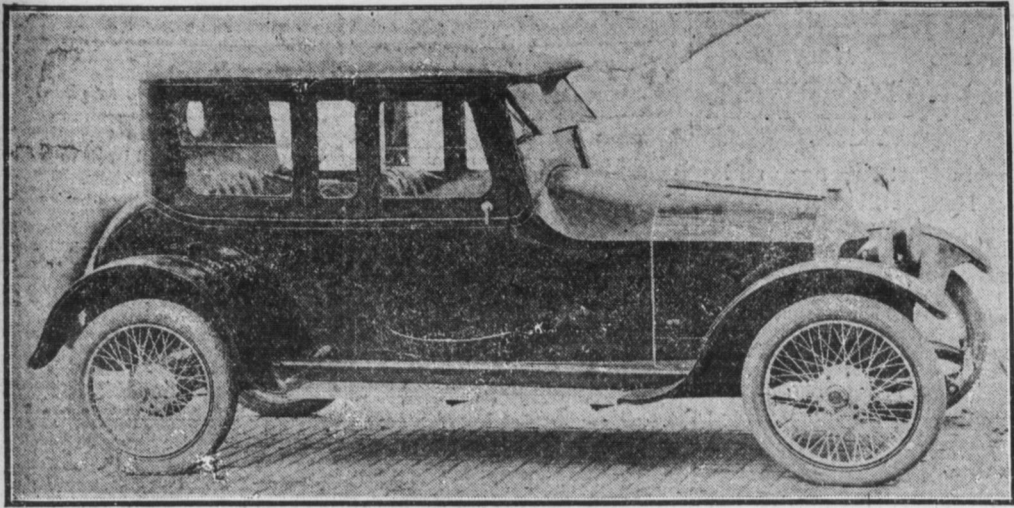


SCRIPPS-BOOTH EIGHT WITH WINTER TOP



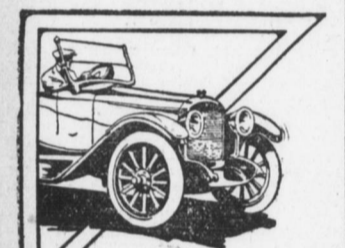
One of the most attractive of the Fall models of motorcars is the new 8-cylinder Scripps-Booth with its winter top. This top was designed as an integral part of the car, although it is easily detachable for summer driving, and is in entire keeping with the luxurious appearance of the Scripps-Booth line.

PREMIER MODELS OUT NEXT MONTH

Demonstrators With Aluminum Motors Now Receiving Final Road Tests

P. D. Stubbs, general sales director of the Premier Motor Corporation, after a three months' sales grind, during which time he has succeeded in building up one of the finest country-wide sales organizations in the entire motor car industry, is playing golf at French Lick.

Mr. Hertz personally negotiated with many of the well known men who now hold Premier contracts, and has stood close to Sales Director Stubbs in what is now claimed to have been the hottest and fastest sales organization campaign ever waged in



Are you Sure Your Battery Doesn't need Inspection-NOW?

You can't tell by looking at the outside.

And when a battery begins to give trouble is generally too late to avoid repair.

Don't wait for trouble—avoid it by having your battery tested now.

FREE Prest-O-Lite SERVICE

Your battery should be inspected regularly, tested with a hydrometer, and supplied with distilled water. We'll give it these attentions for you, and if anything is causing trouble, we'll point out the remedy.

Our repair department is expert and reasonable. Prest-O-Lite Service has no equal.

FRONT-MARKET Motor Supply Co.

the motor car business. While these two men were closing Premier territorial contracts, Homer McKee, Premier Advertising Director, has been spending the hot weather up to his neck in work, and it is thought that his approaching campaign, in behalf of the Aluminum Six, will be the most noteworthy ever planned and written by the author of "The Standardized Car."

E. W. Hurd, who will handle the Premier Service department, has laid all of his plans and is ready to see that the Premier cars which the new organization sells will stay sold. "We are going to operate the Premier service department as a part of the sales department," says Service Director Hurd, "and I think the plan is logical. The sales department alone is in position to know what a customer is entitled to, and it will mean satisfied Premier owners to have the sales department see to their wants personally."

Earl G. Gunn, the Premier Chief Engineer, and the builder and designer of America's first aluminum motor, is improving the few days remaining to him before the actual delivery of demonstrators, to final touches on the car. "We know to a certainty that the car is all right," says Chief Engineer Gunn. "We have tested it without mercy on the hardest hills, on long grinds and under all reasonable conditions to which a motor car can be subjected, and I can say truthfully that the new Premier Aluminum is the most successful car, mechanically, with which I have ever been connected. I have never seen a car with such pulling power at low speeds, and the magnetic gear shift is 100 per cent. From a standpoint of looks, it has no superior and few equals. This feature of the car is due entirely to Charles S. Crawford, our assistant chief engineer. I believe that Crawford knows more about putting art into a motor car than any man in the business. His most notable feat in the new Premier is the obtaining of as much room on a wheel base of 125 1/2 inches as has ever been possible heretofore on a wheel base of 131 1/2 inches."

The Premier demonstrators are now undergoing final road test and will be ready for shipment in September. In the meantime, materials are rolling in and the big Indiana factory is speeding up to a point where shortly it will be employing two thousand men. Beginning with October a straight day and night schedule throughout the entire factory is planned. Already certain departments are running a double shift.

Advertisement for King Car Sales Co. featuring a King 8-cylinder touring car for \$1150 and a 7-passenger touring car for \$1350. Located at 80 S. Cameron Street.

Advertisement for Auto Trans. Garage, a first class fireproof garage with open day and night service. Located at 17-29 North Cameron St.

Auto Dealer Must Attend to Wants of the Car Owner

"The best definition of service, as applied to my automobile business, is the making of satisfied users," said Carl Hanson, of the Overland-Harrisburg Co.

"The average car owner demands nothing more than courteous treatment from the man of whom he purchases his machine and if his needs are taken care of quickly and economically, he will in almost every case continue to favor the dealer with his patronage."

"In many respects automobile service is no different from that of hotel service. A hotel may boast of the best chef in the world, but if the service is poor, the guests will soon become dissatisfied and the chances are that the next time those people visit the town they will select a different place. The relations between car owner and dealer are very much the same. The owner will continue to do business with a dealer as long as he receives proper treatment at his hands, but if the dealer's interest in his customer ends with the sale of a car he has little chance of selling him again when the time rolls around for the owner to invest in a new machine."

"That is why it is good business policy for the dealer to pay strict attention to the wants of the car owner. And if a stranger drops in the sales room to inquire about some mechanical feature of the car you are handling, make him feel before he leaves that it is a pleasure for you to render such service. A little attention and courtesy on your part may mean the sale of a car later on."

"The same treatment should be accorded the car owner when he drives in for any needed repairs or replacements. See that his wants are taken care of promptly and efficiently and that he is charged only a fair price for the service rendered. By doing so you will make of him a friend for life."

Motorcycle Ambulance Accommodates Two Persons

The recently perfected Indian Motorcycle Ambulance which has just been announced by the Hendee Manufacturing Company, of Springfield, Mass., is far in advance of any other vehicle of its kind yet produced.

The stretcher carrier is of the double decker type, accommodating two persons each trip. Regulation stretchers are used, but they are fitted with special pedestals which set into sections of the carrier frame where they are clamped to prevent slipping. The chassis on which is mounted the stretcher frame is of special reinforced construction with such features as vanadium steel springs, and adjustable tread.

The power plant of the outfit is the latest Indian motorcycle with the famous Powerplus motor. The Powerplus motor is one of the most wonderful steel motors ever made, and its popularity among motorcycle enthusiasts has increased by leaps and bounds since its first appearance. It is capable of climbing the steepest of hills, and it has speed up to sixty miles per hour. Other features which make the Indian motorcycle most adaptable to ambulance work, are the Cradle Spring Frame, three speeds, starter, double controls, and heavy duty clutch.

Another feature of the Indian Ambulance is the First Aid Cabinet which is beneath the lower stretcher on the chassis. This affords opportunity for the ambulance attendants to give dressings right on the battlefield without the delay which would be occasioned if the patient had to be moved to the hospital in the rear.

Advertisement for Dorr Motor Co. featuring a 5-passenger touring car for \$665 and a Roadster Type for \$540. Located at Third and Cumberland Sts., Bell Phone 3515.

Advertisement for Ensminger Motor Co. featuring a 5-passenger touring car for \$665 and a Roadster Type for \$540. Located at Third and Cumberland Sts., Bell Phone 3515.

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Advertisement for Franklin Motor Co. featuring a 5-passenger touring car for \$665 and a Roadster Type for \$540. Located at Third and Cumberland Sts., Bell Phone 3515.

Advertisement for Ensminger Motor Co. featuring a 5-passenger touring car for \$665 and a Roadster Type for \$540. Located at Third and Cumberland Sts., Bell Phone 3515.

Willys-Knight Model 84B

40 horsepower sleeve-valve motor, 34 x 4 inch tires, non-skid rear, Auto-Lite starting and lighting system, Electrical control buttons on steering column, 114 inch wheelbase.

Five Passenger Touring

\$1125

Roadster \$1095

f. o. b. Toledo

The Only Motor That Improves With Use

The Willys-Knight motor appeals to every true economist.

It is the only motor in the world that improves with use.

The longer it runs, the smoother, sweeter and more powerful it becomes.

All motors are more or less good for the first three or four thousand miles. Then the wear, tear and friction start their deadly work and gradually eat their lives away.

But the sliding sleeves of the Willys-Knight Motor get smoother and smoother and smoother. Each 1000 miles you run add to its economy and efficiency.

No Willys-Knight Motor has ever worn out.

No carbon troubles, no pounding and banging, practically no gear shifting. Just a gentle operation that's as smooth as silk and as soft.

No valve grinding. Carbon makes it run the smoother—the only motor in the world that makes an advantage of carbon.

The Knight Motor is the power plant preferred by Kings, Queens and royalty of Europe. They all use it.

And now you can have the same thing—at a popular price.

No other car in the entire history of the automobile business ever attracted such international attention. No other new car in the same price class ever sold so rapidly.

Stop in and have a look at the Willys-Knight motor. Drive it yourself and feel its wonderful power, pep and flexibility.

Once you own a Willys-Knight motored car, you'll never be content to drive anything else. Come in and see it at once.

The Overland-Harrisburg Co.

Open Evenings 212 North Second St. Both Phones

The Willys-Overland Company, Toledo, Ohio

"Made in U. S. A."

oned if the patient had to be moved to the hospital in the rear.

Motorcycle ambulances are proving of great value in the European war theaters, their mobility, their speed, and their small size being distinctive features which have won for them the commendation of war hospitals and Red Cross organizations. This Indian ambulance is produced by the largest manufacturers in the world, and its advanced design and its very satisfactory performance in tests in winning for it the approval of surgeons and hospital authorities throughout the country.

Corporations Have Souls Says Goodrich Representative

"A long time ago an eminent man coined the expression, 'Corporations have no souls,' but he did not know The B. F. Goodrich Company," states W. F. Mower, local branch manager.

"Could he sit to-day and look at the Goodrich organization—could he see the loyalty and enthusiasm that spur Goodrich employees to greater endeavor—could he see that this loyalty and enthusiasm are actuated by knowl-

edge that the Goodrich Company is putting the utmost possible into every product—then he might revise his remarks.

"The employees are the soul of the Goodrich—their handicraft bears the stamp of personal interest. For every employe of the Goodrich organization knows it as 'Our Company.'"

"There's a little pride in that—not vain glory, but the honest pride that rests on self-respect which is justified."

"We might say that it is pride that comes from being the greatest manufacturer of rubber goods in the world. Or we might say it is based on the knowledge that Goodrich products are anticipating the needs of the greatest industries as no other products can."

"But all that—that is great as it is really not what makes the organization. 'There is a fine old saying, 'In unity there is strength.' And unity cannot exist without a spirit—the spirit of friendly co-operation, of enthusiastic service built upon proven confidence in the goods and in the men who are the vital human element in that really living entity which the world knows as 'Goodrich.'"

"The splendid part of it all is that each one who has his share in building and upholding the name of Goodrich knows that every other man in the organization is working with him and for him, and knows that he is giving that strength which is called forth only by unity of purpose and unity of effort."

"That is a spirit which cannot be created but must be born of belief—it's the life blood that surges through the veins of this living organization. 'Goodrich'—and it is pride of being part of such an organization that prompts us to say 'Our Company. The Greatest of its Kind in the World.'"

Firestone Foremen to Hold Annual Picnic

To-day the foremen, superintendents and officials of the Firestone Tire and Rubber Company, Akron, Ohio, to the number of 225 are holding their annual outing at the home of Amos C. Miller, Castalia, Ohio. Mr. Miller is vice president of the company and his large farm will offer

an ideal gathering place for the festivities of the day.

These men will gather at the home office for breakfast at 5 a. m. At 6 there will be fifty automobiles in readiness to take them on their journey. Upon arriving at Mr. Miller's farm the guests will be entertained at dinner, a sumptuous feast being planned.

In the early part of the afternoon these men will renew their boyhood days and romp through ball games and pitch quoits with all the joyous spirits of youth. Later in the afternoon the party will journey to Cedar Point near Sandusky, where they will be the guests of President Firestone. After taking a dip in the waters of Lake Erie, supper will be served at the Hotel Breakers. After breakfasting at the hotel on Sunday morning the party will leave for Akron, arriving sometime in the afternoon.

This outing is an annual affair and has always proved a big success, making these men better and truer co-workers which is bound to result from mingling in this fashion. In previous years the outing has been held at the Old Firestone Homestead at Columbiana, Ohio. However, contrary to precedent they decided to pay Mr. Miller a visit and consequently his farm was chosen as the main gathering place.

Couldn't Change Four Say Jeffery Engineers

In announcing its plans for the coming year, the Nash Motors company of Kenosha, Wis., states that there will be no essential changes in the Jeffery Four, which for three years has been rendering efficient service in the hands of thousands of satisfied owners.

Sixty days ago the Jeffery company announced that it had added to the four-cylinder model the same graceful roll-edge feature that met with such widespread popularity on the Jeffery Six. In the course of redesigning the Four's body there was some slight change made in the radiator. Otherwise it is the same Four as before.

The Jeffery Four occupies a distinctive position in the trade, it being the car in which the Jeffery engineers introduced to America the high-speed long-stroke, high efficiency type of motor. This species of motor met with instantaneous favor; and to-day its praises are sung by all the leading manufacturers in America. The roll-edge feature was added to satisfy the demands made by hundreds of motor car buyers who saw and liked it on the Jeffery Six. All who saw the Six wanted its beautiful lines incorporated in the Four.

Advertisement for Gorson's Automobile Exchange featuring a table of used cars for sale with prices and descriptions. Includes models like 1916 Velie, 1916 Hudson, 1916 Buick, etc.