



Old as the hills but still rambling along

"We can save you money"

This advertising expression undoubtedly dates back to the beginning of barter and sale, and as a talking point is hard to beat.

The only trouble about its use is that some people are impetuous and want to see the saving quick.

So far as tires are concerned, and if it is the immediate dollar right in hand that is wanted, you can beat Diamond Squegee Tread Tires for a quick saving at the start.

BUT if it is the big saving that comes from accumulated mileage that's most inviting, we can truly save you money on Diamond Squegee Tread Tires.

DIAMOND "FAIR-LISTED" PRICES:

Size	Diamond Squegee	Size	Diamond Squegee
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	28.70
32 x 3 1/2	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5 1/2	46.00

Diamond
"SQUEEGEE TREAD" TIRES

J. C. Werner Tire Co. 104 South Second Street
Distributor For
Diamond Tires, Gasoline, Oils and Accessories

Pullman
\$740
DELIVERED



1916 MODEL

Stand the Pullman five-passenger at the curb beside any car in its class or out of it and it retains its own air of snap and distinction. It is heavy enough to hug the road at any speed—light enough to save tires and gas. The roomy luxury of the Pullman sets a new standard for cars at anything like the price.

Two, Three and Five-Passenger Models

SPECIFICATIONS: 114-inch wheel base, 32 H. P. four-cylinder motor, 3 1/2 by 4 1/2 non-skid tires all four wheels, cantilever rear springs, independent electric starting and lighting system, separate high tension magneto, Mayo radiator, one-man top, full floating rear axle, extra large body to accommodate seven passengers if desired.

ANDREW REDMOND, THIRD AND BOYD STS.
BENTZ-LANDIS AUTO CO., DISTRIBUTORS

Resourcefulness of the Successful Salesman

Volumes have been written about salesmanship and the innumerable graces a salesman must possess to secure the magical signature on the dotted line. It is doubtful, however, if any of these inspired the novel but efficient means employed by salesmen of The Goodyear Tire & Rubber Co., who have proven that the field of salesmanship is as comprehensive as the field of human nature itself. They thereby rendered themselves eligible to membership in "The Order of the Hearse."

The daring soldiers of the European conflict who have earned signal honors are decorated with the far-famed Iron Crosses, Victoria Crosses and Legions of Honor—and the Goodyear salesmen with "The Order of the Hearse." Its insignia is a round medal upon which is depicted a salesman equipped with sponge, hose and chamomils, administering a bath to a hearse. Around the border is a Latin inscription which, translated, reads, "To the Stars Through Difficulties." Intended to remind the wearer of the difficult path traveled in establishing himself in the Goodyear hall of fame, the pin labelled "The Order of the Hearse," fastens the decoration to the clothing.

The order was inaugurated as the result of a "fast one" put over by a Goodyear salesman in Southern Illinois. The only prospect in the town—a combination undertaker-liveryman-automobile and accessory dealer, was assembling a motor when the salesman called only to be greeted with, "I haven't time to talk to you. As soon as I get this engine together I've got to wash the hearse and beat it to a funeral."

Reo Maintains Open Door Policy to Competitors

"I suppose we Reo folks are considered old fashioned and foggyish and all that sort of thing," said Richard H. Scott, vice-president and general manager of the Reo Motor Car Company, to a party of visiting engineers he was showing through the big thirty-acre Reo plants at Lansing.

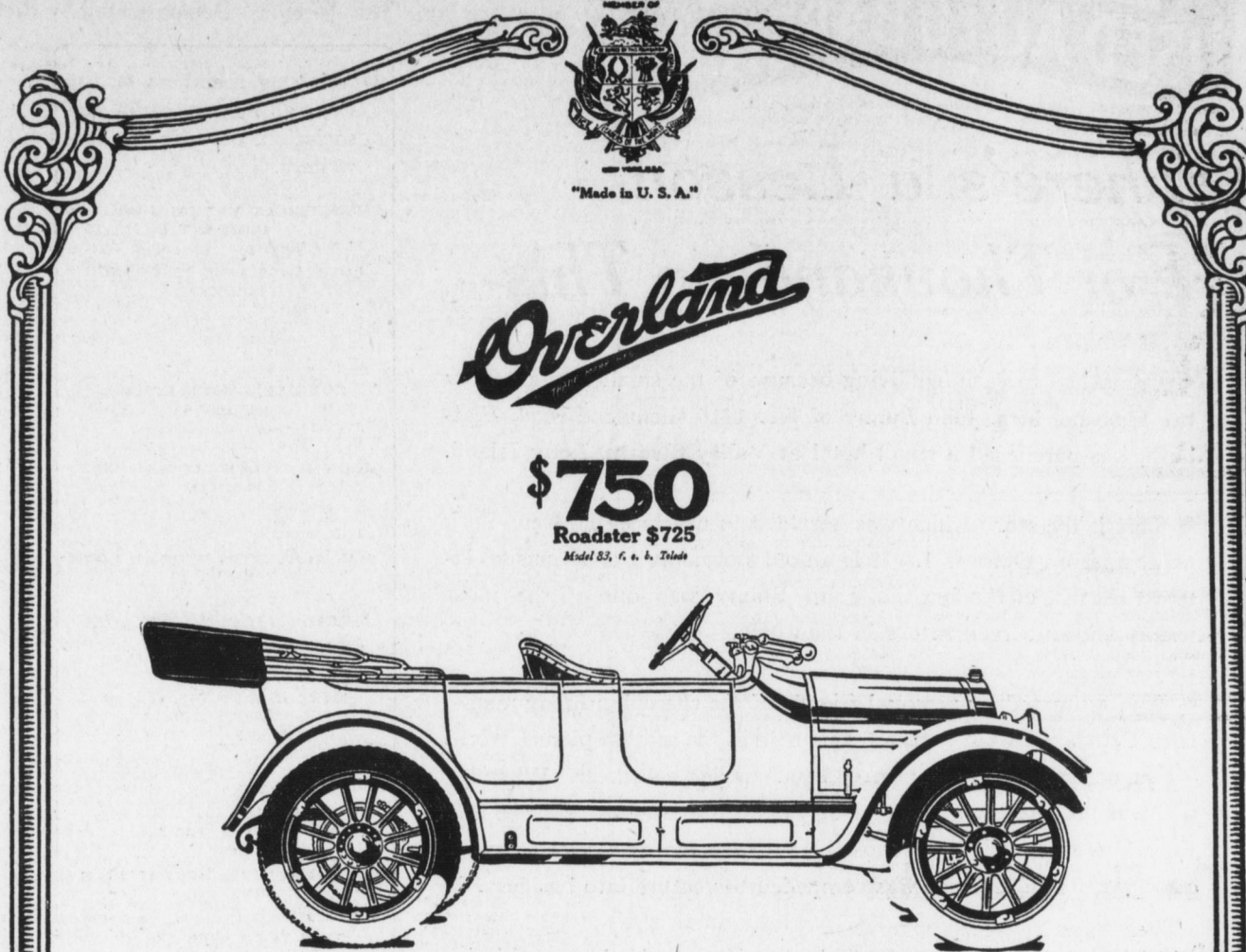
"But I think here's something that will be entirely new even to those present. The party stopped beside what appeared to be an electrical apparatus for testing the rear axle of an automobile. 'I've seen one similar to that,' said one of the engineers, 'it's for testing the efficiency of the driving gears, isn't it?'"

"Yes," replied the Reo head, "but it does more than that. It not only tests the efficiency of the gears but discloses and locates any gear noises. And it goes further than that. You will notice there are two generators instead of one. The second is to test the coasting noises—it produces an effect in the axle like that when the car is coasting down hill and driving the engine instead of being drawn by it."

"That's a new one," said the visitor; and then for half an hour the experts listened while Mr. Scott explained the operation of this Reo device, the mission of which is to take the last sound out of an automobile, and the last sound to be considered is what the Reo folk call "coasting noises."

Oldsmobile Holds Sales Convention

In keeping with the usual custom of the Olds Motor Works, the heads of their branches, their district traveling men, and the salesmen who act as district representatives of the company in different parts of the country, were brought in from their territories last week and spent five days at the factory going over sales matters and studying the product.



Overland

\$750
Roadster \$725
Model 83, f. o. b. Toledo

You Too Should Buy This Car Because

- Point for point right down the list this car is dollar for dollar the dominant value in this year's remarkable market.
- This is not a mere claim.
- It is a verdict.
- Very quickly this car outsold any car ever built with a wheelbase of more than 100 inches.
- Then came a performance test of unprecedented magnitude—a record output in everyday service.
- The verdict was swift and sure.
- On top of this record sale, buying continued in ever-increasing volume.
- It is a clear case of dominant value conclusively determined.
- Nothing less final would force demand so far beyond all previously established limits.
- You, too, should own and drive this car.
- Let us show it to you and demonstrate it.
- Immediate deliveries.

The Overland-Harrisburg Company
DISTRIBUTORS FOR CENTRAL PENNSYLVANIA
Show Room: 212 N. Second St.; Service Station: 127-9 Cranberry St
BELL PHONE 3883 CUMBERLAND PHONE 878-1

The Willys-Overland Company, Toledo, Ohio

Convenient Payments



We will sell you an Overland on convenient terms. The idea is not new—other merchandise is purchased by deferred payments—and you should be able to get your car this way, if you prefer. The terms are \$275 down, plus the freight, the balance in convenient monthly payments. On this plan the price of Model 83 Overland, a five-passenger touring car, is \$775 f. o. b. Toledo—no more. If you would rather pay cash, the price is \$750 f. o. b. Toledo. The difference covers interest at 6% and insurance, both fire and theft. There are no other charges. Call or telephone for full particulars.

Immediate Delivery
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DISTRIBUTORS FOR CENTRAL PENNSYLVANIA
Show Room: 212 N. Second St.; Service Station: 127-9 Cranberry St.
BELL PHONE 3883 CUMBERLAND PHONE 878-1

REO

4 and 6 cylinder pleasure cars; 3/4 to 3-ton trucks.
Harrisburg Auto Co.
THIRD AND HAMILTON STREETS

1916 National Highway "6"

Just received. On exhibition at our show rooms, 5 Grace Avenue, near Fourth and Market.

If you are buying a car anywhere from \$1,000 to \$2,000, we say, don't do it until you give yourself the advantage of seeing the above car. You surely stand to lose if you do not see it. You will be welcome and we will be pleased to show the model, even if you are not a buyer.

Penna. Auto Sales Co.

Willard
We Make Old Batteries Young
Storage Battery Service is our business. We can show you how to keep a young battery in good condition and give an old one a new lease of life.
The Willard Station in Your Town:
J. G. DUNCAN, JR., CO.
11 North River St., Harrisburg, Pa.
Bell 3907

Small Little Ampere:
Grab the terminals of a Willard Battery and you'll soon see why a starter doesn't hesitate!