



What Gives the Cadillac Its Consistent Value As a Used Car?

The simple fact that the Cadillac company has consistently clung to a uniform price and a uniformly high grade product year after year.

Many concerns advertise a "wonderful" car at a "wonderful" price one year, and the next year put out the "best car that has ever been built" for many hundred dollars less.

With bad roads largely robbed of their terrors and good roads made almost doubly delightful—with hills no longer to be dreaded—with a sense of velvet softness in every movement in its operation, touring in the Eight-Cylinder Cadillac becomes an unalloyed delight.

Crispen Motor Car Co.
413-417 S. Cameron Street

MAXWELLS INVADE DEEPEST MEXICO

Soldiers Find Cars Stand Test in Traveling Rough Mountain and Desert Trails

Maxwell motorcars have achieved the signal distinction of attaining the most southerly point in Mexico of any automobiles engaged in the punitive expedition in that country. Letters from United States Army officers have been received by the Buquor Motor Company, Maxwell distributors in El Paso, Texas, testifying to the fact that the sturdy Maxwells have pushed farther south over the tortuous Mexican trails than any other make of car. These letters contain words of praise for the splendid service given by the Maxwells under most discouraging conditions.

One of the American officers, who drove a Maxwell car in the army's movement to the south, writes as follows from the front: "The car is standing up well. It has been given tests to which no other car with the expedition has been subjected. We have used the car on patrol duty and the rough terrain word—are unworthy of the name. Every member of the staff who has used this car is a Maxwell booster, for the car has done everything we have called for."

In addition to the service performed by cars actually in the fighting zone, the famous nonstop Maxwell, the car that ran 22,000 miles without a single stop of the motor, has proven an efficient auxiliary to Uncle Sam's fighting force. The car was used recently by United States officers at Douglas, Arizona, which is the western center of military activities along the international boundary. The efforts of the nonstop Maxwell have been supplemented by a fleet of Maxwells, none of which have been less than 10,000 miles of Arizona state service. When a new camp was established out of Douglas, the Maxwells, transported the soldiers over the rough roads, nine troopers to a car.

These military performances by Maxwell cars prove that an effective unit for defense can be afforded by the motorcar facilities of the United States. They also prove the claims that have been made for Maxwell cars in the service of private owners. The Maxwell is an ideal car for service in Mexico because of its ability to ride the treacherous mountain trails and the long stretches of desert country.

THE 1917 CHALMERS SIXES

Are Here for Your Inspection. We Invite You to Call and See These Models and Take a Ride in Them.

- 6-30 Seven Passenger Touring \$1280
- 6-30 Five Passenger Touring \$1090
- 6-30 Three Passenger Roadster \$1070
- 6-30 Three Passenger Cabriolet \$1450

SALE ROOMS OPEN EVERY EVENING

Call or Phone for Demonstration Open Day and Night

KEYSTONE MOTOR CAR CO.

1017-1027 Market Street

C. H. BARNER, Mgr.

Cadillac Advertisements Will Be Copyrighted

Some of the national advertising announcements of the Cadillac Company will bear the significant legend, "Copyright 1916."

This is a development so unusual that the explanation of K. P. Drysdale, advertising manager of the Cadillac Company, will prove of interest to those who study advertising—which means a very considerable portion of the male population of America.

"The Cadillac Company," says Mr. Drysdale, "has consistently endeavored to make its advertising as individual as its manufacture, product."

"To that end, we have not hesitated to ignore advertising precedent, to depart from the conventional when conditions seemed to demand such departure, and to establish our own standards of advertising interest and expression."

"Some of these announcements have attracted extraordinary attention. Several of them seem to have been endowed with eternal youth, and have apparently become a permanent part of the business literature of America."

"Thus, the company issued nearly two years ago, an announcement entitled The Penalty of Leadership. Its theme was the reward and the punishment which comes to the man or the manufacturer whose work attracts world-wide attention and is accepted as a standard."

"That advertisement, or business essay, or whatever it might be called, is still circulating round and round the world. It has been read in high schools, discussed in advertising conventions, framed and hung on the walls of hundreds of business institutions—and its theme and very phraseology 'borrowed' by scores of admiring advertisers."

"The same thing happened in the case of another announcement called The Tribute To Initiative. While the advertisements which intervened between these two pieces of 'copy' were serving as models for dozens of other advertisers—Cadillac phraseology, Cadillac ideas and Cadillac principles bobbing up serenely in every direction, wearing other suits of clothes."

"Instances have come to our notice where Cadillac advertisements have been appropriated bodily, with the exception of merely substituting the name of some other article. In other instances, whole paragraphs appropriate only to the Cadillac have been 'cribbed' and applied—most inappropriately—to other cars."

"Latterly, the adaptations have come too swiftly to be comfortable—the 'borrowing' beginning the moment a Cadillac announcement appears in one publication, and before it has gone the rounds of the rest."

"So, however reluctantly, we were compelled to call on such aid as Uncle Sam can render. Phrases which bear the Cadillac ear-mark ideas peculiarly applicable to the Cadillac."

and perhaps no other car, will doubtless continue to make their appearance on all sides.

"But at least we hope to protect and preserve the identity of the announcements as a whole, at least until they have served their primary purpose."

Chicago Motor Derby Winners Praise Tires

Chicago, June 17. — Last Sunday's terrific duel at the Chicago Motor Derby between those two Italian automobile pilots—De Palma and Resta—grinding out distance at almost 100 miles an hour, fairly annihilated space, brought to mind comparisons between tires of today and yesterday.

The advance made in tire making were responsible for those two foreign speed monsters going through space for 300 miles at the dizzy pace of 100 miles an hour without the least particle of tire trouble.

You who have seen a race of this kind know how a car skids and twists on a turn at such speed; you must know how this acts like a meat shaver on the trends of the tires.

Yet neither Resta nor De Palma was required to stop because of tire trouble.

It is true Resta took his customary precaution at an opportune moment to change the right rear tire—but he did not have to do it.

He knew that particular tire had received more than its fair share of the thrust of a 2,000-pound mass against an obstruction in the line of travel and he responded to the "safety first" idea that had been drummed into him—he changed because he thought it wise, but not because he had experienced trouble.

Possibly that act won him the race; it did not lose it for him. And De Palma did not lose his race because of tires; it was a tricky spark plug.

He did not make a tire change.

What do these two think of the Goodrich Silverton Cord Tires with which their cars were shod?

That question was put directly to De Palma the day after the race. Just when he had patched up a match race with Resta. His answer was characteristic of the man, it was the best answer he could have given—the best endorsement that could have been bestowed upon the name Goodrich and its brand of Silverton Cord Tires:

"Well, I have to buy them." "When a man has to buy a thing and uses it—that tells what he thinks of it."

And what did Resta think of the Goodrich Silverton Cord Tires?

He used them, too; he bought them, too; his endorsement, too, was as short and concise as that of his native brother:

"I could find nothing so good." And the first nine cars to finish in that great 300-mile race were shod with Goodrich Cord Tires.

Maker of Car First Consideration of Buyer

"It is undoubtedly better for the motorcar industry," said J. M. Davidson, of Penn Auto Sales Co., Harrisburg, distributor of National cars, "that buyers are beginning to study the makers as well as the make. They are beginning to appreciate that information as to a record of reliable dealings and satisfied customers is of more importance, than a drawn-out explanation of five bearing crankshafts, or splash lubrication."

Often a man interested in buying an automobile, hesitates to enter a salesroom because he feels that he will be subjected to a rapid fire line of technical talk. He would be much more interested in learning of the stability of the maker, and the past performance of the car.

The fact that there have been sold this year more than three times as many Nationals than during any previous year, proves conclusively that buyers of the better grade cars are interested in performance far more than printed specifications. Buyers are satisfied to accept the name of certain makes of watches, pianos, and clothes as proof positive of the products worth and to the same degree they will recognize as responsible the name of the reliable motorcar builders.

The wonderful sales success achieved by the National Highway Twelve-cylinder car during the last year proves conclusively that the public is willing to accept the recommendations of the reliable and long established motorcar factory. They bought National Twelves absolutely on the strength of the name "National," for the Twelve-cylinder cars were unheard of prior to the time National announced theirs. This holds true with other high grade manufacturers, for statistics show that over seventy per cent of this year's buyers of high grade machines selected cars with multiple cylinder (V type) motors. This fact reveals the confidence which the buying public have in these leading automobile factories.

Packard Adds Five Millions to Stock

A five-million dollar increase in the stock of the Packard Motor Car Company has been authorized by the stockholders in a meeting at the Detroit offices of the company. The directors of the company were authorized to issue the stock at their own discretion.

This stock increase represents earnings which have been put back into the business in the form of new buildings and equipment.

An amendment to the by-laws of the company, creating the position of Chairman of the Board, was adopted. Henry B. Joy, who has resigned as President, becomes Chairman of the Board of Directors. Alvan Macauley, Vice-President and General Manager, steps into the Presidency of the company. This change is being made at the request of Mr. Joy, who for more than a year has been delegating to Mr. Macauley the executive responsibilities of a rapidly increasing business.

With the additional stock, there is \$13,000,000 of authorized common stock. The \$8,000,000 of authorized preferred stock was not changed. The assets of the Company are \$33,000,000.

Earnings of the company for the current fiscal year are estimated at 60 per cent, on the eight millions of common stock now issued and outstanding after allowing \$1,700,000 for depreciation. The Company has declared the regular quarterly dividend of one and three quarters per cent, on the preferred stock, payable June 15 to stockholders of record on May 31.

Empire Tourabout a Four Passenger Roadster

Among the many attractive EMPIRE models brought out during the seven years of the Empire Company's success no type has met with greater approval and more instant success than the new Tourabout, the latest type four-passenger roadster.

"Four-passenger cars are attaining greater popularity this season than ever before and it was to meet this constantly increasing demand that the Empire Tourabout was designed," says F. A. Babcock, Sales Manager of the Empire Company. "Throughout its development solid comfort was the aim of the Empire engineers. The result is an exceptional roomy body that carries four passengers comfort-

ably with abundant space for each one. This fact is driven home when it is realized that the rear seat of this Tourabout is 37 inches wide with exceedingly liberal leg room. As there are two doors at the front, entrance to the rear compartment is attained by aisleway between the divided front seats.

"To meet the popular demand a car of this type must be especially snappy and attractive in appearance. This latest Empire is distinctive and beautiful in its body lines. In view of the increasing use of roadsters for gener-

al touring purposes as well as city use, special facilities for carrying luggage are afforded by the compartment on the rear deck. As the deck cover is one solid sheet of metal, the back seat upholstery has been made a separate section and hinged to drop over the cushion. This also affords entrance to a dustproof compartment sufficiently large to carry two suitcases in addition to other necessary touring accessories.

This attractive body is mounted on the sturdy six cylinder chass with 120 inch wheelbase. This long wheelbase

with perfected spring suspension makes the car remarkable in its easy riding comfort."

MRS. FISHER BURIED
New Cumberland, Pa., June 17.—Funeral services, conducted by the Rev. A. R. Ayres, assisted by the Rev. J. R. Hutchison, were held for Mrs. Elizabeth Fisher at New Market today.

PARTY AT NEW MARKET
New Cumberland, Pa., June 17.—

On Thursday evening an enjoyable party was held at the home of Robert Smith, at New Market.



Save Your Hair With Newbro's Herculic



CHANDLER SIX \$1295

Why Multiplied Thousands Choose the Chandler

NOTHING has been added to the price and nothing taken from the car to compensate for the higher production costs of the Chandler Six.

Before the prices asked for other cars were marked up, Chandler was the first choice of thousands of careful buyers. It is not to be wondered at, therefore, that with distinct price advantage added to distinct mechanical superiority, the Chandler is first choice today of multiplied thousands.

Chandler sales for the year 1916 are setting a new big record for high grade sixes.

In the midst of extravagant claims for new and uncertain theories, the Chandler Motor, refined and perfected through three years of development, remains free from any hint of experimentation. And Chandler bodies are the most beautiful of the year.

- Seven-Passenger Touring Car - - - \$1295
 - Four-Passenger Roadster - - - \$1295
- (F. O. B. Cleveland)

Come Now For YOUR Chandler

ANDREW REDMOND, Distributors For Central Pennsylvania

THIRD AND BOYD STS. Good Live Dealers Wanted HARRISBURG, PA. For Open Territories

CHANDLER MOTOR CAR COMPANY, CLEVELAND, OHIO

Yes, We'll Loan You a Tire For The Run

You'll be taking one or two extra tires along for emergency.

If you don't care to buy, borrow from us.

No charge for this service. Let us explain.

Bowman's

Tire Dept.—Second Floor Bell—1991—United

Automobiles FOR SALE

1913 Cadillac Car, good condition. . . . \$600

1915 Chalmers Car, has been used very little and in excellent condition. . . . \$700

1914 Packard, overhauled and repainted, \$1100

Packard Motor Car Co. of Phila.

107 Market St. Harrisburg, Pa.