

RELIABLE



Best Used Cars, Are Seen Everywhere

- 1916 OLDSMOBILE touring, excellent mechanical condition, splendidly equipped, \$850.
- 1916 MERCER touring, "22-70," practically new. Bargain.
- 1916 BUICK touring, D-45, splendid shape. Snap.
- 1916 DODGE roadster, used very little. \$600.
- 1916 STUDEBAKER, 4 cyl., touring, excellent mechanical condition, \$475.
- 1916 COLE, 3 cyl., touring, practically new. Bargain.
- 1916 FORD Sedan, used very little, shows no wear whatever, low price.
- 1916 SCRIPPS-BOOTH roadster, electrically equipped.
- 1916 CHEVROLET tour, 1912 REO roadster, electric starter and lights, \$450.
- HIP "20" Roadster, \$200.
- MERCEDES raceabout, late model, fast, \$200.
- 1916 FULLAN JR. tour, ing, splendid little car, \$450.
- 1916 BUICK, D-44 roadster, splendid shape.
- 1916 CADILLAC, 4 cyl., touring, lots of extras. Bargain.
- 1916 HUP touring, used very little, tires new, \$475.
- 1916 OVERLAND touring, splendidly equipped, run only 1400 miles, \$475.
- 1916 PAIGE touring, "6-48," practically new, \$325.
- 1916 OVERLAND roadster, electric starter and lights, extra tire, \$450.
- 1916 MITCHELL, 6-cyl., touring, splendid mechanical condition. Bargain.
- 1916 Saxon touring, little "6," fully equipped, \$500.
- HUDSON touring, 30-hp, fully equipped, \$300.
- 1916 OAKLAND touring, fully equipped, bargain.
- MARMON 25-hp, P. extra, condition fast, \$275.
- 1916 BRISCOE touring, top mechanical condition, \$275.

TRUCKS AND DELIVERY WAGONS, 1/2-ton to 5-ton capacity, any style body desired, from \$175 up.

RELIABLE AUTOMOBILE COMPANY

(All That the Name Implies)
249-251 N. BROAD ST., PHILADELPHIA.
Send for Bargain Bulletin. Agents Wanted.

Goodrich Advertising Suggests Economy

The B. F. Goodrich Company has sounded a new note in advertising. It is a note that is likely to make an immediate appeal to people who think "Why spend Your Money With a Spade?" asks one of the recent Goodrich advertisements.

When one thinks that question over for a moment it begins to have a deep significance, which is brought out in the following epigrammatic sentences: "Thrift does not mean penuriousness! Its first principle consists in getting full value for each dollar of income expended.

"Few men Americans indolently act upon the shallow theory that an article 'must be' worth more, merely because it costs more.

"They work hard, industriously and intelligently to acquire money. Then they spend it with a 'spade.'

"They 'spread' it without a fraction of that shrewdness and thoroughness with which they acquired it.

"Do people become wealthy by acquiring the careless habit of 'spending money,' instead of intelligent, thoughtful buying with it?"

"Such advertising ought to be helpful. It is not a mere appeal to people to buy goods. It is rather a suggestion, or a series of suggestions, that will be likely to prevent wasteful or extravagant buying.

"It is hardly necessary," comments an official of the B. F. Goodrich Co., "to say that the organization which publishes such advertising must have thorough confidence in the excellence of its products and in the fairness of its prices.

"That the B. F. Goodrich Company has such faith in the many kinds of rubber goods it produces, including the famous Goodrich Safety-Tread Tires, is only natural in view of the enormous and steadily increasing growth of its business.

"During the past year the additions to the Goodrich plant at Akron, Ohio, would in themselves be sufficient to take care of a business mounting into the millions.

"Few people probably have any idea of the immensity to which the tire business in this country has grown.

"The mere statement that some 200 concerns are manufacturing tires in the United States will indicate the importance of this industry.

"When it is said that about 12,000,000 tires for motorcars and trucks were made and sold in America in 1915 the average citizen will begin to understand the vastness of the tire business.

"A striking fact in this connection is that of these 12,000,000 tires, fully one-fourth were made in a single factory—that of the B. F. Goodrich Company at Akron, Ohio.

"Three million tires from one factory in a single year requires a plant of enormous dimensions. The Goodrich factory extends over about a dozen city blocks and is one of the largest industrial institutions in the entire country.

"During its latest fiscal year it made and marketed 50 per cent. more tires than its largest competitor, the big business making an important enlargement of its facilities necessary.

"But it must be supposed that there is anything mushroom-like in the B. F. Goodrich Company's business. This organization has been producing rubber goods for 47 years and in addition its skill and efficiency in tires it has an immense business in all other kinds of rubber products.

"The raw material purchasing power of the Goodrich Company is indicated by its manufacture and sale of over 130,000,000 pounds of rubber products in 1915.

"If it confined itself to the manufacture of tires alone, however, the B. F. Goodrich Company would be regarded as the largest rubber factory in the country.

"Such a business, officials of the Company insist, could have been built upon integrity, square dealing, and manufacturing skill and efficiency only. It is easy to understand the reasonableness of such a claim."

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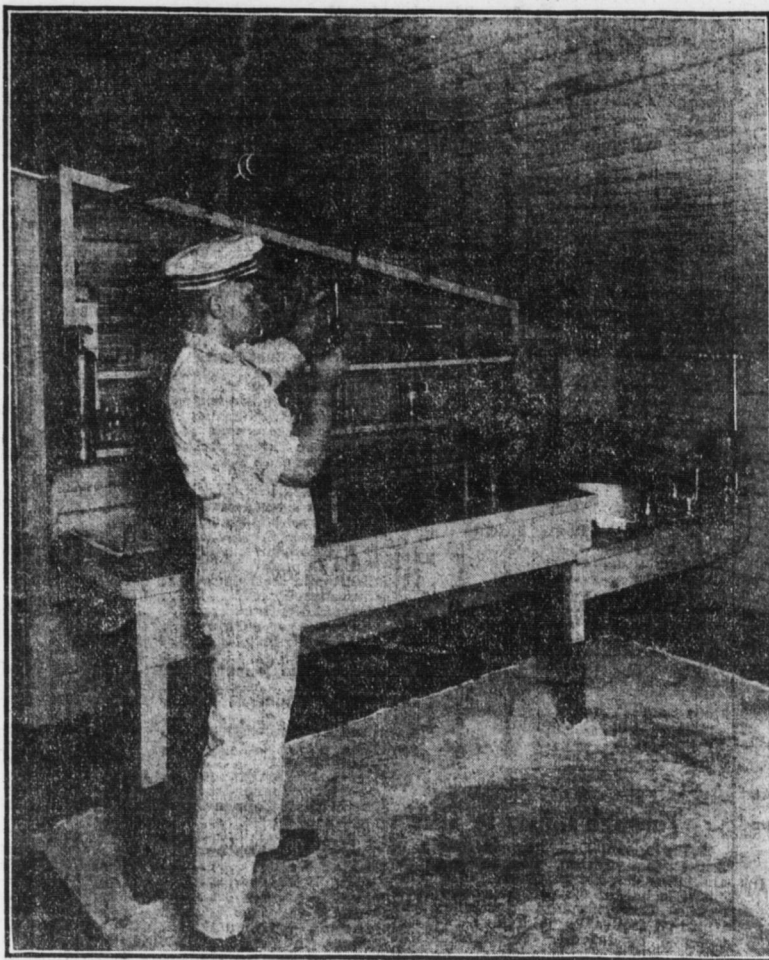
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HOAK'S Milk: Cream: Buttermilk

The Best By Every Test



The only dairy in Harrisburg employing a bacteriologist. Our milk is tested at every step in the process of modern pasteurization.

We know by actual tests that our milk is pure and clean.

It pays to be clean in everything. Look at our wagons, our employes, our Modern Pasteurizing Dairy, and the milk itself—Cleanliness everywhere. The proof is in every bottle. Our customers must have and always get the richest milk obtainable. Why experiment further—phone to-day for trial order.

Hoak's Modern Pasteurizing Dairy

Bell 3512-J

PENBROOK, PA.

United 226-Y

Los Angeles Buys Dodge Brothers Car For County

A striking tribute to Dodge Brothers cars has been given in Los Angeles, where the county has purchased a fleet of seven Dodge Brothers cars for use in public work.

In no place in this country is competition more keen in motorcar selling than in Southern California, and when a purchase is to be made by public officials, this corporation is intensified, as the prestige of being selected is very desirable.

Dodge Brothers cars were selected in the present instance after a careful investigation, and turned particularly on the cost of up-keep. The officials found, according to their statement in recom-

mending the purchase, that the Dodge Brothers cars were particularly low in repair costs as well as general operating expenses when service rendered was considered; in fact, they led all of the cars tested by a wide margin.

DISTRICT S. S. CONVENTION
Columbus, Pa., June 24.—The Sunday School convention of the Fourth District of Lancaster county was held here yesterday in the Presbyterian Church. At the evening session the principal address was made by Dr. Don S. Colt, of Baltimore.

TWO DAUGHTERS ENGAGED
Waynesboro, Pa., June 24.—Mr. and Mrs. Harry G. Wolf, Chambersburg, announce the engagement of their daughters, Julia to Hutchinson Collins, of New York City, and Sara Christine to Dr. Woods Derr, of Williamsport, Pa.

The Sign of Style With Service



THE new Firestone Factory Branch is ready with plenty of those elegant new tires, the distinguished Firestone Red Side Wall and Black Tread. Harrisburg motorists want quality outside as well as in. And all dealers for miles around can easily supply you.

Firestone Tire and Rubber Co.

231 North Second Street, Harrisburg, Pennsylvania
Home Office and Factory: AKRON, OHIO

Firestone



Used Cars

That are wonderful values; traded in on Cadillac "Eights"

- Packard "88,"
- Chalmers 6-50
- Chalmers 4-36
- Chalmers 4-30
- Haynes 6-cylinder
- Overland Touring
- Overland Roadster
- Chandler Touring
- National Touring
- Michigan Touring

Several Cadillacs of different models. A chance to get a good car—cheap.

Crispen Motor Car Co.

413-417 S. Cameron Street

National Car Will Be Increased in Price

According to the announcement just made by the National Automobile Company the price of the National Twelve-Cylinder cars will be increased in July. "We have been producing Twelve-Cylinder cars for one year," said George M. Dickson, general manager of the National Company "and even though our costs continued to increase after we announced the original price we did not increase the price until our year was ended. Effective next month our price must necessarily be advanced.

In spite of the fact that the National Company is one of the three largest producers of high grade cars in the country and in spite of the fact that the National factories have been doubled in size and doubled in the number of employees they can not continue to sell the Twelve-Cylinder car at the present time, according to Dickson, "It is not necessarily increased — there is no alternative," he stated, "it would be folly for the National Company to attempt to hold the present price by reducing the quality of material. For, during the past year, hundreds of buyers bought National Twelves, eight years ago. This sales record was possible, only because these buyers had utmost confidence in the National factory.

After sixteen years of conscientious effort to build up this confidence, it would not do for National to jeopardize its reputation by reducing quality in order to hold a certain price. This is why we will increase our price in July. Of course, all deliveries prior to that time will be made at the present price.

"Practically every piece of material that enters into the construction of National Twelve-Cylinder motors has increased in cost," continued Dickson, "Furthermore, our mechanics are now receiving the highest wages in the history of our company. We build our own Twelve-Cylinder motors and regardless of costs we do not allow the quality or the strict inspection to depreciate in the slightest degree.

"National-built motors occupy an enviable position in the automobile industry. The World's Stock Champion four-cylinder motors, in addition to the distinction of having built the first American Six-Cylinder motors. National was a pioneer with the twelve-cylinder motors. Some of the best motor specialists of the country are National employees and many of the men in the National motor building department have been working on National mo-

tors continually and constantly for fifteen years.

Empire Will Continue the Present Models

According to an announcement made by the Empire Automobile Company no change from present models is contemplated before about the time of the New York show next January.

"At the New York show last year we made practically the first announcement and display of our present models. It was an introduction that brought such popularity and success for the car that we have decided to follow the same plan for next year."

"This season has continued unbrokenly and the approval of the present types has been so marked that it will be impossible to complete our orders for these models before the end of the year, despite a steadily increased production. The reason for the success with these models is found in the fact that they still stand out as advanced models.

"In the six we have a big, light weight car that is withal economical in upkeep and operating expense. In it are found the features, such as individual front seats, surved cowl body, etc., that characterize the up-to-the-minute car. In the four we have a lighter, smaller car of exceptional power and ability. Both these models are featured by exclusive color schemes.

"In addition to these touring cars we have recently brought out a most attractive four-passenger roadster on the six cylinder chassis—a model that has met with such approval that we have already increased our production schedule 100 per cent.

"Each of these decisions is a belief that the Automobile Show to fulfill its real purpose, is the time and place for the announcement of new models and it is our intention to continue this policy of introduction in future seasons."

Wins New Fame in Mexican Campaign

In the recent attack by American troops in Mexico which resulted in the killing of Colonel Julio Cardenas, a Villa leader second in importance only to his chief, Dodge Brothers motor cars were the vehicles used in a thrilling charge. Without the fast going, sturdy cars it would have been impossible to have gotten to Colonel Cardenas.

The Cardenas ranch is so situated that it was impossible for the troops to approach within three miles without being sighted. Spies had reported to the American troops several times that bandits were making their headquarters there, but when cavalry would proceed to the ranch the bandits would have escaped and only the women and children would be left.

General Pershing finally ordered three of the Dodge Brothers cars attached to his division to be filled with men and started for the ranch.

They proceeded quietly until they topped a rise nearly three miles from the ranch. Then the drivers "stepped on it" and raced for the ranch at a speed of nearly sixty miles per hour,

Auto Dealers NOTICE

The Paterson Motor Sales Co., inc., 2029 Market St., Phila., has open territory for dealers and sub-agents for the Paterson "Six."

Continental six-cylinder motor, Stromberg carburetor, Delco-Double unit ignition, Weston Mott rear 117-inch wheelbase; balance specifications same standard; price \$995 f. o. b. Flint, Mich.

Correspondence solicited.

If Hair's Your Pride Use Herculide

AUTO STORAGE—First class, fireproof garage, day and night. Rates reasonable.

Auto Trans. Garage
7-29 North Cameron St.



5-Passenger Touring \$665

Roadster Type \$540

Ensminger Motor Co.

THIRD AND CUMBERLAND STS.

Bell Phone 3515



ENSMINGER MOTOR CO.

THIRD AND CUMBERLAND STS.

Distributors.

How Good Your Car Is Depends on What Care You Give It

We are fully equipped to take care of your motor troubles. Light and heavy repairs on all makes of cars. Specialists in magnets, carburetors, speedometers, horns and batteries.

New Auto Repair Shop

66-68 SOUTH CAMERON ST.

Bell 2767
Cumberland 711-W

H. N. NELSON, Mgr.

ARGUMENT has persuaded car owners by the thousands to try out a single Quaker Tire. But the service the "test tires" rendered has induced these motorists to replace other makes with Quakers.

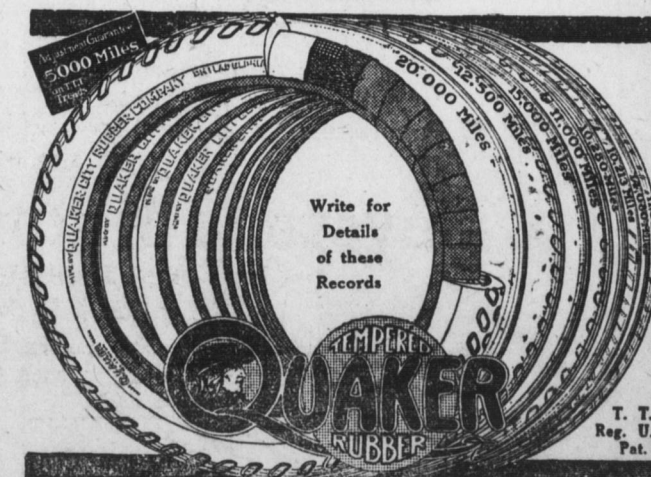
Here are characteristic records made when two or more Quaker Tires were used on the same car:

Respective mileage, 3 tires, 14,000, 12,085, 13,000; 4 tires, 10,183, 10,281, 10,213, 11,000; 4 tires, 11,000 each (still in use); 4 tires, 9000 each (still in use); 2 tires, 12,500 (still in use), 12,500; 2 tires, 8,200, 7,387 (still in use); 2 tires, 7,000 each (still in use); 2 tires, 11,227 each (still in use); 2 tires, 14,000 each (still in use).

Such results ought to settle the question for you. At least to the extent of making the "Quaker Test"—the use of one tire—on your car.

The local Quaker Dealer has an interesting story to tell you. Why not drive around and see him?

Shaffer Wagon Works
50-100 S. Cameron Street
HARRISBURG



T. T. I. Reg. U. S. Pat. Off.