

Our Country's Greatest Asset

Automobiles Absolutely Essential to the Conduct of Nation's Business and Industry

Your City's Prospects for Future Never Were Brighter — Center of Richest State in Union, Ideally Located for Manufacturer, Jobber and Dealer — Automobile Business Has Been a Great Factor in the City's Prosperity.

Your city has naturally developed as a producing and distributing center. It is located in the center of the richest state in the union, within easy reach of raw materials, with good labor conditions and fine transportation facilities.

As a market, your city not only has its city population of 80,000 but with shopping distance twice that number

Your city is ideally located on State roads, being on the main road from east to west, north and south. Thousands of tourists stop here every year. Many beautiful rivers and resorts are within easy reach on these good roads, while the scenery is unexcelled.

Indeed, your city's prospects never looked brighter for the future than right now. **THE COUNTRY AT LARGE IS PROSPEROUS. BILLIONS ARE BEING SPENT FOR WAR SUPPLIES AND YOUR CITY IS GETTING ITS BIG SHARE OF THIS BUSINESS.**

And there are a lot of automobiles owned in your city. July first, 1917 there were 7,200 cars registered in your county, of which the greater portion are owned in this city. The supplying of all these cars, and the thousands of others that visit the city each year, with gasoline, oil, tires and accessories is in itself a big business.

Your city's people have been making unusually big money for nearly three years now and with greater prosperity ahead it all means that business here will have its big share in the increase.

For the business man who stays at home in these war times and does the work formerly done by two men—in many cases an automobile makes it possible to do double the work and **DOUBLES HIS EFFICIENCY BY KEEPING HIM WELL.**

American farmers—the backbone of the country—are now producing food for the world and to them the automobile is a great boon. It soon pays for itself in the saving of time, labor and horseflesh, and brings him to the city, where he is a big buyer. It gives him rest and recreation and opens up a broader life to him and his family, keeping them satisfied with life on the farm.

Business concerns have recognized the necessity of the automobile. It widens their delivery range, saves time works 24 hours a day, 365 days in the year if need be, and will do three or four times the work of a horse.

Important Facts

Automobile industry best organized industry in the country. Supports over 2,000,000 People.

In 1916 there were 1,583,617 automobiles and trucks built, the value of the cars sold was \$1,226,000,000.

The total registration of automobiles in the United States for 1916 was 2,932,455.

Automobiles registered in your State to July 1st, 1917, 257,948.

Automobiles registered from your county to July 1st, 1917, approximately—7,200.

One automobile in your county for each 22 inhabitants.

"Buy Your Car Now"

By The Automobile Editor

When President Wilson wrote a New York business man, "This is not only not a time to allow any slowing up of business, but is a time when every sensible process of stimulation should be used," the automobile and allied industries decided that meant: them, too.

They figured it out this way: Here you are, an average reader of automobile news in these columns. You have the money to buy a car, either a new one from \$345 up, or a partly used car.

You really want that car—want it bad, for the pleasure and health it will bring you and your family, for its convenience, or possibly for business use as well.

You're weary of walking, or strap-hanging, or depending on friends for lifts. Or you now own an older model (which, confidentially, has an enormous appetite for gas, tires, oil and new parts) and you want a better car as your position demands. And a newer car, you rightly figure, will cost much less for upkeep.

They Have "Your Number"

The auto-folks know about you—and know that you're just holding back without any logical reason. For you know as well as they that business is going to keep good, unless everyone does like you and just "holds back." In which case, of course, you are operating contrary to President Wilson's statement to not allow "any slowing up of business."

So the auto-folks intend to have you set right on the matter—to show you where you not only uncage the pent-up enjoyment in those "resting dollars" of yours, but also do the nation a good turn by putting them back to work in general circulation when you buy that car you want.

"Eventually--Why Not Now?"

Saturday, July 7th to Saturday, July 14th, inclusive, is "Buy Your Car Now" Week in Harrisburg and Vicinity.

The roads are now in good shape almost everywhere. The belated summertime is in our midst and the Call of All Outdoors is very, very insistent. Four of the best motoring months on the calendar are ahead. So "Buy Your Car Now" Week is a very timely prelude to the enjoyable months ahead of you.

We know you will find it difficult to resist the impulse to buy that car when you read all of the allurements that are forthcoming. "Eventually—why not NOW?" is trite but true. Take a tip from these columns, watch the advertisements carefully, telephone the dealer who sells the car which is nearest to your heart's desire, and have a demonstration.

Buy your car now—be happy in those pleasures it brings you—and content in the thought that you did right by putting the cost of the car back into circulation where it will do the country the greatest service.

The Automobile is Necessary to the Army in Saving Time and Labor — To the Business Concern — To the Businessman — To the Farmer — And to All in Increasing Efficiency by Keeping Us Well and Happy.

These great war times have demonstrated to a marked degree the necessity of the automobile to the army. We have evidence of this right here in your city by the constant use made of cars by the army men encamped near. The automobile is indispensable in transporting men and supplies—in saving of time and labor. Only the other day the United States Government announced it would buy 74,000 new cars for the army.

A Canadian paper headline said the other day: "Canada, despite war, buying 100,000 cars." Canada has gone through precisely the same conditions that now confront us, so the effect of the war there ought to be fairly indicative of what we may expect here.

One of the largest tire companies, found on investigation that in 1913 Canada had increased its number or registered cars 16,780 or 38% as against the 1912 registration, and during 1914, 22,070 or 36% as compared to 1913. War was declared August 1, 1914, so that the last figures were little affected thereby. Now, after two and one-half years of warfare, Canada is this year buying 100,000 new motor cars—almost five times as many as were purchased during 1914, and an increase of 85% over the normal for 1913-14.

So Canada under war conditions, with a constant crusade for economy, with the withdrawal of man power and money far in excess of anything contemplated in the United States is, after two and one-half years, buying as many automobiles per capita as the United States.

Theory and prophecy are not very convincing, but here are the actual facts. The experience of Canada and her present liberal patronage of the motor car, ought to be an evidence of what the future has in store for us. If there is any doubt as to the stability and prosperity of the motor car business, or business in general, the experience of Canada ought to dispel it.

The automobile means rest and recreation — plenty of fresh air to all. It has proved its worth in countless ways everywhere. Much of the steel equipment for many of the leading automobile manufacturers is made right here in your city. The research laboratories of your city are constantly bringing out new ideas that make for motor car progress. Your city may well be proud of the part it has played in this great industry. Let us continue in the good work.

Bentz-Landis Auto Co., 1808 Logan St.

(Jeffery and National. Rush Standard and Jeffery Trucks)

Crispen Motor Car Co., 413 S. Cameron St.

(Cadillac Eight)

Ensminger Motor Co., Green & Cumberland Sts.

(Dort and Pilot Cars)

Hudson Sales Agency, 1137 Mulberry St.

(Distributors Hudson and Saxon)

Keystone Motor Car Co., 57-103 S. Cameron St.

(Chalmers, Dodge Bros. and Peerless Eight)

Miller Auto Co., 68 S. Cameron St.

(Haynes and Maxwell)

Monn Brothers, 1637 Swatara St.

(Crow-Elkhart)

Rex Auto Garage & Sales Co., 1917 N. Third St.

(King Eight)

E. W. Shank, 107 Market St.

(Franklin and Harroun Cars)

Velie-Harrisburg Co., 6th and Herr Sts.

(Velie Six)