

# RELIABLE

(All That the Name Implies)

Auto bargains are REAL bargains—you can rely upon them for perfect satisfaction and service. Cars of practically every make, at

## Remarkably Low Prices

- 1916 COLE 8-cyl. touring; big bargain.
- 1916 KING 8-cyl. touring; perfect condition; \$700.
- 1916 HUP touring car; run 2000 miles; big bargain; \$700.
- 1916 SAKON light six touring; \$525.
- 1916 HUDSON roadster; \$500.
- 1916 BUICK touring "D-45"; practically new.
- BUICK touring; small model; \$350.
- 1916 CHANDLER touring seven-pass.; at a snail; \$400.
- 1916 CHALMERS; run 3000 miles; two extra tires.
- CHALMERS touring car; mechanical; in perfect; \$300.
- 1916 SCHEPERS touring car; very attractive; large discount.
- 1916 PULLMAN; slightly used as demonstrator; \$475.
- 1916 MITCHELL touring car; excellent condition; \$400.
- 1915 IMPERIAL roadster; plenty of power; lots of speed.
- 1915 PAIGE roadster; only slightly used; big bargain.
- 1916 BUICK "D-35"; shows no wear whatever.
- 1915 BUICK "C-25"; run 3000 miles.
- AMERICAN touring car; electric equipment; \$400.
- 1916 OVERLAND touring car; beautifully new; excellent value.
- STUTZ roadster; thoroughly overhauled; new tires; \$650.
- 1916 PAIGE touring car; run only 1000 miles.
- 1914 MOON touring car; seven-pass.; all up-to-date equipment.
- 1915 HUDSON touring six forty; run 2500 miles.
- HUDSON touring car; overhauled and resalted; \$500.
- 1915 MAXWELL touring car; electric lights and starter; \$400.
- HAYS touring car; very attractive; extra tire; at a snail.
- REGO touring car; all factory equipment; \$500.
- 1915 WESTCOTT touring car; light five-passenger; self-starter; \$450.
- 1914 WHITE; owner will sell at a sacrifice.
- KIE roadster; demountable rims; electric lights; \$250.
- 1914 PACKARD touring car; used very little; big bargain.
- HUPMOBILE runabout; up-keep very little; \$225.
- MAXWELL roadster; very smart; trimmings and 700 power machines for sewing and stitching purposes already have been installed thereon.
- This is the only department in the entire Overland plant, outside of the administration offices, where women will be employed. A restaurant and rest room has been provided for them and this together with the fact that the top floor is equipped with every modern convenience in the way of heating, lighting and ventilation will give the 800 women employed there advantages equal to those now enjoyed by the girls in the offices.
- Some idea of the mammoth size of the building can be gained by comparing it with the area covered by an average city block which in most instances is about two and one-half acres. The floor space area of the new structure under construction is nearly twelve acres, which means that if they were spread over a section of a city it would cover nearly five full blocks.
- Startling as are these figures, they lose themselves when compared with the size of the entire Overland plant, which is the largest in the world devoted exclusively to the manufacture of medium and high priced cars. These factory buildings combined together aggregate 4,486,680 square feet of floor space, or 103 acres. If spread over a section of a city, this immense area of floor space would cover a territory greater than that occupied by 41 city blocks.
- When John N. Willys, president of the company, decided to increase the manufacturing facilities of the plant to the point where it would be possible to build 1,000 motorcars a day, he mapped out a building program that would add twenty-five acres of floor space to the factory. That was less than a year ago and to-day the new factory buildings are almost completed. Shipments at the present time average nearly 900 cars per day, and this will be increased to 1,000 cars when the last of the new buildings are completed and in operation.

RELIABLE AUTOMOBILE CO.

249-251 N. BROAD ST., PHILADELPHIA

# USED AUTOS

## \$65,560 Worth of Overlands Make Record Boat Shipment

Sixty-five thousand five hundred and sixty dollars' worth of automobiles were shipped by water last Saturday by the Willys-Overland Company to Cleveland on the steamer City of Buffalo, establishing a new record for automobile shipments.

The Willys-Overland, Inc., of Cleveland, uncertain as to whether it would receive its Spring shipments of cars in proper time, owing to a shortage of freight cars, decided to take the bull by the horns. To get prompt delivery the City of Buffalo, second largest

fresh water passenger carrier, was chartered for the trip. The City of Buffalo left Cleveland Friday evening and reached Toledo Saturday morning at 10 o'clock. At 6 a. m. a parade of Overlands began to put forth from the Willys-Overland plant, which wended its way to the White Star Line dock. At 10.20 the City of Buffalo moved forward to the dock and the cars were run on board. Less than two hours later the City of Buffalo was steaming down the river with its valuable cargo.

The boat reached Cleveland that evening and was met by a hundred drivers who at once took the cars to the Overland salesrooms.

In the shipment were 45 model \$3B's, 45 model 75's, 5 model 83 roadsters, 2 model 83 delivery specials and 7 model 86 convertibles, 1 model 84 coupe and 1 model 84 roadster.

The shipment was in charge of Louis Schmidt, sales manager of the Cleveland branch.

**LOOK FOR THIS SIGN**

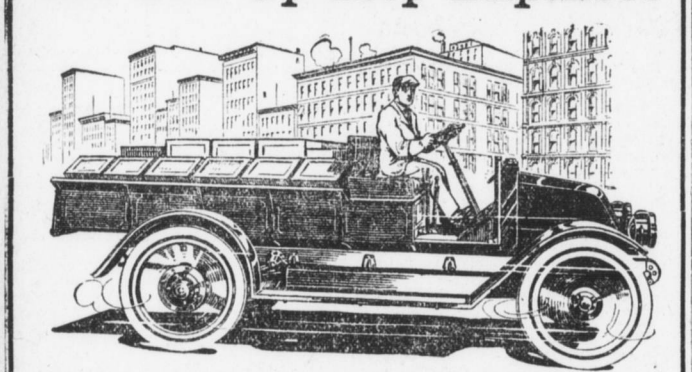


**EXCELSIOR AUTO CO.**  
11TH AND MULBERRY STS.  
H. L. MANAGER, Manager  
Bell 80  
Free Inspection of Any Type Battery

**Save Your Hair With Newbro's Herpicide**



## The Motor Truck of Quality and Low Up-keep Expenses



INTERNATIONAL MODELS MADE IN 1,000, 1,500 AND 2,000 POUNDS CAPACITIES

The remarkable efficiency and low upkeep expense of these new Models E, H and I International Motor Truck have been the means of their adoption by the leading firms and corporations of this country. The above cut shows a special utility car for the Bell Telephone Company, such as are used in their service at Harrisburg, York, Lancaster, Pottsville, Hazleton, Wilkes-Barre, Bloomsburg, Williamsport, Bellefonte, Altoona and many other cities in Pennsylvania, as many as twenty-seven (27) being used in one city. These elegant new designs, high quality material and sturdy mechanical construction, to-day gives them FIRST PLACE in motor truck requirements.

A manufacturers' branch house is located at 619-21 Walnut street, Harrisburg, Pa., where all the late models are on exhibition, and a full line of parts carried for protection of purchasers. Made in 36-inch wheels, solid or pneumatic tires.

**International Harvester Company of America**  
(INCORPORATED)  
Motor Truck Department, 619-21 Walnut Street  
Harrisburg, Pa.

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

**"No Hill Too Steep—No Sand Too Deep"**

Jackson Light "Eight" has one horsepower for every 57 pounds.

Here is a Jackson extraordinary. It is an "Eight." It is light in weight—it is light in price.



**45 H. P., \$1195** Weight, 2565 lbs.  
A Demonstration Cheerfully Given at Any Time

**P. H. KEBOCH**  
Distributor, 15 South Third Street

## Another Gigantic Factory Building For Overlands

The completion of another big factory structure at the plant of the Willys-Overland Company this week gives the Toledo automobile manufacturers an additional 500,000 square feet of floor space available for immediate use. This new unit of the Overland will be occupied at once by various departments of the factory, proper which in the past few months have outgrown their old quarters.

The building, known as No. 43, is five stories high, built of reinforced concrete throughout and is one of the largest of the many new structures erected by the Overland Company. The entire amount of space will be given over to the manufacture of closed cars, a branch of the business which in the past year has developed beyond all expectations of Overland officials.

Heretofore, the demand for motor cars has been confined almost exclusively to the open body types and every new addition to the big Toledo plant has been utilized for them. The construction of this style of car. But during the past season the demand for closed cars for all year driving has shown a remarkable increase, and immediate steps had to be taken to provide a adequate facilities for their manufacture.

The first and second floors of the new structure will be used for final testing, the third floor for assembling of parts, and the fourth floor for trimming and painting of closed cars. The fifth floor will be used by the top and trimmings departments and 700 power machines for sewing and stitching purposes already have been installed thereon.

This is the only department in the entire Overland plant, outside of the administration offices, where women will be employed. A restaurant and rest room has been provided for them and this together with the fact that the top floor is equipped with every modern convenience in the way of heating, lighting and ventilation will give the 800 women employed there advantages equal to those now enjoyed by the girls in the offices.

Some idea of the mammoth size of the building can be gained by comparing it with the area covered by an average city block which in most instances is about two and one-half acres. The floor space area of the new structure under construction is nearly twelve acres, which means that if they were spread over a section of a city it would cover nearly five full blocks.

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## Cadillac Again First in Tire-mile Contest

For the second time in two years a Cadillac has won first prize in the annual tire mileage contest conducted by the Ajax Rubber Company, Inc. The result of the contest, which covers a year's use of its tires, has just been announced by the Ajax Corporation.

This year the first prize of \$500 goes to George C. Mathis, who secured the remarkable tire service represented in 27,220 miles. Mr. Mathis drives a Cadillac for Mrs. J. D. Jackson of New Haven, Conn. His record is 5,200 miles better than that of last year's head winner, Garth C. Jensen, who hung up a mark of 21,985 miles, also with a Cadillac, owned by John N. Welsby of Stevens Point, Wis. It is required that contesting mileages be sworn to by the owner of the car and also by the driver where one is employed. Mathis won a smaller prize with the same car in last year's contest, with a record of 14,400 miles.

The next highest mark in the contest just closed was 25,648 miles, which brought the \$300 prize to Charles V. Finck, of Dayton, Ohio, who drives a Pierce-Arrow for Maurice Costello. There were ten Cadillacs among the more important of the 208 prize winners and eight of these Cadillacs exceeded 10,000 miles, their average being 14,733 miles.

As in last year's contest, there was a larger number of Cadillacs among the winners than any other one make of car. Thus another year serves to emphasize the interesting feature which was also developed last year, namely, that the cars of lighter weight do not show strongly among the highest mileage records. Seven of the winners of the first eight prizes were drivers of cars which are generally regarded as the more substantial types, while only one of the \$100 prize winners was a light car.

## John N. Willys Re-elected Head of Overland Co.

The formal annual meeting of the stockholders of the Willys-Overland Company was held at the big automobile factory the other day, in conformation with the new by-laws adopted last fall which changed the fiscal year from June 30 to December 31. Hereafter the annual meeting will be held the second Tuesday in May.

At this meeting the old officers were re-elected, John N. Willys being re-elected president; H. T. Dunn, vice-president; H. L. Shepler, vice-president; Isaac Kinsey, vice-president; C. A. Earl, vice-president; Walter Stewart, treasurer; Royal R. Scott, secretary. The board of directors will consist of Messrs. John N. Willys, H. T. Dunn, Isaac Kinsey, C. A. Earl, H. L. Shepler, Walter Stewart, Royal R. Scott, James Kepperly and Rathburn Fuller.

One of the interesting features of the meeting was the report of the sales department, which evidenced not only very gratifying results for the past twelve months, but also an excellent prospect not only for the continuation of very satisfactory business, but for an increase—other things being normal—in line with the increase of the past twelve months.

Overland shipments for the twelve months ending April 30, 1916, were 127,665 automobiles as against 50,258 cars for the preceding twelve months—an increase of 174 per cent. The largest single month of the twelve prior to April 30, 1916, witnessed shipment of 19,781 cars as against 7,005 for the largest month of the previous twelve.

In face of the increase the Willys-Overland Company had on hand on May 1, 1916, orders for 11,301 cars, as against 4,527 on order last May 1. The foreign business, in spite of the war, also has shown a great increase over a year ago. Total exports, all models, for the 1915 season, was 2,331, whereas up to May 1, export sales totaled 9,867 cars, with unfilled orders on hand for 977 more.

Had it not been for a lack of ocean shipping facilities, it is thought that this total could readily have been increased approximately by 2,000 cars.

# -but here it is -the ideal car -at the ideal price

Things that were impossible yesterday are today's accomplished facts.

Somewhere in the world someone with special knowledge, special experience, special equipment, gets ready and then startles the world by accomplishing the seemingly impossible.

Almost everyone said that a complete automobile of beautiful design, fine finish, the ideal small, light, economical car, built with quality materials and absolutely completely equipped, could not be built to sell for \$615.

And but for Overland's special knowledge, special experience and special equipment, it probably would still be one of the impossibilities instead of an accomplished fact.

Probably no other organization in the world can produce the quality and efficiency equal of this car to sell at anywhere near so low a price.

Certain it is that no other organization is doing so.

And no other car ever produced seems so exactly to suit the requirements of so varied a lot of people.

People of wealth, people of modest means—

People of long automobile experience—

People who never before owned a car—

All find in the small, light \$615 Overland their ideal car.

It has the beauty, comforts, conveniences, power and complete equipment which everyone wants.

Yet it is inexpensive to buy and economical to operate.

See the Overland dealer and get acquainted with this car.

But act now, as this car stands alone and the rush to own them is amazing—delayed action is almost sure to mean a long wait for delivery.

**The Overland-Harrisburg Co.**  
Open Evenings 212 NORTH SECOND ST. Both Phones  
The Willys-Overland Company, Toledo, Ohio

"Made in U. S. A."



## Overland Time Payment Plan

No need to wait any longer. Get your new car now. No need now to dig deep into your savings or to scrimp for months in order to pay for your car in one lump sum. The "GUARANTY PLAN" makes that unnecessary.

You can now get any Overland or Willys-Knight Car for a small payment down. Then you can pay the balance monthly—a little at a time.

That in a word is the "GUARANTY PLAN"—a thoroughly organized, financially sound system of time payments to help people buy Overland or Willys-Knight Cars.

The "GUARANTY PLAN" is one which we can heartily recommend to all.

Come in right away, learn all about it and pick out your car. It's just the sort of plan everyone has been waiting for.

And now it's here—an accomplished fact.

Of course there'll be a rush to take advantage of it.

So don't wait until we're slowed up on deliveries. Get your order in now—specify immediate or later delivery as you wish, but make sure of your car to-day.

Open Evenings  
**The Overland-Harrisburg Co.**  
212 NORTH SECOND STREET

