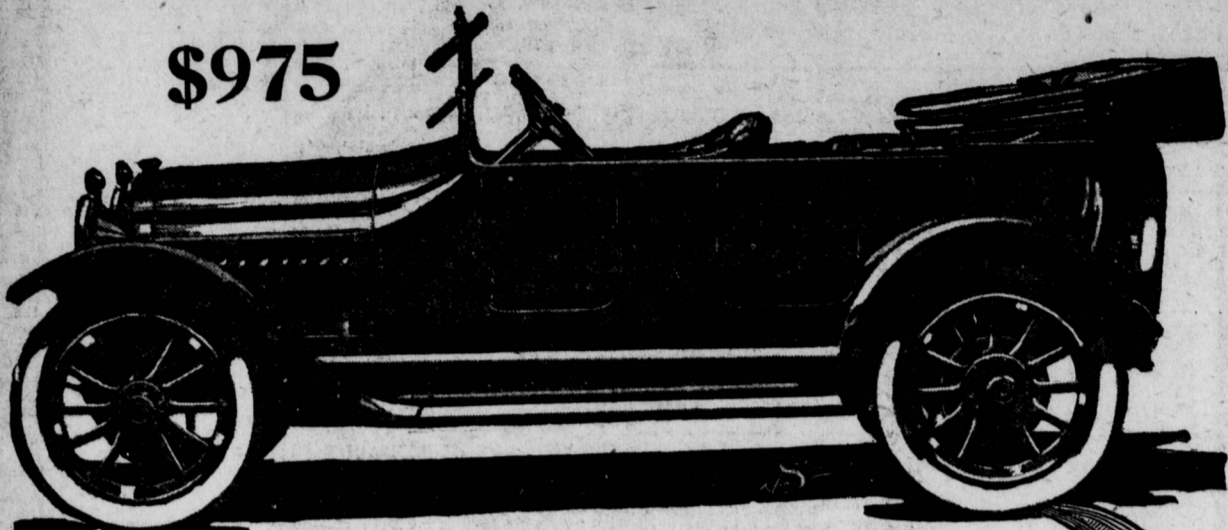


Automobile Page

60-R.

\$975



Announcing **EMPIRE** 1916 Model

Months ahead of all others in its announcement, a full year ahead in the value it offers, comes the 1916 Empire—Model 33 touring car. New models have no significance if numbers alone are changed—the Empire Model 33 is an advanced car throughout, the result of exhaustive experimental work and a year's testing. We had not intended announcing this new model for months to come, but the demand of Empire dealers and customers took every one of our 1915 models before March 1—took every car we had to offer. This tremendous demand for the Empire gives the car buyer the opportunity of securing this wonderful 1916 model this spring.

In this latest Empire are combined many new features. There is that attention to detail of body design and general finish heretofore considered impossible in a car selling for less than \$1,400. Size, power, quality and equipment, considered separately or collectively, give the Empire Model 33 rank above all cars of its class. It retains the sturdiness, ability, economy and easy riding qualities that have made the Empire famous—and this now to an even greater degree. Note carefully these refinements.

Bigger in every way than any previous Empire—the wheel base is 112 inches. No other car selling for \$975.000 has such length. This long wheel base with longer, especially designed springs makes the Empire the easiest riding car in the American field.

Larger four-cylinder motor developing 35 horsepower, increasing again the reserve power for which the Empire cars are noted. Weight well below 2,500 pounds, assuring economy of fuel and tires.

Left-side drive with center control—greatest convenience for driver and passengers.

Streamline flush side body of extra roominess. The standard body color is Brewster green. New type upholstery of genuine leather afford maximum comfort.

Full floating single bearing rear axle—this construction takes all weight from the driving shafts and absolutely prevents oil reaching brakes.

Study these points carefully. Do you know of any car at less than \$1,400 which combines such points of excellence? And they are but a few of the many Empire extra-value features. As dealers for the Empire product in this territory we invite you to call and inspect this beautiful, sturdy 1916 model, and by demonstration prove to you the capabilities of this advanced car. Delivers without delay.

Five-bow one-man top—accurately described by its name. Five-bow tops, with inside quickly operated curtains, have heretofore been limited to cars selling for several hundred dollars more than the Empire.

Remy electric starting and lighting fully guaranteed for one year—this starting installation requires no intermediate gears or clutches. Silent and positive in operation. No other car to our knowledge carries a manufacturer's one-year warranty on electric equipment.

Extra large, rounded top honey-comb radiator—cells of expanding type to prevent bursting in case of freezing.

Combination headlights—powerful searchlights for country driving with small dim lights for city use.

Low center of gravity because of the dropped frame—car holds road at all speed—prevents skidding and lessens tire wear.

PENBROOK GARAGE

27th and Penn Streets
H. A. FISHBURN, Manager

Penbrook, Pa.
Bell 989J—2539W

EMPIRE AUTOMOBILE CO. INDIANAPOLIS, U.S.A.

TIRE COST AND OIL SAVING FACTORS IN EMPIRE CARS

Built For Service and Satisfaction For Less Than \$1,000—Economic In Operation and Keepup and Makes Attractive Appearance

An advanced car—no phrase more fittingly describes the latest Empire model 33 touring car—our 1916 model. It is truly advanced not in appearance alone, but in general construction.

Distinctive in body lines, beautiful in finish and appointment, exceptional in its roominess, complete in its equipment, it calls forth the same pride of ownership that usually comes only to the owner of the highest priced cars.

Its very appearance gives the impression of those most desirable attributes of a motor car—ability to overcome all obstacles and sturdiness that means long life and service satisfaction. Empire cars have, since their first appearance six years ago, been noted for their power, famous for their ruggedness and their constant and consistent performance. Even more marked are these characteristics in this latest product.

Weighing less than 2,500 pounds, this latest Empire is marked in its economy, both in tire cost and fuel consumption—truly, a notable engineering achievement, this combination of marked power and sturdiness with extreme light weight and ideal roadability.

Empire cars are built for service and satisfaction to owners. It has never been our aim to build the lowest priced car on the market. Our policy has been, and will continue to be, the production of a car that will appeal to the large class of buyers who seek, and have the right to expect, a quality car for less than \$1,000—a car that will meet their every demand for power, easy riding, economy in operation and general upkeep and at the same time be attractive in design, complete in equipment and high grade in finish.

H. A. Fishburn, manager of the Penbrook garage and local dealer of Empire cars, will be pleased to go into further explanation, to demonstrate to you why he characterizes the Empire as an advanced car, the quality car of its class.—Adv.*

SERVICE AND SELLING OWE MOST TO MOTOR CONCERNS

Salesman and Steering Wheel Says Mr. Morton Are Becoming Boon Companions—Companies Requiring the Agents to Drive Own Cars

The twin arts of selling and of commercial service owe more to the motor car than to any other modern development, according to Mr. Morton, of the Keystone Motor Car Company, the local Chalmers dealers and himself a prominent exponent of the two arts.

"The salesman and the steering wheel," asserts Mr. Morton are becoming boon companions. The wise salesman, wherever the character of his territory will permit, has motorized his job. Speed is his chief aide-de-camp. In his race with his competitors, he finds a high class, reliable, high-power motor car an imperative need.

"There are more and more concerns every year which refuse to employ city salesmen who do not drive their own cars. Others buy and assign cars to their salesmen for their use."

"Alert concerns no longer tolerate the type of salesman content to trudge from place to place or to rely upon street car transportation. The telephone has made the street-cars entirely too slow for the requirements of the sales and service representatives of modern business organizations of all kinds. These demand fleet emissaries, who can jump from point to point in their respective cities in instant response to telephone summons," continued the Chalmers dealer.

I am constantly receiving letters from salesmen who have found the key to a totally new quality of service to their customers in the possession and use of a motor car. It has enabled them to set a new and wholly unprecedented service pace.

Enterprising business houses no longer hesitate to pay salesmen who drive their own cars for the use of the latter on a fair basis for both up-keep and depreciation. In fact, many salesmen are required to drive a car—in most cases the concern assists in its purchase or else finances the whole thing.

A successful salesman conserves his time and energy in every way possible. The motor car is probably doing as much as anything else to help him accomplish his purpose and thus make more money.—Adv.*

MOTORCYCLE WEEK MAY 24

Dealers Change Date to Give Employees Opportunity to Attend Memorial Day Events

In order to get the advantage of Memorial holiday, the observance of National Motorcycle Week has been changed to the week of May 24, with the following schedule: Monday, May 24, Demonstration Day; Tuesday, Commercial Day; Wednesday, Carnival Day; Thursday, Ladies' Day; Friday, Bicycle and Motor Wheel Day; Saturday, Sunday and Monday, The King of Sports Holidays.

\$1,087,750,000 Paid on German Loan Berlin, May 1.—Three-fourths of the latest war loan already has been paid. The aggregate amount of the payments made up to date by the subscribers is 6,751,000,000 marks (\$1,687,750,000), more than twice the amount required at this date under the stipulated conditions of the issue.

THE JITNEY NO LAUGHING MATTER, SAYS W. F. PFEIFFER

Head of Miller Rubber Company Declares Efficiency Is What the People Want—Bus Owners Are Considered Critical Tire Buyers

"The jitney bus is not a laughing matter," declares W. F. Pfeiffer, of The Miller Rubber Company, Akron, who comes to their defense in no uncertain terms. "In our own city of Akron they have already proven their indispensable value. Thousands of dealers, salesmen and men interested in the tire business to say nothing of the other traffic that daily must use the Akron streets, find the Jitney Bus a great convenience. After all, why is it that all business men are so interested in that word 'efficiency'! Largely, it is to overcome time and distance, whether it be in the street, in the factory or in the office. Inventive genius is concentrating upon means of bringing us and our work closer and closer together, eliminating the costly distances, and helping us to accomplish more in the same given number of hours. We cannot add more hours to a working day, but we can crowd more results into these same hours.

"It is in harmony with this universal need that the Jitney Bus fits in. It is not a fad, but another outgrowth of the demand to make a 'shorter mile and a longer hour.' Miller tire dealers everywhere, as well as in our city, report that these Jitney Bus owners are becoming critical tire buyers. Naturally we look upon the steadily increasing number of Miller tires bought by these men as a compliment because these men are careful measurers of actual results obtained from tires. They must cut expenses down and get every foot of travel from tires that can be bought. That these five-cent conveniences are adopting the quality tires is just another evidence that in real economy after all to buy the best."—Adv.*

THE CANVAS TREAD TIRE

Why It Is Claimed to Be Superior to Other Makes

Why the canvas tread tire, so claims its maker, to be superior over other makes of tires is as follows: "All other makes of tires do not have but one breaker strip to hold the rubber to the air carcass. We claim that this is not enough as it has proven



Pats. Pending. 5,000 Miles Guaranteed. Ford Cars, 6,000.

This cross section of tire shows the improved way of making the highest grade Pneumatic tire tread. The tread is made from a series of canvas strips impregnated with rubber in such a way that it prevents the tread from separating from the air-carcass, splitting, peeling off, or coming apart. It also prevents rupturing of air-carcass, which is the ruination of all tires, and which also prevents punctures and blow-outs. The tread is so tough it will not split, peel off, or crack like other makes of tires. Each layer is a binder to the tread, which holds the rubber between the plys in its place. It takes more than 1,500 miles of road service to wear off one layer—each layer is non-skid. No chains necessary. Count the many thousand miles you can run. It saves 25 per cent. on gasoline and engine power. Don't buy any tires until you have examined this tire. Write for free booklet telling many other important features and agents' proposition.

The Canvas Tread Tire Co. Of Utica, N. Y.
HARRY P. MOTTER, Gen. Agt., 1926 Derry Street, Harrisburg, Pa. Bell Phone 3905

that with the constant vibration that a tire is subjected to, the tread will separate from this one breaker strip and become loose and sand and grit will work under it and the tread will split and peel off before the tire is half worn out.

"To overcome this with the canvas tread tire, we have placed breaker strips all the way through the tread with a little rubber between each breaker strip, and each breaker strip is impregnated with rubber itself, and by doing this it firmly holds the tread to the air carcass. It takes 1,500 miles service to wear off one layer of rubber and breaker strip, which makes our tire good for 10,000 miles service."—Adv.*

UNIQUE TESTING MACHINES

Dodge Brothers Install a Torsion Automatic Device to Ascertain Twisting Strength of Steel

"We have just installed a new torsion machine in our laboratory, the only duplicate of which is owned by the Japanese government," says F. E. McCleary, chief metallurgist for Dodge Brothers. "This machine is known as a torsion automatic, autographic tester and so far as I know is the only one in existence with the exception of the one sold to Japan, and now being exhibited at the Panama-Pacific exposition."

"The new machine is designed expressly for measuring the torsion or twisting strength of steel used in the manufacture of moving parts. The distinctly novel part of the machine is the autographic attachment which records in ink on a graduated chart, the torsion curve of the particular part under test."

Among the other distinctive testing devices of Dodge Brothers' big factory is the cushion testing machine. This is simply an ingenious adaptation of the spring tester seen in some of the larger factories. A weight equal to that of an average person, and rounded in outline is placed in contact with a fully constructed cushion. The entire idea of the immense testing departments maintained by Dodge

Brothers is to eliminate the use of inferior material in any portion of the car. By testing out very particles of steel, paint, varnish, enamels, leather, top material and every item that goes to make up the modern well built car, the manufacturer not only saves a tremendous waste, but keeps faith with the owners of the car who expect to receive many seasons of use from their purchase.—Adv.*

Try a case of Fink's Bottled Beer. A perfect sanitary package.—Adv.

Motorcycles and Bicycles

Bicycles, \$21.50 and up.
Motorcycles, \$125.00 and up.
New and Modern
Sold on small weekly payments.
Bicycle Tires from \$1.50 up.
We repair all makes of Motorcycles and Bicycles at reasonable prices.
GIVE US A TRIAL

EXCELSIOR CYCLE CO.
10 SOUTH MARKET SQUARE, HARRISBURG, PA.
Bell Phone 689-W Open Evenings
Agents for Excelsior Auto Cycle—holder of all world's records.

American Dry Powder Fire Extinguisher. Tested—Tried and Proven. The effect of the powder thrown upon a fire is almost incredible.
EBY CHEMICAL COMPANY
Manufacturing Chemists and Physicists
Supplies
33 S. FOURTH ST., HARRISBURG, PA.

"Real Comfort at Little Cost," "Most Simple Device of Its Kind."

SIMFLEX

Automobile Shock Absorbers

They do all that any other absorbers do at from one-half to one-third the cost. BE FAIR TO YOUR CAR! Give it longer life. Ride in comfort and ease. Simflex will allow it. Ask us about them.

Eureka Wagon Works, Agents

Wagon Building, Repairing & Painting a Specialty
A. H. Bailey Bell Phone 1349J 614-18 North St.

PAIGE AUTOMOBILES

The Glenwood Four at \$1075 is a new price for a superior car of its quality and beauty.

The Six 46 at \$1395 has set a new standard of value—for a superior car of its quality, beauty and power.

GEORGE R. BENTLEY, Proprietor Rear of 1417 N. Front Street

RIVERSIDE AUTO CO. Bell Phone 3731 B

32x3½ Straight Side Tires, Special Price \$11.25

Well known standard make; plain tread; absolutely A1 quality—GUARANTEED TO RUN 3,500 MILES. Standard price is \$13.95.

Name of maker appears on every tire—not mentioned here on account of other dealers handling same make.

Investigate!

Bowman's
318 Market Street

CHALMERS

DODGE BROS. AND SAXON

Motor Cars

KEYSTONE MOTOR CAR CO.

1019-25 Market Street

PUBLICITY RUN

Free Tire and Tube Repairs

We will repair without charge any MILLER TIRE, and the tube therein, cut through or blown out; or any MILLER TUBE punctured or blown out in any tire, during Run on May 10, 11 and 12, 1915.

Sterling Auto Tire Co.

The VULCANIZERS

1451 ZARKER STREET HARRISBURG, PA.

Distributors and Adjusters of

MILLER TIRES