

MANUFACTURER'S RESPONSIBILITY

Today When Sale Is Made Deal Is Not Closed, but Service Begins

There was a time when manufacturers, after having closed a sale of their product to a consumer through their dealer or retailer, considered their association with the consumer a matter of no further importance.

Let us consider as an example this consumer-and-manufacturer relationship as applying to the sale of the "Exide" Battery, so extensively used for automobile starting and lighting.

THERE ARE DOLLARS IN YOUR POCKET

FROM \$75.00 TO \$250.00. MAKE AND MODEL OF CAR YOU SELECT. WE ARE THE PIONEERS OF THE USED CAR BUSINESS.

- 1000 HIGH GRADE USED CARS. 1917 CADILLAC Touring, run 2000 miles; extra equipment; Big Reduction. 1918 BUICK Touring, brand new, at a sacrifice; run 100 miles.

with the users of his product, the majority of whom are located at great distances from their works, the Electric Storage Battery Company has established "Exide" service stations in all the principal cities and towns throughout the country.

At every "Exide" service station is found an experienced battery man who will cheerfully advise the motorist regarding his battery needs.

The company at various intervals sends to the "Exide" service station printed matter which in turn is mailed to car owners in a given territory.

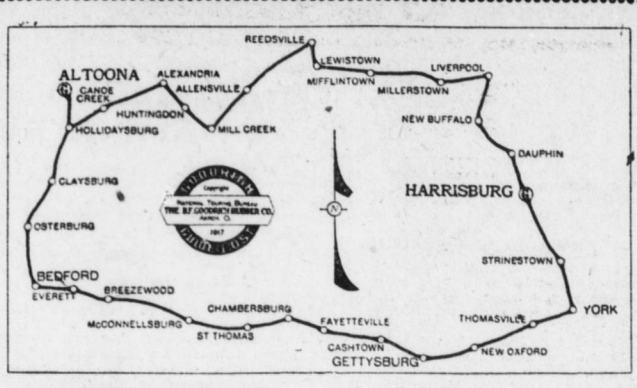
BOARDS AWAIT DECISIONS

Carlisle, Pa., Sept. 22.—Local exemption boards are marking time awaiting the decision of the district board in cases of men certified for service.

- 1917 PACKARD Touring, 7-pass.; slightly used; as demonstrated. 1917 MITCHELL Touring, 7-pass.; slightly used; as demonstrated.

Week-End Tour

Specially Prepared For the HARRISBURG TELEGRAPH by the Goodrich National Touring Bureau (Copyright 1917, The B. F. Goodrich Rubber Co.)



HARRISBURG TO ALTOONA (Via Liverpool, Lewistown, Huntingdon, Hollidaysburg—Nearly all macadam.)

- Miles. 0.0 HARRISBURG. From Market Square, go west on Market street. 0.1 Turn right along river on Front street.

BEDFORD TO GETTYSBURG (Stone road.)

- Miles. 0.0 BEDFORD. From corner of Hollidaysburg pike go east on Pitt street; bear left across bridge over Raystown branch of the Juniata.

GETTYSBURG TO YORK

- Miles. 0.0 GETTYSBURG. From square go east on York street and Hanover road. 0.3 At schoolhouse, take left fork, and straight through.

of the leading automobile schools of the country are said to use part of this book to teach the fundamental principles of assembly of a car, engine principles and construction, valve timing, ignition and carburetion principles, etc.

Cadillac Eight Quickly Responds to Trouble

If, when you step suddenly and hard on your foot throttle and the speed of the car does not instantly increase, it may mean that your carburetor cannot supply at once enough gasoline to compensate the rush of extra air to the motor.

There are 775 illustrations and 279 pages to the electric subjects in the book, including the storage battery and motor subjects in two colors.

Supplement No. 1 deals with the Ford of which there are 59 pages and 307 illustrations. Such subjects as how to convert a Ford for commercial use, how to construct a combination body, how to construct a Ford racer, "line-point" adjustment, etc., are dealt with in the Ford supplement.

The inserts illustrate the subject of different makes of engines, as the Continental, Franklin, Haynes, Sterling, Wisconsin aviation engine and many others.

various parts of an engine are located and the relation of one part to another. All in all, this edition appears to be the best book Mr. Dyke has ever published and he deserves credit for this painstaking care in compiling a book which is so comprehensive and exhaustive in detail.

Cadillac Eight Quickly Responds to Trouble

If, when you step suddenly and hard on your foot throttle and the speed of the car does not instantly increase, it may mean that your carburetor cannot supply at once enough gasoline to compensate the rush of extra air to the motor.

There are 775 illustrations and 279 pages to the electric subjects in the book, including the storage battery and motor subjects in two colors.

Supplement No. 1 deals with the Ford of which there are 59 pages and 307 illustrations. Such subjects as how to convert a Ford for commercial use, how to construct a combination body, how to construct a Ford racer, "line-point" adjustment, etc., are dealt with in the Ford supplement.

The inserts illustrate the subject of different makes of engines, as the Continental, Franklin, Haynes, Sterling, Wisconsin aviation engine and many others.

When the throttle is opened quickly the tendency is for the mixture to become lean, for the reason that the gasoline, because of its greater density, is not drawn into the mixing chamber as easily and as rapidly as the air.

Cadillac Eight Quickly Responds to Trouble

If, when you step suddenly and hard on your foot throttle and the speed of the car does not instantly increase, it may mean that your carburetor cannot supply at once enough gasoline to compensate the rush of extra air to the motor.

There are 775 illustrations and 279 pages to the electric subjects in the book, including the storage battery and motor subjects in two colors.

Supplement No. 1 deals with the Ford of which there are 59 pages and 307 illustrations. Such subjects as how to convert a Ford for commercial use, how to construct a combination body, how to construct a Ford racer, "line-point" adjustment, etc., are dealt with in the Ford supplement.

The inserts illustrate the subject of different makes of engines, as the Continental, Franklin, Haynes, Sterling, Wisconsin aviation engine and many others.

ed the plunger automatically accelerates the supply of gasoline through the spray nozzle, thereby providing a correct explosive mixture for quick acceleration, and the getaway is instantaneous.

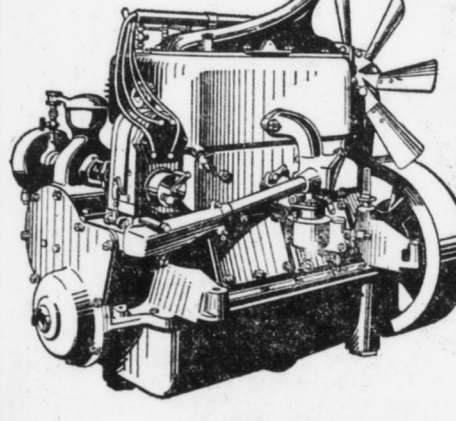
SCOUT CAR PRAISES FIRESTONE TIRES

The following telegram received by the Firestone Tire and Rubber Company, tells its own story: "Elgin Six War Department road reporter and official all trails scout car arrived at Socorro, New Mexico, with original Chicago air still in two tires after dashing over 4,150 miles of rough prairie, hot desert and steep rocky mountain roads where temperatures registered from 40 to 125 degrees.

Advertisement for Cadillac Brougham featuring an illustration of the car and text: 'There is a certain "personality" about the CADILLAC Brougham. You seem to get "close-up" to it. The roomy interior—all in one compartment—makes it sociable. It is the ideal car for personal use; the afternoon call, the party, or a spin on the open road.'

What are the most important features of a Motor Truck?

The engine that supplies the power—the rear axle that converts that power into mileage.



The engine and rear axle of the International Motor Truck are built complete in the large International Motor Truck plant at Akron.

The engine is remarkable both for its power and economy. It is one of the few motor truck engines that stand up under the trying day-by-day conditions of commercial work.

The rear axle is of the internal gear drive type; a heat-treated one-piece drop forging for carrying the load, and a live axle for transmitting power.

Do you know that a man can move a fully loaded International Truck on a level dirt road by turning the drive shaft with one hand? A good engine has an easy time furnishing power to a truck built as well as that.

During the month of July, 1513 International Motor Trucks were sold in the United States to be used for commercial purposes. Some of these concerns had problems just like yours. Ask us to show you how the International solves them.

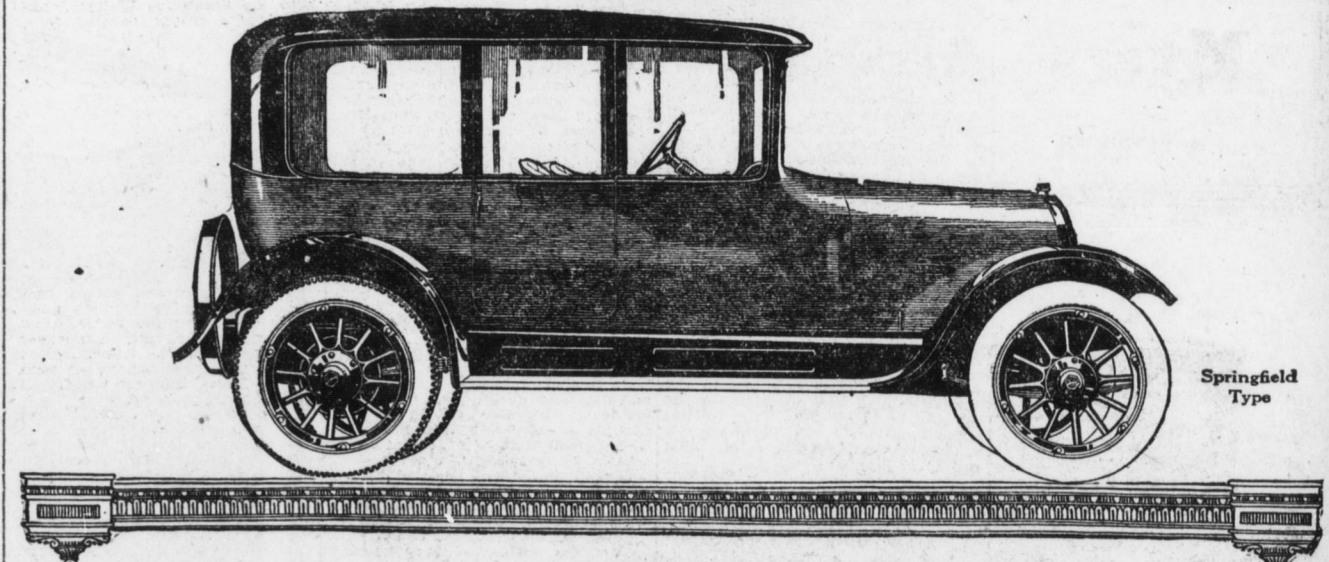
There is a size and style for your business — 1,500, 2,000, 3,000 or 4,000 pounds capacity, at \$1,450 to \$2,550 for the chassis (f. b. factory).

International Harvester Company of America

813-815 Market Street Harrisburg, Pa. Motor Truck Department, 619-21 Walnut Street

Other Branch Houses located at Baltimore, Elmira, Parkersburg, Pittsburgh and Philadelphia.

Advertisement for Overland cars: 'FOUR Sedan \$1450. Goupe \$1250. SIX Sedan \$1585. Coupe \$1385. Overland TRADE MARK REG.



Immediate Delivery Of Low Cost Luxury

Materials were purchased when prices ruled much lower. Both the Sedans and the Coupes are the convertible type—the sides of the car may be made entirely open from end to end or entirely closed.

And factory foresight has provided these luxurious closed cars ahead of time so that you need not suffer the delay so often encountered in the delivery of a closed car.

It will probably be a long time before the factory can again produce such luxurious cars for such low prices.

We have these cars here now—ready for immediate delivery. Come in today and see them.

The Overland-Harrisburg Co., Dist., 212-214 N. 2nd St., Open Evenings Newport Branch—Opp. Railroad Station York Branch—128-130 W. Market Street Service Station and Parts Department, Twenty-sixth and Derry Streets.

Prices f. o. b. Toledo and subject to change without notice

The Overland-Harrisburg Co., Dist., 212-214 N. 2nd St., Open Evenings Newport Branch—Opp. Railroad Station York Branch—128-130 W. Market Street Service Station and Parts Department, Twenty-sixth and Derry Streets.

Prices f. o. b. Toledo and subject to change without notice

The Overland-Harrisburg Co., Dist., 212-214 N. 2nd St., Open Evenings Newport Branch—Opp. Railroad Station York Branch—128-130 W. Market Street Service Station and Parts Department, Twenty-sixth and Derry Streets.

Prices f. o. b. Toledo and subject to change without notice

The Overland-Harrisburg Co., Dist., 212-214 N. 2nd St., Open Evenings Newport Branch—Opp. Railroad Station York Branch—128-130 W. Market Street Service Station and Parts Department, Twenty-sixth and Derry Streets.