

BATTERY IS AN IMPORTANT PART

Inconspicuous But Mighty Factor in Electrical Equipment, Says H. L. Myers

Probably no other improvement for the automobile has been more extensively adopted than the starting and lighting system. Hand cranking we know, was certainly troublesome and time consuming, and it is therefore not to be wondered at that motorists generally were quick to adopt the system.

Strangely as it may seem, however, few car owners appreciate the extent to which the storage battery is responsible for the proper operation of the starting and lighting system. The average motorist will talk about rear axle, spark plugs, the differential, the starting and lighting system, etc., but seldom a word about the battery used for the system.

The Electric Storage Battery Company, the oldest and largest manufacturer of storage batteries in the country, makers of the famous "Exide" Battery for auto starting and lighting, has for years endeavored to more thoroughly educate the motoring public with the storage battery and its care.

It must not be forgotten that the "Exide" Battery is a more successful battery used for automobile starting and lighting. Since its introduction, however, the manufacturer has made numerous improvements upon it. The "Exide" Battery is now of unit cell construction—that is, each cell is a separate sealed unit.

In all the principal cities and towns "Exide" service stations have been established to care for battery needs of the motoring public. A specialist on the care and operation of batteries at the service station will gladly give advice to the car owner. Regular monthly battery tests will be made at the "Exide" service station no matter what make of battery on the car. This service is free of charge and can be arranged for by all car owners.

Why You Should Never Pare a Corn

If you are troubled with corns or calluses, do not run the risk of blood poisoning by paring them. Statistics show that many deaths have resulted from this seemingly innocent practice of paring corns.

Simply go to your druggist and get a few cents worth of Ice-Mint, rub a little on any painful corn or callus. Immediately the pain will disappear and in a short time the corn or callus will loosen and lift off easily with the fingers—root and all—leaving the surrounding skin in a healthy, normal condition.

To rid one's feet of every hard corn, soft corn, between the toes or painful calluses in such a pleasant and safe way makes it seem the height of folly for anyone to pare a corn, and people are warned to stop it.

Willow Grove Excursions. Sundays, August 26, September 2 and 9. SPECIAL EXCURSION TRAIN. Table with routes and fares.

Eckman's Alternative FOR THROAT AND LUNGS. Sore Throats, Coughs and Colds. No Alcohol, Narcotic or Habit-Forming Drug.

AS-NO-MOR FOR ASTHMA. A simple, effective remedy—prepared from the essence of a rare, medicinal plant.

RIMS IMPORTANT FACTOR OF TIRES

Firestone Tire Expert Tells of Standardized Advantages and Other Rim Helps

In the early manufacture of tires, it was realized that the beads should be constructed in shape and measurements to a standard. The importance of secure fastening and correct seating of tire on rim has been evidenced by the care and rigid specifications which tire manufacturers have followed in the construction of beads, although not adhering to any particular standard as to construction of side walls, tread portion of tire, number of plies of fabric or thickness of materials.

At present both American tires and rims are made to their respective standards or approximately so, and thereby safety and efficiency are insured to a large degree; it is also possible for a customer to use tires of any American manufacture.

Some straight-side rims on the market were manufactured by simply bending down the clinches of the regular stock used for clincher rims. They are not a good type of straight-side tires and in many instances account for breaking above the pinched tubes and other injuries. Some types of split rims, particularly of the straight-side style are difficult to tighten uniformly on the wheel. Under such circumstances the rims spring out of round, also shift sideways at split. If the clamping or fastening device is not correct the rim will likely sag in places and wherever it is low or much out of round the tire will be high for the rim seat; pinched tubes and blow out are not an uncommon result.

Protection from rim cutting is not to be obtained by any practice of tire but depends rather upon the design, quality and usage. No good tire of any standard type will be cut by any standard rim, if properly used. On the other hand, any type of tire will be injured if subjected to irregular rim, excessive loads, tire fillers and stiff rollers are the common causes for cutting and breaking above beads.

The flanges of a rim may be battered down and become rough from running a tire deflated for a considerable distance; the next tire applied, is sure to be cut above the beads. Tires carrying heavier loads than those for which they are designed may develop breaking at the beads where engaged by the clinches of rim. If rims become rusted from water working around beads when tires are run soft or through neglected cuts in the tires, or from neglect to put proper fittings on the valve stem, the rust should be removed with emery paper and rims painted with a coating of aluminum, graphite or other good preservative solution. When applying a tire, be careful that the flap does not slip underneath bead and crowd it in clinch of rim.

Under the impression that they are oversize, it is not uncommon for tires to be applied to rims of wrong size—for example, using 35x4 1/2 tire on a 35x4 rim. The diameter of this rim is approximately 28 inches and the diameter of the beads of the tire approximately 27 inches, or approximately 26 inches, therefore it becomes necessary to stretch and strain the beads considerably. Moreover, the tire beads are not constructed to fit a 4-inch rim and will not engage properly in the clinches. Good results cannot be secured when the beads are strained and crowded in this manner. The correct oversize tire for 35x4 rim is 37x4 1/2.

When removing tires from rims, do not overlook pushing valve stem of tubes up far enough in tires so that it will not be necessary to pound fastening device of rims in order to release beads of cases. Rims are sometimes dented from pushing them in this way.

When chafing, cutting or breaking extends all around beads on both sides, repairs are expensive and not to be recommended. If the injury only extends for a short distance over one or both beads, a skillful repairman can make a good job at a reasonable cost.

A successful tire must be properly designed, (i. e.), the shape suitable for the size of the section and a correct balance in strength. It is important that the tire must be strong enough to render good service but not too thick, heavy or stiff to prevent distortion in old tires, which stand the flexing action in side walls.

Extra thickness and weights added to tires will cause additional heat and interfere with the radiation. Tread attachments or covers creep, chafe, heat and stiffen the tread to such an extent that fabric breaks are caused by a localized hinging action in side walls.

An Approaching Event Of Unusual Interest

We are pleased to announce that the Annex to our store is rapidly nearing completion and will soon be ready for opening. Only two years elapsed since we erected our present home. We thought then we built a store big enough to accommodate our growing business for sometime to come—but it overspread the bounds and our business has grown to such proportions that we had to expand, enlarge and increase the store capacity. Our aim has always been to furnish practical merchandise for less money than asked elsewhere and the growth of our business speaks eloquently of the satisfaction that follows shopping here. While speaking of our measure of success, we are poignantly reminded of

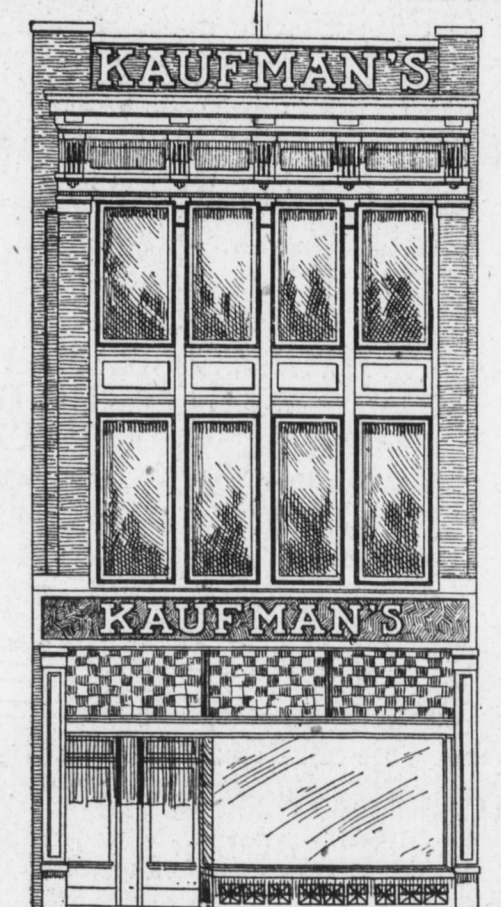
Mr. Kaufman's Promise

It emphasizes, as nothing else can, the alertness and initiative which this store is capable of exercising, and the

---and Its Fulfillment

policy which has made this store justly respected and associated with all that's progressive and enterprising.

The Telegraph—August 23rd, 1915 "And above all I shall continue to uphold the underselling policy and give you the latest and most dependable merchandise at the same prices that have made Kaufman's Underselling Store famous for miles around." David Kaufman



New Annex to Kaufman's Underselling Store Entrance on Market Street

Today, Sept. 4th, 1917 "We attribute the tremendous success of this store to our unequalled and famous underselling policy. Our Store is the Home of Underselling Prices---Always Has Been ---and Always Will Be irrespective of the constantly increasing rise in the cost of all kinds of merchandise. "We certainly have reason to be thankful to our ever increasing number of customers, whose support and appreciation has meant so much for the growth of our business. We are gratified at the results and we shall strive to always merit your support". David Kaufman

Do You Realize What This Means To You? It Means a New Revelation in Prices

The continued maintenance of Kaufman's underselling prices during the present time when the cost of all merchandise has soared sky high, is the result of a powerful combination of intensive and extensive buying—plus, both foresight and insight. The buyers of our various departments have been as busy as beavers for many months past, searching the markets far and wide, and purchasing all

the dependable merchandise from the leading manufacturers. Early purchases, and our method of buying for strictly cash, enabled us to buy at prices that are unheard of to-day. This fact is of vital importance to everybody, especially now, when the cost of nearly every commodity is showing such rapid advances. Kaufman's prices will be responsible for important savings.

A Bigger Store---Bigger Stock---Bigger Bargains Practically every department in our store has been increased in size, with added stocks, and here and there, we have added a new line, not heretofore carried. The Boys' Clothing section has been removed to more commodious quarters on the main floor of the annex, with a separate entrance on Market street. Located right next to it is our Men's Clothing Department, which also has a convenient entrance right off the street on Market Square, for the busy man. It is veritably a store by itself. The Shoe Department has taken over additional space, formerly occupied by the Boys' Clothing section, and Corsets have been removed from the Second Floor to the rear of the Main Floor, adjoining our newly enlarged

Waist Department. The Women's Glove Department and the Women's and Children's Hosiery Departments on the Main Floor front have gained considerable new space, as has also the Girls' Dresses and the Muslin Underwear Department on the Second Floor. Butterick Patterns have been shifted to a quiet place at the rear of the Main Floor. Increased floor space has also enabled us to widen the aisles, thus assuring you of a roomy and clear aisleway between the different departments. In these days of economy it will be to your entire satisfaction and advantage to do your shopping at Kaufman's, where you will find abundant stocks of the best and newest merchandise at Kaufman's famous underselling prices.

The Bargain Basement has been increased to more than double its former size—this is the second time we have been obliged to increase the space given to this ideal shopping basement since its opening just two years ago. It has proven so successful because it is entirely different from any other Bargain Basement. We have not followed the practice of other stores, by unloading merchandise from our other departments into our bargain basement: all merchandise carried in our bargain basement is purchased especially for it, and not handled in our other departments. It would be hard to imagine any better values than those heretofore

offered in our Bargain Basement, but it is easy to realize that a big addition in floor space will allow us to greatly increase the quantity of bargains. You will be delighted at its magnitude and at the splendid array of new merchandise, comprising: Dress Goods, Beds, and Bedding, Rugs, Housefurnishings, Trunks and Bags, Linoleums, Etc., Etc. We venture to say that our new Bargain Basement will be the biggest and best feature of its kind in Central Pennsylvania. And we know we are justified in stating that our new Bargain Basement will be the most profitable place in Harrisburg for every housewife to become acquainted with.

The Ideal Shopping Center KAUFMAN'S MARKET SQUARE UNDERSELLING STORE. Kaufman's Store is unique in many ways. It is located in easy reach of all points. All cars stop in the square thus making it one of the most accessible stores in Harrisburg. Besides the usual saving in price shopping at Kaufman's is both a convenience and a pleasure.