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H. L. Myers, Mgr. Bell Phone 80

11th and Mulberry Sts. Harrisburg, Pa.

INTER-STATE FOUR POPULAR PRICED

Local Company Have Distribution For Well-Known Make Now Selling at \$850

Although this year marks the first anniversary of the Inter-State in the medium-priced field, the business of the Inter-State Motor Company has grown to such large proportions that plans are being laid at this time to increase the production to forty cars a day for the coming year.

In speaking of the increase in production of the Inter-State, B. W. Twyman says:

"A car every fifteen minutes will be our slogan for the coming year. For the past six months, we have been doing everything in our power to facilitate matters. We have been able to anticipate the material shortage, which has been prevalent over the country for some time, and by the time the show is over we will be building our full quota of forty cars a day."

"Based on the short time we have had to perfect our factory and organization to the point of building the Inter-State on such a large scale, such an increase in production is remarkable. Our car with its particular claim of power, comfort and beauty is filling a long-felt need in its class."

"At the 1915 New York show we announced our price at \$1,000, and at that price created such a demand that we were only able through the most intense manufacturing application to meet the demand. Since our change of price in July 1915, our manufacturing space has not been large enough to take care of the business created by such an announcement. We were able to reduce the price without changing the quality of the car by making immediate preparations for an increase in production and carrying a much larger stock of material than formerly."

"We have added in the past sixty days 50,000 additional feet of manufacturing floor space to our factory, bringing the total well over 200,000. We have ample room to enlarge the factory as the necessity arises, and from present indications it will not be long until we will find it necessary to use more ground."

"The Inter-State continues its policy of marketing only a four-cylinder model which lists at \$850 as compared with \$1,000 a year ago. It employs the same type of valve-in-head Beaver motor with three and one-half by five-inch cylinders."

The motor of this car is a long-stroke engine with large overhead valves; it is made by the Beaver Company and has conspicuously good pulling power on level grades. The car is a Remy lighting and starting equipment which also cares for ignition and a Schebler carburetor, boiling direct to the cylinders, since all manifolding is in inter-cylinder. A feature of the Inter-State Four is the great accessibility of the motor and all connected with it."

The body offered include a five-passenger touring and a roadster model, the former holding its rated capacity without any crowding. It is nicely proportioned, being a very manageable size. Quiet running and good acceleration are other characteristics."

The Inter-State is handled locally by the Auto Sales and Distributing Company, 125 South Eleventh street, J. D. Ferry, manager, whose reputation as a real mechanic is to be envied. In addition to the local distribution, the Auto Sales and Distributing Company covers 20 counties throughout Central Pennsylvania."

Says It's the Greatest Business in the World

That's what one of the most successful garage and tire men in the country calls his business, says F. C. Millhoff, sales manager of the Miller Rubber Co., Akron, O. And before this man went into it, three or four years ago, he had in turn been a traveling salesman in the textile field, a branch salesman for a leading auto manufacturer and proprietor of a small tire and accessory shop. Now he owns a string of three garages in one of our largest cities, and people speak of him as having made his pile. So we can take considerable stock in what he says.

"The greatest business in the world," How queer—yes, almost ridiculous—that statement would have sounded a dozen years ago. Then a garage was thought of as not much more than a new kind of ivory stable, and a garage man a rough, ignorant jack-of-all-trades who puttered with one's car when something was the matter with it.

In those days, if anyone had mentioned the garage owner as being a merchant, he would instantly have been set down as being crazy. "Merchant—humph! Why, all a garage man's good for is to tinkler!" would have expressed the common opinion. But in these few years there has been a wonderful evolution, and there is as much difference as day and night between the garage man of yesterday and the garage man of to-day.

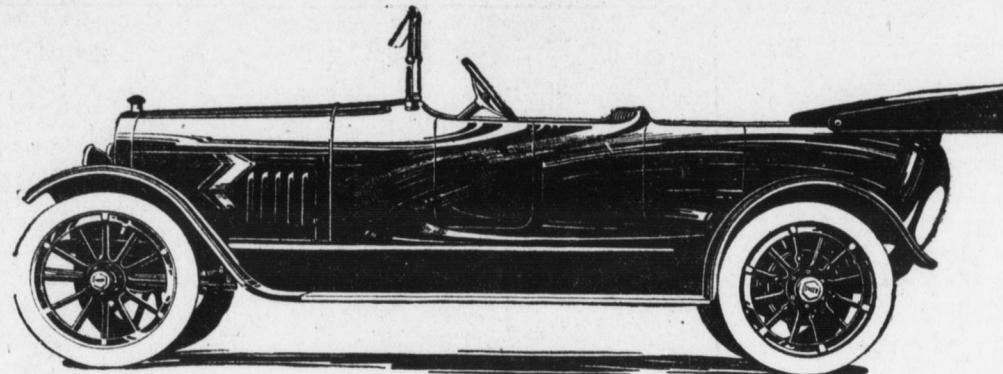
The garage and tire man of to-day is a real merchant, says Mr. Millhoff—a businessman, first and last. True, he has considerable mechanical knowledge and he "tinklers" as of old. But most of his ability and energy are directed along modern merchandizing lines, which he has found are the lines of least resistance in building his business.

Particularly progressive is the garage and tire man who handles one of the leading brands of tires, such as Miller "Geared to the Road" tires. Miller dealers everywhere are proving that this is the shortest and surest route to success.

The modern garage man knows the principles of salesmanship. He knows how to adapt the great tool of advertising to his business. He realizes the value of his show windows, and never neglects to keep in them attractive, inviting displays which will bring the passing motorist into the store. He co-operates with the advertising efforts of the manufacturers whose lines he handles, and thus cashes in on the thousands of dollars they spend each year on national publicity. He knows the importance of keeping his shop clean and tidy. And best of all, he fully realizes the meaning of that all-important word, service—and he talks service and gives service at all times.

All in all, the modern garage and tire man plays a pretty important part in our commercial life. And no one thinks of laughing when he declares that his is "the greatest business in the world."

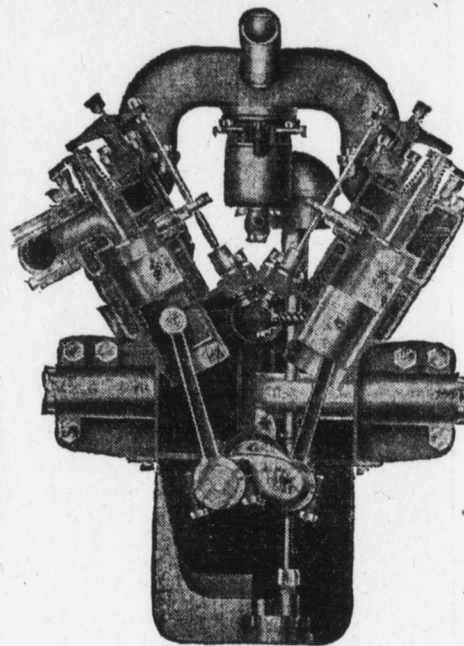
Enger Twin Six--Only \$1095



A Wonderful Car at A Wonderful Price

The perfect simplicity of an Enger engine is the secret of the car's economy. And you save money when you buy an Enger car at \$1095.

The Enger Twin Six has twice the "get-away" of a Single Six. There are twelve cylinders. Its construction allows the head to be removed. This means the most accessible motor. A demonstration will change your view of motoring.



The Enger is not exhibited at the show. It can only be seen at 131 South Third street. The Enger will be demonstrated all next week. Phone for an appointment to demonstrate it. Sub-agents wanted in nine neighboring counties. Territory now open.

Distributor For Central Penna.

H. DeHart Bell Phone 61-M

131 SOUTH THIRD ST.

MUNSEY TRUCKS Munsey's Magazine is unusually well informed on matters of public policy. In the January Munsey's is an article, "The Automobile in War," in which appears the following statement: "It might be worth mentioning here that the general staff of the United States army has designed a splendid type of army truck, driven and steered through all four wheels. It is not so encouraging, however, to learn that while there are about three hundred and fifty automobile manufacturers in the country, only one at this writing is producing a vehicle approved for army use."

Jeffery Quad—the truck with the positive non-slipping drive to each of the four wheels. TWO VETERANS WHO ARE IN FAVOR OF FORDS Two of the oldest automobile enthusiasts in this country are Adam Haybright of Downs, Ill., and John McMullen of Lake Odessa, Mich. Mr. Haybright is 105 years old, or young rather and Mr. McMullen 104 years. These men drive their Ford cars wherever they go and rarely experience any difficulty in running them. Mr. McMullen has the distinction of being one of the Michigan Paved Way Boosters, who went over the route from Lansing to Grand Rapids, Mich.

Advertisement for Moon 1916 Six-Thirty engine. Features: 118 INCH WHEEL BASE, \$1195 FULLY EQUIPPED. Text: "This Powerful Engine Pays for Itself in Lengthening Its Own Life". "If a motor hasn't the power to do things easily it strains itself every time it is called on for hard duty even if it does just 'get by'—like a weak heart on a long flight of steps. This straining is the hardest kind of wear on a motor. It hastens depreciation." "The 1916 MOON Six-Thirty has all the power the car's weight and carrying capacity can demand under any normal motoring conditions—and then some." "Continental-Moon 30-H.P. six-cylinder motor—3 1/2 x 4 1/2, cast in bloc with new type removable cylinder heads, 118-inch wheel base. New convex-side body design. Stewart patent vacuum gasoline feed system—tank in rear with gauge. Genuine tan Spanish leather upholstery. Silk mohair one-man type top." "Fully equipped, including 1916 Delco starting, lighting and ignition system with new switch having ammeter on dash—\$1195." "See the Car AT THE AUTO SHOW MARKET STREET WINDOW" "Built by Moon Motor Car Co. St. Louis, U. S. A."

Advertisement for Big Truck Exhibit. Text: "Big Truck Exhibit At No. 619-21 Walnut St." "Many special motor truck equipments now on exhibit, and demonstrations given daily." "When you lift up the hood on an International truck you will see an International motor. Your future protection is guaranteed. We never change agencies, we are always International, and prepared to furnish parts and competent expert service. The better future protection, the more valuable and dependable service is included in the purchase." "The new International models should be carefully inspected before a purchase is made. All models furnished in 36-inch solid or pneumatic tires." "International Harvester Company of America (INCORPORATED) Motor Truck Department, 619-21 Walnut St. Other branch houses at Pittsburgh, Philadelphia, Baltimore, Elmira and Parkersburg."

MOTOR TRUCK ADVANTAGES

Garford Official Explains Benefits to Be Derived From Vehicles For Hauling

By R. E. TAYLOR President R. E. Taylor Corporation, Eastern Distributors Garford Motor Trucks.

The young man of twenty-five well remembers how as a boy of ten or twelve he would go miles to see a "horseless carriage," propelled all by itself by steam—"just like an engine on the railroad." Then, two or three years later, came the invention of the motor that could use the explosive force of gasoline vapor as a motive power, and the adoption of the electric spark to ignite the vapor.

From that moment began the great industry which to-day stands unrivaled in the history of the world's inventions. The marvelous accumulation of motor vehicles shown at exhibitions bears evidence to the avidity with which the buying public has responded to the appeal of the motor car.

To-day the man who does not own an automobile or motor truck is lying awake nights trying to figure out some way he can own one. It is the realization of man's (and woman's) fondest dream to fly smoothly over the face of the earth with the speed of the ostrich and the comfort of one's own home!

Deluged With Orders Those who started the manufacture of motor vehicles in the beginning thought that perhaps a comparatively few of the wealthier people would buy—but not one of them ever dreamed of the perfect deluge of orders they would shortly receive.

In fact, the whole motor car business became so suddenly the frenzied that makers have had no chance or time to do more than crowd their factories to the utmost and turn out cars as fast as human hands could make them. And the one thing that impresses the cosmopolitan who has visited the great show just over is the supremacy of the United States in the production of motor vehicles. There was a time when the French car had precedence, but that has long passed. To-day there is no car produced the equal in any respect to the one made right here in this little United States of America.

We are now getting time to put on the little finishing touches that so appeal to the imagination of the buyer—the frills and furbelows of the trade, as it were. Just as the unbecomingly though practical dress of the peasant woman becomes a "costume" when enriched with trimmings and "fich," so the bare chassis built upon its most wonderful creations of luxury and beauty.

How About Motor Trucks? And while this show was purely an automobile show, no businessman could visit it and not have the thought enter into his head, "If a machine is so good for myself and family to ride in, how about a motor truck for my business?" That is the inevitable conclusion of the practical man of to-day. It is now no longer a question with the businessman as to the superiority of the motor truck in all sorts of hauling, in point of economy and efficiency, over the horse. Our salesmen no longer need to present arguments of that kind. If a "green" salesman starts it, the "prospect" says "Oh cut it. I know all that. What I want to know is what your Garford can do!" The one great obstacle to the progress of motor truck supremacy is the fact that the average buyer of one puts the man who had been driving his horses on the seat as the motor-man. When he himself bought an automobile he realized it was an impossible thing for him to drive it until

he had learned how. So he learned—studied his machine and made it his business to know all its little peculiarities. But when he buys his motor truck he puts a man with usually far less intelligence than he himself possesses on the seat and tells him to "Go to it." The man with the cocksureness of his class airily informs his boss that he "knows all about them motor trucks" and the boss intrusts his costly machine to these ignorant hands.

Blame in Wrong Place The result is easily foreseen. Some-

thing happens, and usually mighty soon. Then the maker is blamed, the service department is swamped with complaints, and the motor truck business receives a black eye. This has been going on now for a long time. Is it not about due for motor truck makers to get together and absolutely refuse to intrust their wares to inexperienced hands? Should we not in some way combine to fight this evil—have schools for the instruction of prospective drivers, and not allow a truck to go out until the man who is to drive it is competent to handle it? Garford motor trucks are built al-

most fool-proof, but not quite. In fact, nothing human hands make can be, absolutely. It requires some tiny bit of human intelligence to guide these monster trucks, let me tell you. And may I leave you with this bit of advice: Mr. Businessman, get a motor truck as soon as you possibly can, BUT get a competent driver at the same time. The Garford is sold in this territory by E. J. Cavender, of the Commercial Car Company. Mr. Cavender makes a specialty of selling trucks and has had remarkable success since he went into business for himself a year ago.

Advertisement for Republic Motor Truck. Text: "REPUBLIC FOR SERVICE REPUBLIC MOTOR TRUCK & ALMA, MICH." "The Honest Truck at an Honest Price" "A Truck For Every Purpose, Built by The Largest Exclusive Truck Factory in the World" "REPUBLIC 3/4 TO 1-TON CAPACITY, WITH BODY, \$995" "Continental and Buda Motors; Bosch Magneto; Stromberg Carburetor; Demountable Solid or Pneumatic Tires and Shaft Drive." "COMPARE OUR SPECIFICATIONS 1 to 1 1/2 Tons, \$1275; 2 to 3 Tons, \$1575; 3 to 4 Tons, \$2350" "SOLD IN CENTRAL PENNSYLVANIA BY HUDSON SALES CO. AGENCY, Harrisburg; J. C. SMYSER, York; M. K. THOMSON, Lancaster; COULSON BROS., Carlisle; W. L. FORNEY, Chambersburg; BURR HULL, Shamokin; C. D. CLARK, Sunbury; W. N. SARVANT MOTOR CO., Lebanon; G. G. GREINER, Palmyra; FISHER GARAGE, Selinsgrove; ELLIS B. SHAFFER, Lock Haven; KAILER & ZEIGLER, Herndon; HERR & BABYLON, Westminster, Md.; H. KURTIS KROUT, Maryland Line, Md." "Distributed by PEN-MAR AUTO CO. I. W. DILL Harrisburg, Pa. M. K. Thomson, Mgr."