



A Salesman Can't Talk Quality Into a Tire

A tire is no better than its source—it can't give more mileage on the road than is built into it in the factory.



fabric, without burning the life out of either, and with no point of cleavage in the construction.

This method of vulcanization—the retention of the vegetable wax and oil—means life in the fabric and rubber. It results in safety—freedom from blow-outs, and additional miles of wear in

Miller Tires

As thousands and thousands of motorists have found out. It will pay you to get these tires that are made of rubber—not talk!

Ask the Miller Dealer to show you a section of the Miller Tire. Sterling Auto Tire Co. Distributors. 1451 ZARKER ST. (15th and Market). HARRISBURG, PA. The Miller Rubber Co., Akron, U. S. A.

THE SUPREME TEST

of the ability of any Tire and tube repair shop is found in their retread record.

Our retread record is over

Seven Thousand Miles

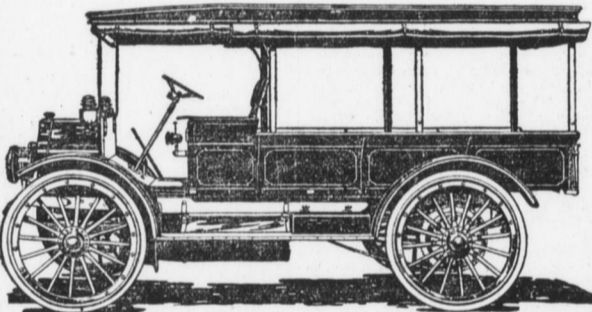
All makes of tires and tubes repaired. Work called for. Bell phone 2854.

Sterling Auto Tire Co.

1451 ZARKER ST. (15th and Market) HARRISBURG, PA.

International Motor Trucks

Models "M"—1,000 lbs. "E"—1,500 lbs., and "F"—2,000 lbs. Capacity.



Business firms recognize service and future protection as well as quality and price. The International stands for all these requirements, including fair dealing.

In every way possible the design of the new models incorporates features that protect the purchaser against possible delays. They have a simple, powerful and compact heavy-duty motor, upon which efficiency depends, and should be inspected to be appreciated.

Come in and see them before you pass judgment, or phone (Bell 235, Independent 444) for demonstration.

INTERNATIONAL HARVESTER COMPANY OF AMERICA (INCORPORATED)

Motor Truck Department, 619-21 Walnut St. Other branch houses at Pittsburgh, Philadelphia, Baltimore, Elmira and Parkersburg.

1916 EMPIRE \$975

Model 33 touring car is an advanced car throughout. Many new features. Size, power, quality and equipment, considered separately or collectively, give the Empire Model 33 rank above all cars of its class.

The New Empire Six, \$1095

PENBROOK GARAGE

Bell 989J; 2539W H. A. FISHBURN, Manager

Willard

Keep Cool!

Bring us your storage battery and we'll tell you how to get the best results from it in warm weather.

J. G. DUNCAN, JR., CO. 11 North River St., Harrisburg, Pa. Bell 3907

If your battery to a Willard, we'll inspect it free

RESTOCKING OF 2,000 MERCHANTS

Tremendous Task Maxwell Organization Is Accomplishing With New Model Deliveries

Special to The Telegraph Detroit, Aug. 7. — To renew the stocks of more than 2,000 merchants who, two weeks ago had absolutely nothing to sell, and to do it in the shortest possible time is the task with which the Maxwell Motor Company is now engaged.

When the new Maxwell was announced, the company's dealers had been for several weeks entirely sold out of cars. Their salesrooms presented in the aggregate hundreds of acres of polished floor space, unoccupied by rolling stock of any sort.

"If we had a picture it would help," one big dealer wired the factory. "But we can't make a picture climb Main street hill on high gear."

But President Flinders' production staff stole a march on his sales and advertising aides by getting the Maxwell plants several days before the cars were formally announced. The date of the announcement found the plants producing more than 200 cars a day.

The production men have not, however, been allowed to pat themselves on the back over their feat of new model building on this record-breaking basis.

"Must have ten carloads or immediate delivery," wired one Western dealer; "four carloads only drop in bucket."

"Three hundred people in our sales-room first hour after opening," shrieked an Eastern distributor, "could place trainload in week."

Between his task of making 250 cars a day take that his organization really wanted, Assistant Sales Manager Stebbins stole time to do a little figuring. He found out that, during the first eleven days of production, the new model cars had sold more than 19,000 cars and was fully a month ahead of the greatest possible production speed which could be hoped for.

"A lot of these folks will just have to wait," he admitted with a sigh of resignation. "It's some comfort to know we've got the car and the price to hold them."

Chalmers Motor Company Enjoying Unparalleled Prosperity

"The Chalmers Motor Company has just closed the biggest July in its sales history. The books for July show an increase of nearly 300 per cent, over July, 1914."

"Chalmers production is going forward on a greatly increased basis with the 1916 cars," added Mr. Pfeffer, "but even with our increased building facilities, our increased factory force and our machinery running night and day we have been unable to keep pace with our orders. In spite of our efforts we have fallen behind in our deliveries."

"Our 1916 line at the sensational new prices found instant favor on the market with the result that our sales department has been flooded with a constant stream of orders. We attribute this fact to a great extent to our new value-in-head overhead camshaft motor, a type that established such astonishing records in this season's speed contests and the low price placed on the Chalmers 'Six-48'.

"I feel sure that the 1916 season is going to be one of the most prosperous periods ever enjoyed by the motor car world. There seems to have been a universal awakening to the fact that the motor car has become an economic necessity. Business houses have discovered that it is impossible to compete profitably with a concern which has placed its salesmen on wheels' wheels they adopt a like policy."

Sixth Year of Growth Features Empire Slogan

"Sixth Year of Continued Growth" is the slogan now adopted by the Empire Automobile Company. In every advertisement, every piece of literature produced by the company, this slogan is to be found.



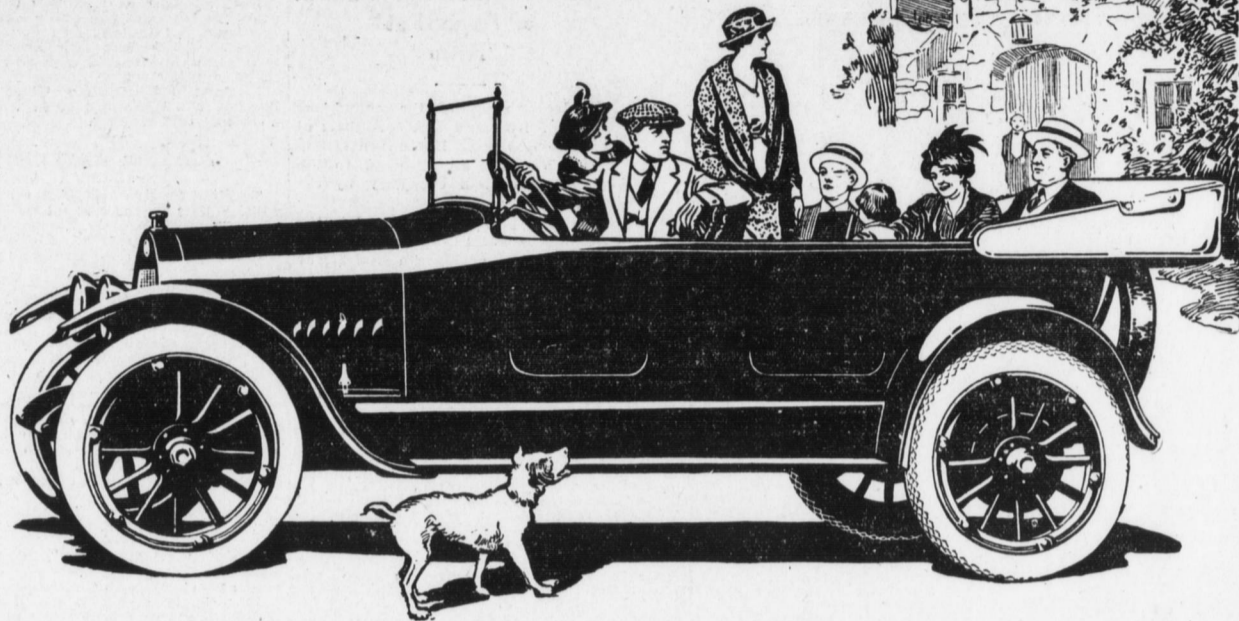
Ensminger Motor Co. Third & Cumberland Sts. DISTRIBUTORS

Kupmobile Car of the American Family ENSMINGER MOTOR CO. THIRD AND CUMBERLAND STS. DISTRIBUTORS.

The Jeffery Four

Standard Seven Passenger - \$1035 Without Auxiliary Seats - \$1000

F.O.B., Kenosha, Wisconsin



Establishing a New Standard of Value at a \$1000 Price

New seven-passenger body—divided front seats—extra length springs—two hundred pounds lighter—the first automobile of its quality, size and efficiency to sell at a \$1000 price.

TWO years ago last January, the Jeffery Company announced the Jeffery Four at \$1550—the first automobile of its quality to sell below \$2000.

This will be remembered as the car which introduced the high-speed, high-efficiency motor into this country. Its remarkable service record in the hands of owners has established it as the standard American automobile of quality and moderate cost.

33 Points of Jeffery Superiority

Standard seven-passenger body Divided lounge-type front seats Extra length springs Weight, 2750 pounds 116 inch wheel base 34 x 4 Goodyear Fortified tires—All weather tread rear

Jeffery Chesterfield body Rear seat, 48 inches wide Easy-riding auxiliary seats Extra wide door Deep real leather upholstery Concealed door handles Left drive—center control Light Brewster green finish

Jeffery high-speed motor Unit power plant Extra large motor bearings Bosch magneto ignition Stromberg high-efficiency carburetor Bijur electric starting and lighting

Smooth acting disc clutch Jeffery silent gear shift Jeffery easy-control steering gear Hotchkiss type flexible drive Jeffery-built silent rear axle Extra surface brakes Emergency brake on propeller shaft

Jeffery one-man top Adjustable clear-vision windshield Locking double dimmer lights

Van Sicken speedometer Automatic gasoline feed Complete equipment

The Jeffery Company now presents the new Jeffery Four—larger than last year—roomier—lighter in weight—more powerful—easier riding—and with the famous Chesterfield body—a finer car in every respect than the original Jeffery Four—a car combining economical operating and maintenance cost with a road performance which ranks with that of the biggest, highest priced automobiles—at a price of \$1035! Without the auxiliary seats, \$1000!

In announcing this car, it is not the purpose of the Jeffery Company to meet temporary price conditions, nor to compromise with an imagined desire on the part of dealers and the public for cheapness. On the contrary, it is the aim and determination of the Jeffery Company to establish the Jeffery Four as a standard at a standard price—a car which discriminating buyers can drive for a number of seasons without suffering the marked depreciation which has been such an unfortunate feature of the automobile business.

The new Jeffery Four is a quality automobile in every sense of the word—built to maintain and increase the enviable reputation of the original Jeffery Four.

The Jeffery Six

The same specifications as the famous Jeffery Chesterfield Six—silent worm drive, Lanchester cantilever spring suspension and other quality features found elsewhere on only high-priced foreign cars—refined to an even smoother, quieter operation than ever—price \$1350 F. O. B. Kenosha—\$300 lower in price than last year.

Orders must be placed immediately to insure early delivery

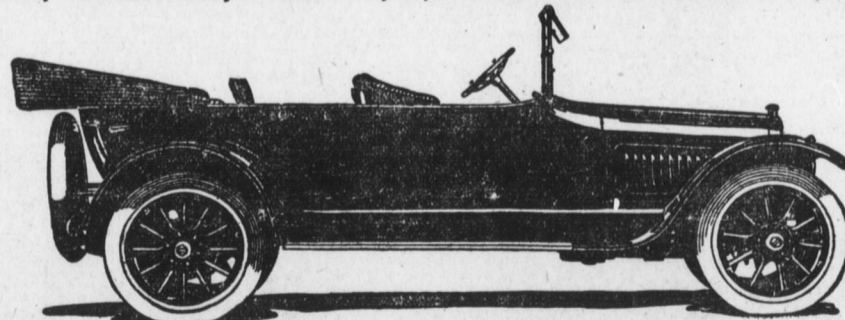
Bentz-Landis Auto Co.

1808 Logan Avenue

Bell Phone 461

Don't Pay Over \$1,000

For any Automobile until you have carefully inspected and tried out the 1916 Chandler Six Cylinder



\$1335.00 Delivered Here All Equipments.

The Car With the Marvelous Motor

It abounds with Power, Beauty and Economy—it will give you Double Satisfaction in its purchase and use. It has a speed from 2 to 55 miles per hour and will carry seven passengers up the Hummelstown hills on high—New models on the floor for immediate delivery.

Andrew Redmond

THIRD AND BOYD STREETS

Bell Phone, 2133

C. V. Phone 418-W