

### INDIVIDUALITY IN SCRIPPS-BOOTH

Distinctive Body Design Is an Attractive Feature of Scripps-Booth

"One of the big reasons for the steadily growing popularity of the Scripps-Booth line," says A. E. Schafer, general manager of the Scripps-Booth Corporation, "is the distinctive body design."

"More and more people want to get away from the conventional appearing car and many of them, particularly in the larger cities, are purchasing custom built bodies. During the New York Show, I had a man look over the New York automobile district and out of 130 cars displayed only eight of them had the standard bodies of their makers. The remaining 122 all had special bodies."

"Now the custom built body has its appeal from the standpoint of individuality, but it is mighty expensive. In the Scripps-Booth cars a person is able to find full expression of individuality in the regular body line."

"Our car is unique in appearance and carries with it the sphere of luxury and refinement and yet it is available to the person with the moderate pocketbook as well as the person of wealth."

"The new models retain the distinctive lines which are now familiar to everyone but in a mechanical way there have been a number of improvements over preceding models. The Scripps-Booth line of the motorcar industry and will continue to do so. The Scripps-Booth line is being exhibited at the show rooms of the local dealers, the Auto Transportation Company, 27-29 North Cameron street."

### Motor Trucks End Problems of Big Milk Company

The case of the Beakes Dairy Company of New York well illustrates the great advantages motor trucks have brought to the milk trade. This is one of the oldest concerns handling milk, cream and their by-products in New York State. The Beakes Company found horse delivery too slow and too expensive. The horses got sick. They were made unfit by the heat. Milk has to be handled quickly. Variable temperatures have to be reckoned with. Time is valuable. Milk delivery above all things must be dependable.

In common with other dairymen, the Beakes Company found a big loss due to horse delivery. So they changed to trucks. Their first Republic internal gear drive was put in service in April, 1915, and up to August, 1916, had traveled 24,000 miles with practically no loss of time.

Motor trucks they found good for never laid up on account of the heat, ice, snow, mud and slush have no terrors for them. And when they are working they are not "eating their heads off."

This truck averages fifty miles a day 245 days the year, transporting fifteen 40-quart cans of milk, which weigh 110 pounds each, or cases of bottled milk which weigh 55 pounds.

The hauls are short and include many stops. Traffic is very heavy necessitating waits and delays and frequent changing of gears. During fifteen months of service the repair bills were limited to grinding the valves once. The original tires were still in serviceable condition.

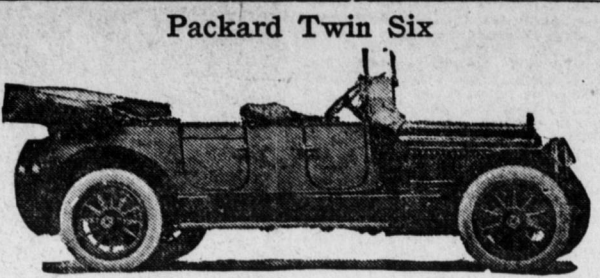
**CIVIL SERVICE EXAM MARCH 10**  
The United States Civil Service Commission announces an examination for stenographer and typewriter in the field service to be held in this city, on March 10, 1917. Application papers and additional information may be secured from George S. McCrone, secretary, Board of Examiners, Harrisburg Post Office.

## PAIGE

the Standard of Value and Quality  
Fairfield "Six-46" seven-passenger.  
Fleetwood "Six-38" five-passenger.  
E. L. COWDEN  
R. J. CHURCH, Salesmanager  
108 Market Street

## FREE

Tests and Water For  
**STORAGE BATTERY**  
and  
**EXPERT REPAIRS**  
at  
**FRONT-MARKET Motor Supply Co.**  
109 Market St.  
**Prest-o-lite Battery Service**



The twelve-cylinder car was introduced by the Packard Company about twenty months ago. A splendid showing of these models is a feature of the local show.

### AUTO IS NOW AN INVESTMENT

P. H. Keboch, Jackson Distributor, Points Out Change in Buying Methods

The public now weighs motorcar worth to a greater extent than formerly, because the automobile has now come to be regarded as a staple article, like real estate, furniture, machinery and other units involving a large expenditure, according to P. H. Keboch, local sales representative of the Jackson Automobile Company.

Motorcar buyers don't rely on first hand impressions, nowadays, says Mr. Keboch. They consider the dollar for dollar value, and buy in accordance with the real worth of the car, its durability economy, and so forth.

The motorcar buyer is also wary of any car that he has reason to think may soon become an "orphan,"—that is, a car that may cease to be manufactured. Such cars, for obvious reasons, always decrease in value quickly after the company which manufactured them dies.

"There can be no stronger proof of the stability of the automobile industry than the fact that the motor car is now taken in exchange for land, improved property, machinery, and such things, which have acquired the stability which comes with the centuries," says Mr. Keboch.

"More and more the industry is getting away from circus tactics,—in which, by the way, some few companies never did indulge to any great extent."

"Racing was one of the sensational features of the automobile business. Gradually, racing has fallen into disfavor with manufacturers. To-day comparatively few companies seek representation at track meets."

"One of the earliest American companies to race its cars was the Jackson. The manufacturers of the Jackson soon decided, however, that racing did not reveal the true qualities of the motorcar, and took the lead in proving the worth of its product in a commercial instead of a sporting way. The example set by the Jackson Company has been followed by other manufacturers, and the verdict now is practically unanimous, that motor car racing, in which competing cars are 'tuned up' in every possible way, does little or nothing to prove to the public the superiority of any one motorcar."

### AUTO STORAGE—

First class, fireproof garage, open day and night. Rates reasonable.

### Auto Trans. Garage

27-29 North Cameron St.

### Ensminger Motor Co.

THIRD AND CUMBERLAND STS.  
Bell Phone 3515

## A Knockout for Trouble

# Exide

### Starting & Lighting Battery Service

### All Makes of Automobile Starting, Lighting & Ignition Batteries Recharged, Repaired or Replaced

Repaired Batteries Guaranteed

We Do All Manner of Automobile Repairing  
Electric Starting and Lighting System  
Repairing a Specialty

## EXCELSIOR AUTO CO.

### H. L. Myers Manager

Eleventh and Mulberry Sts., Harrisburg, Pa.

### PRICE MODERATE BUT QUALITY HIGH

Oakland Owners Attracted From Former Users of More Expensive Cars

When Andrew Redmond, local dealer for Oakland motor cars, took over the agency for Oaklands he was confronted with the proposition of a moderate priced car and a clientele which had heretofore purchased only the most expensive automobiles.

Mr. Redmond had for several years dealt in the most exclusive motor cars.

Now a large number of Harrisburgers are driving Oaklands, and not only the standard models, but special body jobs which Mr. Redmond has devised for their particular benefit.

"You would expect the man who has driven moderate priced cars to be confident in the purchase of an Oakland, but you might look for some skepticism from the people who always have used high priced cars," says Mr. Redmond. "But it doesn't work out that way."

"At first my friends took Oaklands largely on my recommendation. Now they come in and buy them because they have found them equal to much more expensive cars in performance and stability."

"Harry Payne Whitney owns two Oaklands and Alfred I. du Pont has three in his garage."

The Super-Six to win for itself a new meaning in the English language.

The name was not one of those lucky hits so frequently met with in the world of commerce. It was a natural description—the only word in the English language that adequately described the new Hudson invention. What the Super-Six has done the first year in winning all worth-while records adds further emphasis to the fitness of the word as descriptive of the Hudson motor.

## YES SIR

We give the 1917 look to those 1915 automobile parts, as we repair and refinish radiators, windshields, and

### We Repair Auto Lamps

We refinish, repolish and repair all brass and art metal work, including band instruments. Charges most reasonable. All work guaranteed.

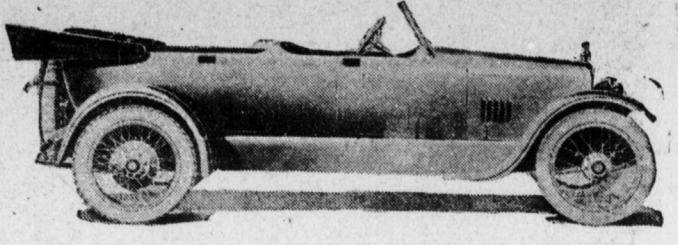
Bell Phone 2833

## NUSS MFG. CO.

11th & Mulberry Sts.  
Harrisburg, Penna.

### Big Overland Factories Offered President Wilson

John N. Willys, automobile manufacturer of Toledo, Ohio, has telegraphed to President Wilson pledging his support in the present crisis and offering to the government the use of his immense plant at Toledo and its subsidiary plants as well as the plants of his allied companies, if their facilities are needed in connection with the pending difficulty or later eventualities. The Toledo factory controlled by Mr. Willys is one of the very large individual plants of this country occupying 10 acres of floor space and employing approximately 18,000 men.



This shows the newest arrival of the motor family in Harrisburg, the Jordan "Luxury" Car, represented in local territory by the McCurdy-Brainard Company, of Pittsburgh. E. E. Adams, a former Harrisburg man, well known in motor circles has been appointed sales manager of the McCurdy-Brainard Co. During the week, three models of the "Luxury" car are being exhibited in the show rooms at 120 Market street.

## BUY THIS CHALMERS TODAY!

Last chance for the 5-passenger 6-30 Chalmers at the old price, \$1090. Roadster at \$1070. March 1 the price on each becomes \$1250. Visit the Chalmers exhibit at the Automobile Show.

Three-passenger Roadster	\$1070	Seven-passenger Touring Car	\$1350
Five " " " " " " " " " " " "	1090	Seven " " " " " " " " " " " "	1850

(All L. A. B. Detroit)

## Keystone Motor Car Co.

57 to 103 S. Cameron St.  
HARRISBURG, PA. C. H. BARNER, Manager

# Willys-Overland

## Motor Cars

### Car Value —What Makes It?

A most important factor in determining the value of the motor car you buy this spring is the stability of its manufacturer. Assets and good will create stability. So it is interesting to you, as an Overland owner or admirer to know that the assets of The Willys-Overland Company are more than \$68,000,000.00. Its good will can best be judged by the steadily increasing number of Willys-Overland purchasers. From 3304 cars in 1910 our annual business grew steadily to 142,441 cars in 1916. Our contracts call for more than 200,000 cars this year. It's well to consider such fixed facts before you purchase your car.

Light Four Touring . . . \$665 Roadster . . . \$650 Country Club . . . \$750	Big Four Touring . . . \$850 Roadster . . . \$835 Coupe . . . \$1250 Sedan . . . \$1450	Light Six Touring . . . \$985 Roadster . . . \$970 Coupe . . . \$1385 Sedan . . . \$1585	Willys-Knight Four Touring . . . \$1285 Four Coupe . . . \$1650 Four Sedan . . . \$1950 Four Limousine . . . \$1950 Eight Touring . . . \$1950
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All prices f. o. b. Toledo and subject to change without notice

## The Overland-Harrisburg Co.

OPEN EVENINGS 212 NORTH SECOND ST. BOTH PHONES

The Willys-Overland Company, Toledo, Ohio  
Manufacturers of Willys-Knight and Overland Automobiles  
and Light Commercial Cars  
"Made in U. S. A."