

The Car You Should Buy!

A Class Car at a Popular Price

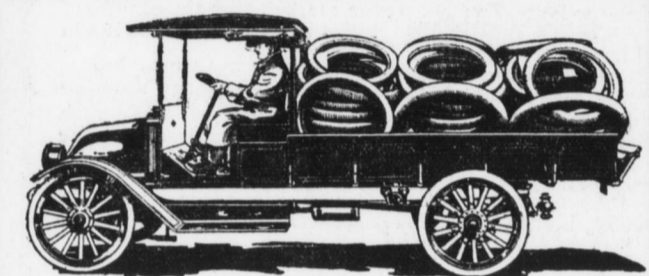


- Develops more horsepower than any other motor of the same stroke and bore. Translated into actual performance, this means flexibility, hill climbing power and economy records.
- You will appreciate its beauty and the Haynes refinements appeal to those who demand the utmost in comfort and convenience.
- The first American-built gasoline automobile to throttle down to one mile per hour on high gear—slower than a walk. Readily picks up and maintains a speed of sixty miles per hour.
- Permit us to prove our statements by a demonstration, or meet us at the Auto Show.

Miller Auto Co.

Front and Market Streets, Harrisburg, Pa.
Both Phones 3690 C. E. HOIN, Representative

New Models International Motor Trucks



Why not be a satisfied purchaser? When you buy an International Motor Truck you buy service and will experience economy.

We are manufacturers and maintain a thoroughly reliable service station in Harrisburg and are here to stay.

The new models are on exhibit at the International Motor Truck Department, 619 Walnut street, and you are cordially invited to call and inspect them and receive a demonstration.

We never change agency, but the International banner floats over this headquarters always.

All models furnished in either low wheel, solid or pneumatic tires.

Remember the name—International Motor Trucks.

Remember the location—619 Walnut street.

Remember the slogan—"He profits most who serves best."

Come and tell us about your delivery problems. We can help you.

International Harvester Company of America (INCORPORATED)

Motor Truck Department, 619-21 Walnut St.

Other branch houses at Pittsburgh, Philadelphia, Baltimore, Elmira and Parkersburg.

CASE

"The Car With the Famous Engine"

The motor that makes extra cylinders unnecessary. Good looking streamline body, complete equipment. Convenience and ease in driving.

- Wheelbase 120 inches.
- Motor—1-cyl.—bore 3 1/2 in.
- Stroke, 6 in.—40-45 h. p.
- Westinghouse Ignition.
- Starling and Lighting.
- To-morrow's Car To-day—Four-forty..... \$1090

Conover & Mehring

1713-1717 N. Fourth Street

Sole Distributors For Central Pennsylvania.

The AUTOCAR TRUCK

has the Capacity, Power, Simplicity of Control Accessibility and Ruggedness of Parts—Gives Efficient Service under all conditions, even when subjected to overloading or other similar abuses.

IT PAYS TO INVEST IN

THE AUTOCAR

For Business Expansion

Andrew Redmond, Distributor Third and Boyd Sts.

Sixes Exclusively

\$950 to \$1485, and Buick Trucks with Delco starter, \$1225.

Chevrolet, \$580 to \$780. Federal trucks, \$1800 to \$2800. ALL PRICES F. O. B. FACTORY

HOTTENSTEIN & ZECH CITY GARAGE

Rear Union Trust Bldg.

"ROUND" FIREPROOF GARAGE

10x14 feet, painted f. o. b. factory..... \$71.00 24-gauge Steel—Rear Window Wire Glass C. FRANK CLASS

Bell Phone 3658, Independent 90W. Union Trust Bldg.

Cadillac Men Taught to Know Car Thoroughly

Going to school in overalls, working hard in class, and ending the course with an examination including a drive of the automobile, is the experience no boy's school days ever included, but it is what happens as a regular thing to the service men's class at the Cadillac plant in Detroit.

A standard Cadillac Eight is the subject on which the scholars are instructed. The school is made up of the service men, employed by Cadillac dealers all over the country, and Cadillac owners are the chief beneficiaries of the instruction they receive while in charge of the factory expert.

No more than eight men are taken in a class, the company believing that proper individual instruction cannot be given to a greater number at one time. The course covers a period of two weeks. The first work is taken down the car completely. Body and fenders come off, and the chassis is taken apart to the last bolt and nut.

Then begins the work of reassembling and as this progresses, particular attention is given to the various adjustments. Special instruction is given on the electrical system of the car, insight into Cadillac manufacturing methods is afforded by a trip through every department of the plant.

After the car has been reassembled comes the real test. The class is taken for a ride in the car. At a convenient spot the instructor stops the car and the class is invited to alight and become interested in the surrounding country. While they are so absorbed, the instructor installs a defective coil, carburetor or some other part in place of the good part, or devises some other way of disabling the car to ascertain the ingenuity of the men. The class is not permitted to proceed until the trouble has been located and remedied, and the car put in first class running order. This is followed by a rigid written examination and the class is disbanded, to be followed by another. Each man's examination paper is forwarded to the dealer who sends him to the factory.

This school has been a feature of the Cadillac policy since 1910. The attendants come from all parts of the United States and Canada, as well as from foreign countries.

International Among the First Trucks Built

A truck that is distinctively different in type from the average is the International, which has built up a world-wide trade that covers almost every city and village, and is used extensively throughout the rural districts.

In speaking of the truck's advantages in daily commerce, Charles J. Stevens, in charge of the motor truck division of the International Harvester Company in Harrisburg said:

"The International Harvester Company having more than 75 years' experience in manufacturing were among the first to build the motor truck industry, and without any handicap were the most successful. The International motor truck factory is the largest in the world devoted exclusively to the manufacture of commercial cars.

The business firms to-day are more considerate in selecting a service car, taking into consideration the reliability of the manufacturer and their facilities as a service protection.

"The increased cost of horses and their maintenance is one good reason why merchants of all classes are considering motor trucks as a matter of economy, while the quick delivery system as an advertising feature has proven a valuable asset to the merchant.

"The International Motor Trucks are manufactured in large quantities, thus reducing the cost of production and giving the purchasers the highest grade car at a minimum cost. The new models, "E," "M," "N," we believe, represent all that is best, most reliable and most popular in motor trucks."

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Bob Coasting With Motor-Cycle Beats Pulling Bob

"Zip, think of coasting as far as you wish, uphill and downhill and with no need of getting off anywhere and pulling back the heavy bob with its load of girls who think it is great sport to see the boys work so hard," said Healy Bros., local distributors for the Harley-Davidson. "I wonder what the Chinaman would say now who described the old-fashioned bobbing as 'Zip, walk like huckle milee.'"

"With the new motorbobs there is no need to worry about the uphill climb. In fact, hills are not necessary for the sport. It can be enjoyed by young and old in all parts of the country where there is snow, regardless of whether there are any coasting hills. Snow is the only requisite. In balmy California and throughout the Sunny South there may be some question as to the enjoyment derived from swift rides when the mercury is playing hide and seek between the freezing point and the heat but the boys for the new sport declare it great fun.

"The kiddies who want a chance to hitch their sleds back of the motorbobs are doing all they can to induce their big brothers to convert their motorcycles, too, so there will be enough motorbobs to haul all the fellows after school; for the motorbob is born of a motorcycle. In fact, the motorbob is a complete motorcycle except for the front wheel. Taking off the front wheel and substituting a homemade sled with sturdy runners and, presto, you have a motorbob.

"With the new kind of bobbed, coasting is one continuous joyride. The bob is steered in the way that has been approved since the building of the first bob—with ropes attached to the front runners. The throttle, spark, clutch and three-speed gear are operated by levers in the modern motor way. Passenger accommodations are now limited to three—not counting the youngsters tucked behind on their own sleds—but motorbobs now being built will carry fifteen passengers."

"A sliver of it will stretch almost as much, and return to shape almost as instantly, as a pure rubber band.

"Weigh a Goodrich 'Barefoot' tire of any size against the corresponding size of other makes of tire, and you'll find it many pounds lighter, though many 'miles' stronger.

"Drive it and you'll find in Goodrich 'Barefoot' Tires a liveliness, a quick response to power, a tenacity of traction—and all this with a mileage capacity which will surprise and delight you.

"We developed this 'Barefoot Rubber' primarily for use in our now famous 'Silvertown Cord' tire which, this year, showed such marvelous endurance on the racetrack, at over 100 miles per hour. But, since we cannot yet supply the demand for 'Silvertown Cord' tires, until three times as much special machinery for its manufacture can be constructed and installed, we decided to use this wonderful 'Barefoot' rubber in all Goodrich fabric tires, for 1916.

"We also make it into Goodrich inner tubes, Goodrich motorcycle tires, Goodrich truck tires, Goodrich bicycle tires, Goodrich rubber boots, overshoes, soles and heels, as well as into Silvertown Cord tires, because, in all of these its characteristics of 'Cling, Spring, Stretch, Strength and Lightness' are first requisites.

"We heartily recommend that motorists compare Goodrich fair list prices with prices that are quoted for

same size tires of other brands, that have not the wonderful resilience and cling quality of this new 'Barefoot Rubber.' And after they have done this we say to them: 'Bear in mind that no tires are 'larger-sized,' taken type for type, than Goodrich Black Treads.'

Overland Plant 14 Times as Large as 8 Years Ago

When the last freight train pulled out of the big Overland yards on January 31, it was found that a new shipping record had been established by the Willys-Overland Company. Exactly 722 automobiles had been shipped during the day.

This is not only the high water mark for the big Toledo factory but it stands as a record never before equaled by any other manufacturer of medium or high-priced cars.

In the height of the Spring selling season a day's shipment of 722 cars would be considered a remarkable performance even in this time of tremendous productions. But when that number of automobiles is shipped out to purchasers in the dead of winter, with half the country buried in snow, it is nothing short of phenomenal.

The cars were routed north, east, south and west and Overland officials declare that this early activity on the part of the purchasers is but a forerunner of what may be expected this Spring. All indications point toward the greatest year in the history of the automobile industry and dealers in every section of the country are making preparations for the busiest selling season in their lives.

The increasing demand for the Overland product is startling, even to those in close touch with the situation. In January, 1915, the total number of cars that left the factory amounted to 4,613, while during the month just ended the shipments amounted to 12,293. The increase was even greater during the earlier months of the 1916 season as compared to the corresponding months of the previous year. A year ago the daily shipments from the Overland factory averaged 150 cars or less than one-fourth of its present output. In one year John N. Willys, president of the company, has increased the manufacturing facilities



Overland

Lets You Forget Your Gear Shift

A six cylinder motor is superior to a four only in that it is possible in a six to have greater range of speed on direct drive—requiring less gear shifting.

It has great reserve power.

Its range of speed on direct drive or "high" is therefore coupled with reserve power which enables you to accelerate with lightning rapidity from the slowest to the highest speeds.

And our enormous output enables us to offer the Overland Six equipped with our vastly superior six motor at a price hundreds of dollars less than you must pay for equal performance in any other car.

We are the world's largest builders of sixes and fours, producing virtually two cars for every one of any other concern building similar types and sizes of cars.

Obviously, the Overland Six is underpriced—is dominant Six value—comparable only with very much higher priced cars.

The rush of spring buying naturally centers upon such excess value, taxing even our unequalled production capacity.

See us at once and order your Six now.

212 North Second St.
Both Phones

SIX

\$1145

f o b Toledo

"Made in U.S.A."

Describes Advantage of "Barefoot" Rubber Tires

"The new 'Barefoot' rubber, used in Goodrich black tread tires and other Goodrich products," says E. C. Tibbitts, advertising director of the B. F. Goodrich Company, "was first called 'Hyper-Rubber,' which it is, of course. But, one of its most valuable characteristics, for tire (and shoe) purposes, is its cling quality—its tenacious grip on smooth and slippery surfaces.

"Through that it gives its maximum traction with a minimum of friction. When you put on the brakes to stop the car, or throw in the clutch to start the car, the tires made of this Goodrich rubber alloy instead of grinding against the ground for traction, cling to it, as your barefoot would cling to a slippery floor. That's why we've finally christened it, and trade-marked it, as 'Barefoot' rubber.

"A sliver of it will stretch almost as much, and return to shape almost as instantly, as a pure rubber band.

"Weigh a Goodrich 'Barefoot' tire of any size against the corresponding size of other makes of tire, and you'll find it many pounds lighter, though many 'miles' stronger.

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Tendency Toward Quality in Place of Cut Price

The general trend of the automobile business away from price to quality is evidenced by the large number of manufacturers who are maintaining or even raising their prices.

During the past six months, two of the best-known makers have raised their prices. A canvass among other manufacturers indicates that there will be practically no important reductions during the next four or five months and that in a number of instances, the new cars will be of higher price than those sold during the past year.

Charles T. Jeffery, president of the Thomas B. Jeffery Company of Kenosha, Wisconsin, says that the American public has discovered, through experience, that it takes a certain amount of money to produce a high grade quality automobile that will run without trouble and a low cost over a period of time.

"We have always believed that the American public wanted quality," says Mr. Jeffery. "We have refused to sacrifice quality for price and we will continue to maintain our quality."

OLDSMOBILE FOUR CONTINUES Rumors that the Olds Motor Works would curtail the production of its celebrated overhead four-cylinder model, because of the tremendous popular reception accorded its new eight, have been branded as untrue by officials of the company.

"As long as a demand for our four-cylinder cars exists," states Jay V. Hall, general sales manager of the concern, "we shall continue to manufacture it. Our four has proved itself so serviceable and dependable under any and all conditions, as well as stylish and economical, that there are still many people who would like to own one. Naturally, we are not going to disappoint these enthusiasts."

ROAD TESTER RELEGATED

Modern testing machinery has made it unnecessary for automobile factories to test their cars on the highways. This eliminates one of the most interesting characters around automobile factories, namely, the road tester. With the passing of the road testers, goes the school for race drivers. The road test department at the National automobile factory at Indianapolis has the distinction of developing more prominent race drivers than any similar department or establishment. Not only were National race drivers "brought up" in the National road test, but many of the drivers who have become prominent with other makes received their early automobile education in this department at the National factories.

PAIGE

Exclusively Sixes For 1916. Five-passenger 6-38 selling for \$1050. Seven-passenger 46 selling for \$1295. Cabriolet \$1600. Coupe \$1700. Sedan \$1900. Town Car \$2250. Limousine—yes, but let us tell you about the finishing touches yet to be put on. See the 6-46 at 109 Market street.

Riverside Auto Co. REAR 1417 N. FRONT STREET George R. Bentley, Dealer.

FRANKLIN

Ensminger Motor Co. Third & Cumberland Sts. DISTRIBUTORS