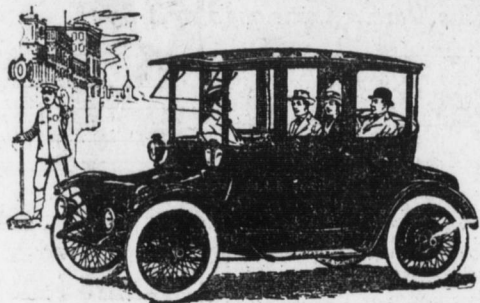


The East End Auto Company Announces the Opening of Its Newly-Appointed Salesrooms

At 120 Market Street, Harrisburg, Pa.

Here, the cars represented by the company will be displayed to better advantage. The Service Station at Thirteenth and Market streets will be continued but with greater facilities for the owners of both gasoline and electric cars. Both Service Station and Salesrooms will be under the personal direction of E. E. Adams. Associated with him are J. H. Alberts, who will have charge of the Detroit Electric and Truck Department, and Jacob Anspach, who will have charge of the Service Department. The cars distributed by the East End Auto Company represent the utmost in the field of either gasoline or electrically driven vehicles.

Detroit Electric



We are pleased to announce to owners and prospective owners of enclosed cars that we are now fully installed in our new and completely equipped show room at

120 Market Street

We have taken these new quarters in order to gain space, and to improve and further facilitate and expedite our service to owners. Our Service Department has been strengthened and augmented and we are now completely equipped to give the finest service at the lowest prices for all makes of electric cars.

You are cordially invited to visit our new rooms and inspect the new Detroit Electric models. We would like to give you a ride and show you in the best way possible—by actual demonstration—why Detroit Electrics represent exceptional values.

The Detroit Electric is now the foremost all-year car manufactured. That is conceded everywhere. Far more purchasers of all-year cars buy Detroit Electrics than any other one make—either of gasoline or electric type—either of higher or lower price. This means that the largest single group of enclosed car buyers in America, after mature deliberation, has reached the conclusion that the Detroit Electric offers the extreme degree of enclosed car development. It gives 80 to 90 miles of trouble-free travel on a single charge. It has more speed than the law allows and it costs 30 to 50 per cent. less than other types of cars of similar power and size for upkeep cost.

These new Detroit Electrics are the finest cars the Anderson Electric Car Company has produced during the nine years it has been building fine automobiles.

Our contract purchases are divided for delivery in certain months. We can reserve deliveries, but to get advantage of prompt shipment—we urge early decision—so that we may definitely book your delivery.

We will be pleased to meet you in our new show rooms at your earliest convenience.



J. H. ALBERTS
In Charge of Trucks and Detroit Electrics



E. E. ADAMS
Manager of East End Auto Co.



JACOB ANSPACH
In Charge of the Service Station

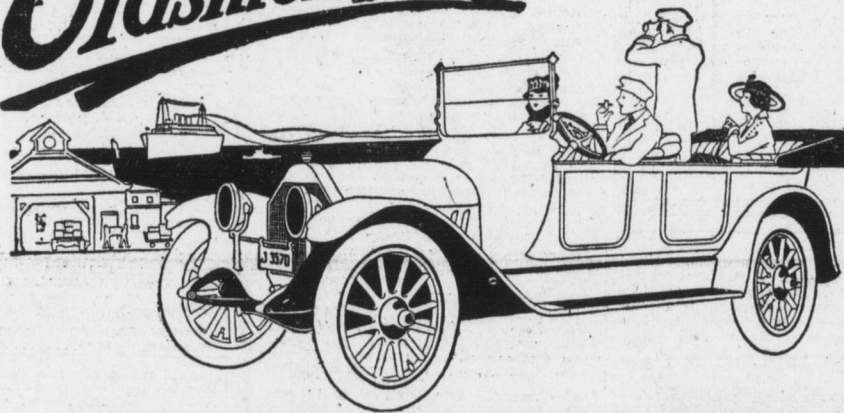
The valve-in-head Oldsmobile Four has liberated owners of fine cars from the over-tax of excess weight. The Oldsmobile is the 1916 de luxe light car. It does away with the penalties and hazards of heavy car ownership. It weighs less by 1500 to 2000 pounds than other cars of equal smartness and refinement.

It affords new joys, opens new avenues of gratification, because of its economy. Gasoline averages of 17 to 22 miles per gallon are the common thing with our purchases of 1916 Oldsmobiles. Tires give service for miles and miles after yielding their guaranteed mileage.

Let us show you and demonstrate, at any time you may select; this light weight American Champion.

Price, 1916 Oldsmobile Four, Model 43, \$1095 f. o. b. factory.

Oldsmobile



Ward Electric Delivery Wagon

Bakers, Grocers, Butchers, Laundrymen, Dairymen, Department Store Heads---

Take careful note of the Ward Special, the car shown below. You need it in your business just as much as you need your store or your fixtures.

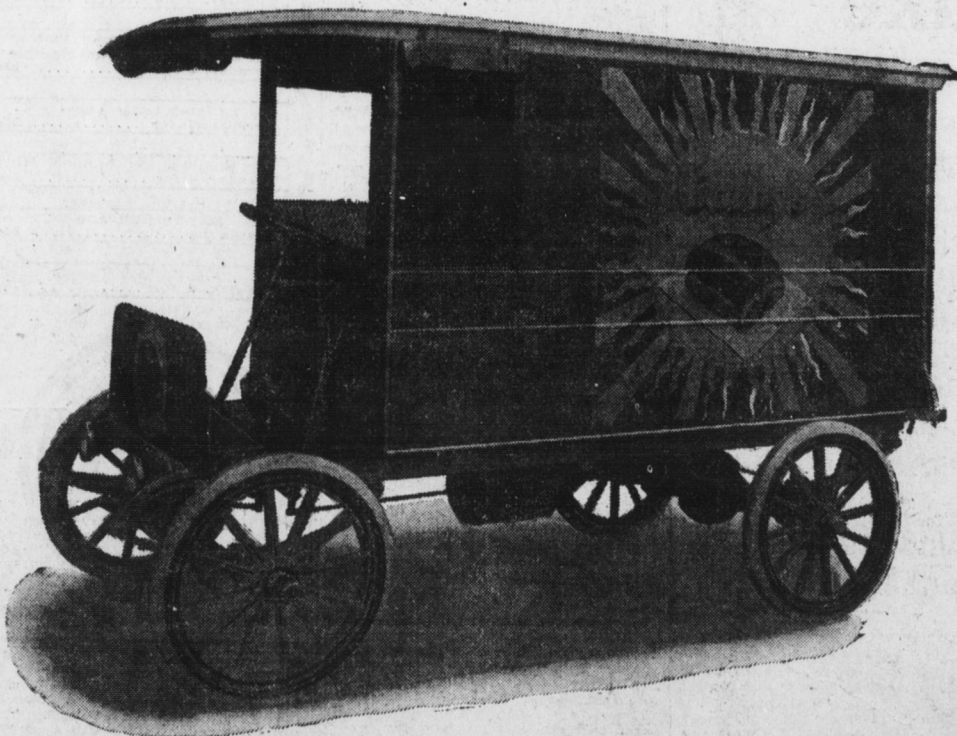
It is the delivery wagon that will deliver your merchandise at a lower cost than has ever been possible before.

It does this because its motive power is electricity, "the power that moves the world." It relieves you of the ever present worry about the fact increasing cost of feed and gasoline, and leaves in its place a feeling of security

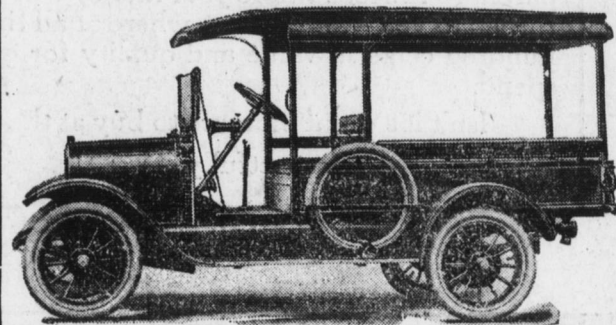
because the price of electricity is constantly becoming less.

It costs less to keep the Ward Special in tires than it does to keep a horse in shoes for the same service.

The WARD SPECIAL offers you an opportunity to decrease your insurance rates and increase your sales and profits.



Atlas Trucks



For Light Delivery Purposes

The simplicity of the Atlas truck makes it most practical. In the Atlas all chances for troubles with wires, batteries, dry cells, distributor, etc., are eliminated by having their work done with the Dixie Magneto. Wiring composed only of four wires from Magneto to plugs, the line to switch and ground, all in plain sight.

The records show that a large proportion of all delivery problems are best served and with a lower cost by the use of a proper delivery truck. A cheap truck means enormous repair bills, constant trouble and delay in deliveries.

A converted pleasure car is in no sense a Commercial Truck. The Atlas is not a converted pleasure car. 30 H. P. four-cylinder motor, Dixie magneto, a rugged powerful chassis. A 1/2-ton truck built as heavy as many 1-ton trucks. Let us show you the inbuilt service-giving qualities.

Chassis \$660 **6-post Body \$730**

Capacity 1000 lbs.

See the Atlas Truck—Let us demonstrate its Practicability. 25 styles to select from.

EAST END AUTO COMPANY

Bell Phone 315R

120 MARKET STREET

E. E. ADAMS, Mgr.