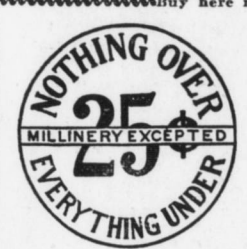
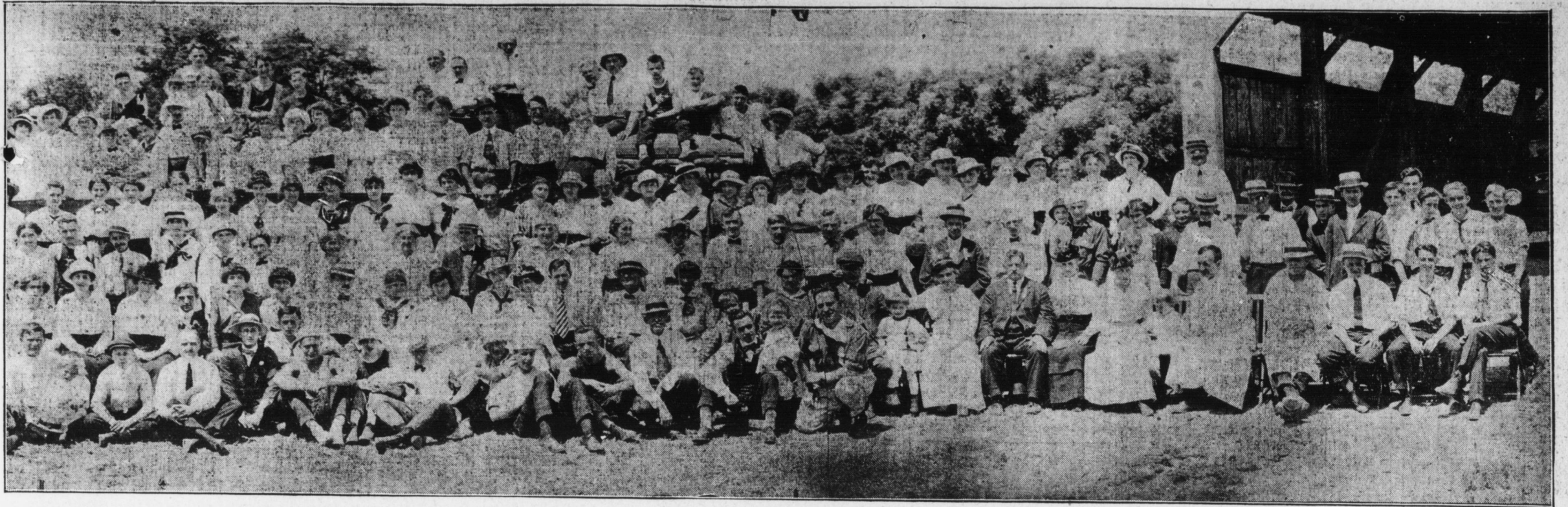


STORE UP SUNBURN ENOUGH TO LAST THROUGH THE ENTIRE WINTER



Exceptional Monday Specials in Stylish Millinery Prices Are For Monday Only

- \$1.00 and \$1.25 Actual Values: Sport Hats in a variety of fancy straws. Monday price 69c. \$1.00 Actual Values: One lot of White Hemp Hats. Monday price 59c. \$1.00 and \$2.00 Actual Values: Black Hemp Hats, medium and large shapes. Monday price 39c. \$2.00 Actual Values: Leghorn Hats. Monday price \$1.00. \$2.00 to \$5.00 Panamas: \$2.00 Values. Monday price 89c. \$3.00 Values. Monday price \$1.69. \$4 to \$5 Values. Monday price \$2.50. Trimmings: 50c Flowers. Monday price 19c. 25c Flowers and Fancies. Monday price 5c.

OUTING HATS—Silk and Canvas ... 25c and 50c. IMITATION PANAMA HATS ... 50c. SOUTTER'S 1c to 25c Department Store Where Every Day Is Bargain Day 215 MARKET ST. OPP. COURTHOUSE

SIX LATEST MODEL OF EMPIRE LINE

Many Distinctive Features; New Factory An Ideal Plant With Greatly Increased Facilities

Production of a big low priced six cylinder touring car and occupation of a splendid new factory that will increase manufacturing facilities fully 100 per cent. are the latest developments in the progress of the Empire Automobile Company as revealed by the company's July announcement to its dealers. The six cylinder model which reveals many points of distinction is brought out as a distinct addition to the Empire line, the company having heretofore confined its activities to the manufacture of four cylinder types. The new car which is priced at \$1,095 is notable in size, with a wheelbase of 120 inches. The body is correspondingly roomy and of a type that marks a distinct advance in construction with rolled cowl and convex sides. The seats for the driver and his companion are individual parlor car types with an aisleway between allowing easy access to tonneau without leaving the car. Throughout the car is distinctive and racy in appearance, being remarkably low, although the body is deep and the standard road clearance is maintained. The radiator is high, narrow racing type from which the long hood runs back to merge into the body without a break in line. Quietness and high efficiency mark the powerful motor of advance design. The bore is 3 inches and the stroke 5 inches, developing 46 horsepower at 2200 revolutions per minute. Silence is obtained without loss of power by the design whereby the camshaft runs in oil, so that valve push rods are kept from cams at all times by a film of oil. Quietness is also promoted by helical cut timing gears. Large bearings throughout are noticeable. Vacuum gravity feed of gasoline. Schebler carburetor and electric ignition, with cut off that ends flow of current when motor stops are characteristics. Starting and lighting is by a specially designed Empire-Auto-Lite two unit installation with extra large Willard storage battery.

In the new Six the Empire unit power plant construction is still followed, cone clutch being encased in extension of crankcase to which transmission is also bolted. The rear axle is heavy, full floating, single bearing type, with large housing and inspection cap at rear. Springing are underslung. The chassis generally follows previous Empire designing principles, for despite the bigness of the car, the weight is still held very low, assuring economy in operation and upkeep. Complete equipment with many accessories of extra convenience is noteworthy. Among these are five bow, Fabrikoid top of one main type, low rakish windshield, and a twin tire holder built integral with frame and requiring no straps. The new factory in which this car will be built is known as one of the ideal manufacturing plants of Indianapolis. With its floor space of 150,000 square feet, facilities are offered for vast increase in production. Workmen also will labor under ideal conditions, the buildings being of modern construction throughout. With the opening of this factory, Empire interests are centralized in Indianapolis for although building of the Four will be continued in the Connersville plant for several months, all manufacturing will eventually be done in Indianapolis.

COLE RUNS IN CIRCLE

On a recent trade excursion participated in by the merchants of Buffalo, N. Y., E. H. Baker, president of the Cole Motor Company, of that city, distributor for the Cole line, furnished the Cole Eight which carried the newspapermen who made the trip. Not content with riding them, Mr. Baker arranged an efficiency demonstration. Turning the front wheels at the greatest possible angle, Mr. Baker started the car and then stepped down and allowed it to run in a circle without a guiding hand. The semi-irreversible steering gear held the car in its course and the circle was completed easily.

Two little "want ads" placed in three Chicago newspapers in March and April moved 77 used cars for the Cole Motor Company, of Chicago, distributor for the Cole Motor Car Company, of Indianapolis, according to E. C. Frady, district sales manager. He asserts that he received an average of 300 answers from each insertion, thus showing the value of advertising in the newspaper column.

ROAD CARRIES FIRST CARLOAD

Special to The Telegraph Hagerstown, Md., July 10. — The first train on the new Williamsport, Neshle and Martinsburg Railroad, which connects with the Western Maryland Railway near Charlton, carried a consignment of limestone and dolomite from the Pittsburgh Limestone Company's quarries, along the Potomac river, to the Pittsburgh steel plants. The new road later will be extended in West Virginia and into Virginia.

Building Steel, Stone and Good Will

The spans of steel forming the finished "skeleton"—the sturdy rivets that hold them welded and secure—the time-proof terra cotta; all are a part of the great plan for enduring strength.

This store is building for the FUTURE.

Step by step the moulding and building of good will goes on; advance methods on merchandising, both scientific and ideal, are gradually taking form.

The signs of the times have been read carefully, and we find ourselves in a business routine that could gain and hold the confidence of the customer, and make every transaction pleasurable, and at the same time, profitable.



CALL 1981—ANY PHONE FOUNDED 1871

New Models Subjected to Strenuous Road Tests

Later day refinements of the motor car have opened hitherto forbidden paths to the enthusiastic tourist. Mountain trails no longer baffled; transcontinental journeys are successfully undertaken. The Chalmers "New Six-40" is an especial favorite of those who wish to follow the more strenuous and less frequently traveled paths. It was among steep mountain grades that this car received its Spartan schooling before it was placed on the market. The car took its baptism of fire not during the pleasant summer months, but during the rains and snows from September to December, 1914. The setting for this ordeal was among the steep passes of the Alleghenies of Pennsylvania in the neighborhood of historic Valley Forge, where Washington and his half starved army passed that winter of torture. Day after day the car was pitted against obstacles which to the ordinary observer would seem unsurmount-

able. Cloud bursts turned the roads into muddy torrents. Frost congealed ruts into a surface so forbidding that no motorist would think of driving over them. Then came the deep mountain snows and the plucky car waded through them. Mud, ruts and snow drifts it took as they came, without once faltering. This display of stamina convinced the Chalmers engineers that they had a car that would stand the punishment of the severest tour. The test was finished in Detroit during the worst of all winter months. For five weeks and six days, nine engineers and trusted testers worked in eight hour relays pounding the new car over slippery pavements, rough country roads and deep snow drifts. Not until the car had been pronounced absolutely flawless was it placed upon the market.

American Cars in Great Favor Among Europeans

With every British automobile factory engaged in turning out war munitions and cars for the Allies, American-made motor cars are gaining a still firmer grip on the European market, according to George Hutton, a well-known automobile engineer of Dublin, Ireland.

"Notwithstanding the unsettled conditions and the fact that a good many of our able-bodied men are at the front, there still continues a very brisk demand for the better grade of American car," says Mr. Hutton. "The well-built Yankee car equipped with self-starter, electric lights and other conveniences, is meeting with a tremendous demand and our only problem is securing enough cars to go around."

"I was fortunate enough to secure the first Dodge Brothers' car shipped into Ireland and I have driven it over 5,000 miles, covering practically every county. This machine, with its wonderful hill climbing ability and easy riding qualities is the type of car which will sell most readily in European markets. In a long journey through the Wicklow Mountains, I was able to make all of the steep grades on high gear with this car, and had little trouble on the roughest of our country roads. Many officers in Irish and English regiments have purchased American cars, before leaving France, and because most of these cars are fitted with self-starters, their wives are obtaining full enjoyment from the machines at the present time."

After driving his Dodge Brothers' car for the past few months, Mr. Hutton decided to visit the United States in an effort to secure the sales rights for the car in Ireland. He is particularly pleased with the handsome new roadster models which are now being shipped from the Detroit factory, and intends to have one shipped to his home in Ireland.

Federal Tires Receive Stiff Test in Army

That American-made motor cars and tires are important units in its many campaigns of the warring forces in Mexico, is the gist of a letter received at the Milwaukee offices of the Federal Rubber Manufacturing Company from N. J. Kingsley, of Houston, Texas.

Mr. Kingsley is an American aid to General Hemandez of the Villa army and for some months past has driven an American car in Mexico. He recently returned from a trip of over 6,000 miles with General Hemandez, covering some of the worst stretches in Mexico.

"The trip furnished one of the most strenuous tests to tires that I have ever encountered," writes Mr. Kingsley. "My car was equipped with 4 1/2 inch Federal casings and the one set of tires came through without a blemish of a serious nature. Six thousand miles is not an abnormal mileage over good roads, but when you consider that I was traveling cross country part of the time, and on damaged roads for the remainder of the distance, the record is a remarkable one."

"There are absolutely no repairs for tires in that part of Mexico and part of the time I rode on tires stuffed with grass. The tires were generally under-inflated because I was unable to secure anything but a bicycle pump for that purpose. I carried just four casings at the end of the trip in Pedras Negras and there was not a broken thread visible in any of them."

Willard Keep Cool! Bring your storage battery and we'll tell you how to get the best results from it in warm weather. J. G. DUNCAN, JR. 11 N. RIVER ST.

MOJA 10c Cigars All Havana 10c CIGARS prove how smooth, fragrant and pleasing an all Havana smoke can be made. MOJA cigars will satisfy everybody and not hurt anybody. Made by John C. Herman & Co.

WAYNESBORO MEN IN BIG COMPANIES

Large Electric Power Development Is Under Way in the Franklin County District

Residents of Franklin county are interested in a big power development which is to be centered at Waynesboro and for which four charters will be issued in a short time. The companies will be named for Guilford, Washington, Quincy and Antrim townships in which they will operate and will have a nominal capital of \$5,000 and offices at Waynesboro. The incorporators are W. L. Minnick, J. J. Oller, Jay F. Shank, R. D. Setton, D. N. Benedict and J. G. Benedict, Waynesboro; I. J. Funk, Greencastle, and F. H. Stouffer and J. A. Strite, Chambersburg.

Waynesboro people are also interested in the new Waynesboro Foundry and Machine Works which has been incorporated with a capital of \$30,000, the incorporators being John W. Warehime, C. J. Huff, A. R. Werner, L. D. Gilbert, M. T. Brown, J. E. Frantz, John W. Clugston and J. M. Newcomer, Waynesboro, and A. Luria, Reading. Other charters issued include: Renovo Utility Building and Loan Association, Renovo, capital \$1,000,

000; Miners' Co-operative Company, Pittsburgh, capital \$5,000; Pittsburgh Automobile Country Club, Pittsburgh, capital \$40,000; the Weightman Co-operative Company, glass manufacturers, Port Allegheny, capital \$25,000; Alicia Land Company, Alicia, capital \$20,000; Ajax Land Company, Erie, capital \$10,000; Armstrong Garage, Johnstown, capital \$5,000; Easton Wholesale Grocery Company, Easton, capital \$10,000; Williamsport Independent Publishing Company, Williamsport, capital \$5,000; the Square Publishing Company, Wilkes-Barre, capital \$5,000; Pittsburgh Hide and Tallow Company, Pittsburgh, capital \$100,000; National Register Publishing Company, Wilkes-Barre, capital \$5,000; Faber Engineering and Construction Company, Pittsburgh, capital \$5,000; Kersey Co-operative Creamery Company, Kersey, capital \$8,000; Automobile Construction and Manufacturing Company, Philadelphia, capital \$5,000.

CARRIED SWITCH KEY NEARLY 50 YEARS

When Amos H. Beard, of Reading, who was recently retired on the age limit by the Reading Railway Company, entered the train service in 1867, he was given a switch key for which he was charged \$1. After all these years he returned the key and received the amount he was charged for it. It is seldom that such keys are carried that long. The number of the key had entirely disappeared from wear. The only marks visible are the letters P. & R. R. Boone Abbott, engineer of the Harrisburg division of the Reading road was a visitor at Reading yesterday.

HATCHERIES ARE TO BE FIREPROOF

Contracts for new buildings and improvements at several of the State fish hatcheries will be let this month and be pushed to completion before winter. The appropriations made by the last legislature make possible enlargement of two hatcheries and the prospects, say the officials of the department, are for large numbers of fish to be "planted" this Fall and winter.

The contract for the new hatchery at Pleasant Mount will be let on Monday, the building to be of fireproof construction and containing arrangements for propagation different from those in other fish hatcheries of the State. Contracts will also be let on the same day for enlarging the bass ponds at the Wayne county hatchery which will enable it to fill all requisitions for this species of fish. The State Fisheries Commission will meet at Bellefonte on July 19 when bids will be opened for the new hatching house, which will also be fireproof and along modern lines, similar to those erected at Erie, Torresdale and Cory. The policy of the department now is to erect permanent buildings wherever possible and the old frame structures are being done away with.

Harley-Davidson Wins! Dodge City 300-Mile International Race 1st--2nd--4th--5th--6th--7th ALL OF THEM BREAK THE WORLD'S RECORD RIDE A WINNER HEAGY BROS., 1204 NORTH THIRD ST. OPEN EVENINGS