mixture for quick acceleration.

New Year's at Y. M. C. A. to Be Jolly Affair

Friday, January 1, will be a gala day in the history of the Young Men's Christian Association, Second and Locust streets. The occasion will mark the sixtieth annual New Year's celebration in honor of the members and their friends. There will be a public reception and "open house" from 11 to 5, when refreshments will be served to all. The entire building will be thrown open to the public, except the laundry system. Men, women and children will be welcomed, regardless of color, class, creed or race. The association is desirous of reaching the unemployed men of the city. At 3 o'clock in the afternoon a gymnasium exhibition will be given under the auspices of the physical department, and basketball games will be played.

In the evening will occur the members' entertainment in Palmestock hall. One who is engaged is DeWitt Faxton, of New York, a clever humorist, in one of his original and unique programs. Admission to the members' entertainment will be by ticket only.

It is customary for thousands of people from the association building on New Year's day, and this year will be no exception to the rule. Committees consisting of ladies and gentlemen will serve throughout the day and evening.

OLD WOMAN WANDERS AWAY

Betty Taylor, Found with Feet in Street. Special to The Telegraph. Carlisle, Pa., Dec. 26.—An old colored woman named Betty Taylor, about 75 years old, employed for many years as a cook at the home of Frank C. Bosler, wandered away from the house about 5:30 o'clock Wednesday evening, thinly clad, and was found three hours later along the Letort Spring, at the foot of West South street, sitting on the bank of the stream with her feet in the icy water. She was taken home in a serious condition from exposure.

LYE KILLS BABY. Marnie McClain, 15-month-old son of Mr. and Mrs. George McClain, died at the Harrisburg hospital Thursday night, two days after swallowing lye.

The Hupmobile

CAR OF THE AMERICAN FAMILY



\$1365

F. O. B. Detroit
Touring Car with Sedan Top;
Roadster with Coupe Top, \$1325
F. O. B. Detroit



ENSMINGER

Motor Company

Corner Third and Cumberland Streets
Bell Phone 931J. HARRISBURG, PA.

YOUR Wife Would Like Our Coupe-Roadster---

Almost every woman who has seen the new Hup roadster with the coupe top has instantly fallen in love with it.

When she learns that the motor can't stall, her adoration is increased.

She sits in the comfortable seat and sees that the roof is so generously high, and the window so far back of the seat, that hat brims or feathers can't be crushed or broken.

The wide, high door make it easy for her to get in and out.

Back of the seat she discovers a compartment big enough to hold all the packages she'll collect in a whole day's shopping.

And for the afternoon party or evening function it affords safe, cozy transport to and fro, with dainty gowns and wraps absolutely protected from wind and wet.

As we said above, your wife would appreciate the Hup coupe-roadster.

Bring her in to see it.

Costs Saxon Owners Only \$38.60 to Cross Continent

A trip across the continent, attended by many exciting experiences, has just been completed in Los Angeles by G. W. and J. W. Logan, of Tiffin, Ohio, who drove their Saxon car through to the coast in the face of the worst weather and road conditions of the year.

The entire expenditures by the Logans on their trip was \$38.60. This amount established a precedent in economy that will doubtless hold as a record for some time. No repairs of any kind were required along the road, and as the car was left in the open each night, the garage expense was a negligible quantity.

The first rough sledding occurred near Columbus, O., where the travelers met with the customary autumn rains. The old highway became a mud streak through Indiana, and across the prairies of Illinois the progress at times was almost impossible.

Entering Colorado, conditions reached a climax up to that time. In the mountains snow was from two to four feet deep, while at other points rain, sleet and snow were encountered, but the car ploughed through.

In Utah the worst roads and the most exciting incidents befell the pilgrims. Rain and light snows had turned the so-called roads into quagmires. Rivers and streams overflowed their banks, so that the Logans had to cross a number of them by bumping over the ties of railroad bridges.

The Logan brothers reached Los Angeles by way of a number of Nevada towns. They hold the record of being the first Saxon owners to cross the continent.

ENOLA BRAKEMAN INJURED. Marysville, Pa., Dec. 26.—Chauncey R. Haney, a brakeman in the local yard, while on his way to work, fell and received serious internal injuries. He was taken to the Harrisburg hospital.

FUNERAL OF CHILD. Marysville, Pa., Dec. 26.—John Hammaker, three-year-old son of Marshall Hammaker, was buried Thursday afternoon in the Chestnut Grove Cemetery at this place. The Rev. S. B. Bidlack, of the Methodist Church, officiated.

TO FORM BENEFICIAL ASSOCIATION. Enola, Pa., Dec. 26.—Car inspectors of Enola and Marysville yards will hold a meeting in the parlors of the Enola P. R. Y. M. C. A. on Tuesday morning at 9 o'clock for the purpose of organizing a beneficial association among them.

NARROWLY ESCAPED DEATH. Henry Emmons, brother of Mrs. James P. Bullitt, of Bellevue Park, narrowly escaped death while working on a well on a farm in Dover, Mass. Mr. Emmons was at the bottom of the well when it caved in, half submerging him. The township fire department rescued him.

Deaths and Funerals. J. KIRK BOSLER. Telegrams were received here today announcing the death of J. Kirk Bosler, of Carlisle, this morning at his home in North College street, after a lingering illness. Mr. Bosler was a son of the late P. Herman Bosler, of Carlisle, and a brother of Mrs. James I. Chamberlin of this city. He is survived by his wife, who was formerly Miss Mary Mullen, of Mount Holly, a sister of Mrs. J. Austin Brandt, of North Front street. Funeral arrangements have not been announced.

MRS. MARIE BOVA. Mrs. Marie Bova, aged 72 years, died Tuesday at her home, 123 Washington avenue. She is survived by a husband and four sons. Funeral services were held in the St. Patrick's Cathedral. Burial was made in the Mt. Calvary Cemetery.

DIES SUDDENLY. George Warden, aged 72 years, yesterday fell in front of the alms house gate, following his Christmas dinner, and died a few minutes later of acute indigestion. He is survived by two daughters, Mrs. Charles Thomas, of this city, and Mrs. E. J. O'Donnell, Carlisle, and one son, J. Edward Warden of this city. Funeral services will be held Monday afternoon at 2 o'clock at the home of Mrs. Warden, 159 Harris street. Burial will be made in the East

Harrisburg Cemetery. MRS. MYRTLE UMBERGER. Mrs. Myrtle Umberger, aged 55 years, wife of Harry Umberger, died Thursday at her home, 65 E. Mahanonga street. She is survived by her husband and three children, Harry, Ethel and Leon. Funeral services were held at the home of her mother, Mrs. S. G. Deardorf, 2507 Acate street, this morning. Services were conducted by the Rev. P. Hummel Balaugh, pastor of the Sixth Street United Brethren Church. Burial was made in the Hick-ton Mills Cemetery.

The "Sterling" Mark on a Tire Repair stands for the highest grade in materials, the most expert workmanship and a guaranteed result in positive service.

Make Us Prove It

STERLING AUTO TIRE CO., 1451 Zarker Street
MILLER TIRES—Made Strong, Last Long. The cog-wheel tread on the Miller Non-skid gears your car to the road.

Automobile Owners SAFETY FIRST

Let us make all roads smooth—nature's way—by applying to your car Bound and Rebound Shock Absorbers

Add 100 per cent. to your comfort, save 20 to 40 per cent. tire and gasoline cost, increase the life of the engine two to three years.

A. M. LEVERING

501 Kunkel Building Harrisburg, Pa.

COUPON
Free demonstration and particulars furnished upon return of this coupon with name and address.
Name
Address

MITCHELL LIGHT SIX

\$1585

MITCHELL FOUR

\$1250
F. O. B. FACTORY

The new Mitchell Light Six and Light Four will be handled exclusively in Dauphin and Lebanon counties by Ream & Son, who have opened offices at No. 108 Market street, Harrisburg, and Palmyra, Pa.

The 1915 Mitchell Light Six stands second to none selling under \$2000.

SEE IT—DRIVE IT
Satisfy yourself and make your deductions from your own personal touch with the car. Let us take you over any hill and prove to you that you cannot beat this.

"The most luxurious and powerful Light Six ever built."
The Light Four at \$1250 compares favorably with any \$1500 car on the market to-day. Send for catalog—write us to-day.

REAM & SON

Bell Phone 615
108 Market Street Harrisburg, Pa.

HAYNES LITTLE SIX \$1485

Reo Trucks AND Pleasure Cars
HARRISBURG AUTO CO.

Maxwell Company Makes Gain Over Last Year

A most interesting and optimistic report on business conditions comes from the Maxwell Motor Company, and is printed herewith. Not only does it show that the company made big gains over last year, but also that the company's business and production has gained every month since the first of August.

Advantages of Using Motor Cars All Winter

"It is far better to keep the automobile in service throughout the entire winter than it is to put it in storage. The cars now built are constructed so as to be equally as serviceable during cold weather as during the warm summer months," states George F. McFarland, of the Harrisburg Automobile Co., distributor in this territory for the Haynes, America's First Car. "When a storage battery is allowed to stand for any length of time, it gradually becomes discharged even when no current is being used. It is absolutely necessary to charge the battery every two or three weeks during the period of its nonuse if the battery is to come through the storage undamaged, and some arrangement must be provided for charging the battery. Either the engine in the car may be allowed to remain idle, or the battery may be taken to a charging station. As long as the car is kept in actual use, there should be no need of this extra attention if the least care is given the battery."

Don't Take Chances On Skidding

Get a Set of Weed Chains, or Rid-O-Skid Chains. For Sale at
FOUNDED 1871
Bowman's

Eight Cylinder

From a snail's pace to the speed of the wind, without apparent effort, without hesitation, without tremor.

Standard of the World

CRISPEN MOTOR CAR CO.

413-417 South Cameron St.

HAGERSTOWN WEDDINGS

Hagerstown, Md., Dec. 25.—Christmas brought the usual rush of weddings here, including several from Pennsylvania, as follows:
Miss Maud May Weiker, of Waynesboro, and Jacob E. Horst, of Upton, at the parsonage of the First Baptist Church by the Rev. E. K. Thomas.
Miss Carrie E. Senholt and Abram J. Houn, both of Carlisle, by the Rev. E. K. Thomas.
Miss Daisy Tenley and Harman Shives, both of Mercersburg, Pa., at the parsonage of Zion Reformed Church by the Rev. Dr. J. Spangler Kieffer.
Miss Golda E. Sharp, of Sharp, Pa., and Rolla D. Morgert, of Mt. Auburn, Ill., at the Methodist parsonage at Hancock by the Rev. C. K. Lewis.

GENL HARTRANET CIGAR

MFGD. BY C. E. BAIR & SONS