

"You can't get away from the law of averages, any more than you can escape the first of the month."
—Mister Squegee

Now and then even a tail-end baseball team will play a wonderful game.

The pitcher will have everything on the ball, everybody will bat well and field faultlessly, and luck will break right all the way.

But the good games that come once or twice a month are not the ones on which the standing of the cellar champions is figured.

The team that stays up in the first division must play well day after day.

So it is with tires. Their excellence is not based on the extraordinary mileage that the occasional one gives.

It is the general average of service that must be considered in estimating tire values.

Diamond Squegee Tread Tires are in favor, not because of the performance of an occasional one, but because of the superior merits of more than 99% of them.

Buy Diamond Squegee Tread Tires at these "FAIR-LIST" PRICES:

Size	Diamond Squegee	Size	Diamond Squegee
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	28.70
32 x 3 1/2	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5 1/2	46.00

PAY NO MORE

For Automobiles, Bicycles, Put on Diamond Squegee Tread Tires For Cyclecars, Motorcycles

PLANK-WERNER TIRE CO.

Distributors For DIAMOND TIRES in Harrisburg Territory
4th and Chestnut Streets Open Evenings Bell Phone 3350

Willard Storage Battery

Announcement to Automobile Owners

J. G. DUNCAN, Jr., COMPANY

131-133 South 24th St. and 1311 Race St., Philadelphia

Have Opened Service Station No. 3

No. 11 N. River Avenue, Harrisburg

We are completely equipped to take care of charging, repairs and renewals of Automobile Storage Batteries.

Official Willard Distributors

We make a specialty of repairing starting, lighting and ignition systems of all makes.

GRAY & DAVIS STARTING-LIGHTING SYSTEM

for Ford cars

J. G. Duncan, Jr. Company
11 North River Ave.
HARRISBURG, PA.
Exclusive Harrisburg Distributors

PRICE COMPLETE \$75
F. O. B. BOSTON

BRAKE LINING

"Safety First" depends on how your brakes work, and the quality of your brake lining determines the grip of your brakes. We have all sizes up to 6x1/4-inch, the best for pleasure cars or trucks.

TESTBESTOS AND THERMOID

Shaffer Wagon Works,
80 South Cameron St.

KNIGHT MOTOR ON A LOW PRICED CAR

Sleeve Valve Type Has Been Adopted by One of the Largest Manufacturers of Cars

Since it became known that one of the big American manufacturers was to build a Knight motored car to sell in the thousand dollar class, speculation has been rife as to who the manufacturer is, and what the actual price of the car will be.

Charles Y. Knight, inventor of the famous Knight sleeve valve motor, states that he has been literally swamped with letters from all parts of the country, requesting further information on this latest entry into the automobile field.

"During the past few weeks," says Mr. Knight, "my office has been snowed under with correspondence from interested motorists, asking for details. To meet this, it is positive proof of an extensive market for a Knight-motored car selling for so low a price."

"The whole trend of motor car design to-day is toward silence, smoothness of operation and comfort. And the sleeve valve motor is conceded by most experts to be the one logical medium through which all three of these requisites are made possible."

"A few years ago the noise emanating from the motor cut little figure in the selling of a car. As a matter of fact, shrewd salesmen have been known to make capital of it. If the prospect was sportively inclined, they found little difficulty in convincing him that the noise indicated great power of the motor. But the buyer of to-day is not easily fooled. The smoother and quieter the action of the motor, the greater the appeal of the car."

"It is the silence and comfort of the Knight motor that have made it a popular favorite throughout the world. This type is regarded in Europe as the crowning feature of high-grade automobile construction. Practically every foreign manufacturer of note, who could secure the rights has adopted it."

"Its remarkable power, reliability and economy of operation have been proven in many tests of endurance and speed."

"One of the chief advantages of the Knight type of motor is its characteristic of improving with use. In this respect it differs from all other types of engines. The carbon which is deposited on the rings and sleeve ports give airtight sealing. Thus, the longer the Knight motor is used, the quieter and smoother its action becomes."

"I believe the day is not far distant when the sleeve valve motor will displace all other types for motor cars. Although I am not in a position to give the name of the manufacturer who will produce the new Knight car, I can state definitely that the car will contain the highest quality throughout. The low price which it is to be sold is due to the fact that the producer has almost unlimited manufacturing facilities and that he has solved the important problem of building and marketing Knight motors in large quantities."

Hudson Goes 100,000 Miles Without Repairs

"Hudson salesmen the world over are telling their prospects the proof of the Hudson Six-40 supremacy lies in the record of 100,000 miles traveled by the 1,000 Hudson Six-40's in use," says Mr. L. H. Hagerling of the Hudson Sales Agency, local Hudson dealers.

"That this is a valuable sales argument is proven by letters frequently received by the Hudson Motor Car Company, from owners of older Hudson models, stating the wonderful mileage they have secured at the economical upkeep expense of these cars. One of the most recently received of these letters, from G. A. Saunders, of Skelton, Va., speaks for itself:

"I am yet running my Hudson roadster, Model '20." I have gotten 100,000 miles and she will not have to go to the shop for the first time. I have the same spark plugs in it that came in it, and the engine has never been taken down. You have furnished me with all of the repairs that have been put on it. It moves as smoothly and nicely now as any new car.

"However, I have several parts that are now worn, and I would like to ship to me by parcel post C. O. D. at once. These are the parts needed: Rear axle propeller shaft front bearing cage, 50 cents; front wheel outer and left wheels, with balls complete, \$1.50. Total, \$2.00."

"Think of that record," exclaimed Mr. L. H. Hagerling. "One hundred thousand miles now in the shop for the first time! The original spark plugs in it and an engine that has never been taken down! Only a few minor repairs made previously and now only \$2.00 worth of parts needed! When Howard E. Coffin and the Hagerling organization built a car like that in 1910, think what they are able to do now after their five years' accumulated experience."

"All the lessons learned by years of Hudson experience are compounded in the sixes now being built. It is along these lines that the performances of older Hudson cars are valuable. It is only rarely that the older cars of the family are mentioned. Yet now and again an instance of this kind has value. This is one of them."

The Scripps-Booth Cars Triumph in a New Roll

The Scripps-Booth car, in addition to Beau Brummel beauty, style and grace, continues to display extraordinary might and endurance.

Nature made all of the arrangements for a recent Scripps-Booth record. During a recent trip from Detroit to Cleveland by R. H. Spear in a Scripps-Booth car there was a heavy downpour of rain, which continued the entire distance and made roads well-nigh impassable.

Speed on this trip was not to be considered. Endurance was the thing. The doughty Scripps-Booth journeyed right along for forty miles on second gear through mud almost to the hubs and with axles dragging part of the way.

Colors flying, however, as during the entire trip there was not the slightest mechanical trouble. A remarkable test—a test which left many bigger, heavier cars utterly stranded at the roadside, sunk deep in the mud. It was a test which proved that the lightweight Scripps-Booth car, equipped with its perfect mechanism, is able to withstand and overcome road conditions that completely overpower many heavier and higher priced cars. These features of endurance and power possessed by the Scripps-Booth no doubt explains why their car is being chosen by so many owners of big, heavy foreign cars, such as the Mercedes, the Rolls-Royce, the Berliet, etc. The Scripps-Booth has all of the mechanical conveniences of these big cars and the further advantage of being light in weight, which features combine to make it a car practically unaffected by weather or road conditions. The manufacturers have featured the Scripps-Booth for its beauty. It is a car most harmonious in outline and

Faith That Has Never Waned

Such is the reputation back of the Case "30." For over 72 years men and their children and their children's children have placed their confidence in the name—Case.

This alone signifies that the Case Car is one of reliable value. Such faith means much to thoughtful buyers. Yet men want this Model R for other reasons, too.

Some men know about our immense plants—how our long experience has taught us that quality, which keeps our faith, must come first. And how we can put values into the car because our resources enable us to save where others must spend.

THESE SAVINGS ARE YOURS

Some men know that the Case has no heavy burden of selling costs because our cars are sold by our own world-wide sales organization. This enables us to save where others must spend.

Case owners are our greatest asset. Their enthusiasm is founded on fact. Its contagion is remarkable.

So when value is matched against price, and reinforced by performance and reputation—you can make no wiser step than being one of the few who can get this car this season. You will make an unusual investment.

WHAT CAR SO COMPLETE?

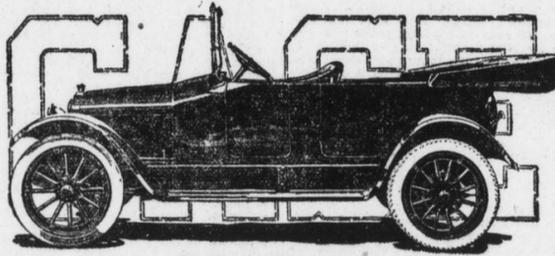
Consider the extra equipment that is included in the first cost of the Case—such as extra tire and tube on rim with tire cover, Weed non-skid tire chains and 8-day clock.

Let us prove by demonstration the worth of this world-praised car. Here on the floor and out on the open road, you can learn for yourself its vital superiorities—the features that insure you a quality car at the lowest possible price with the most modest upkeep.

"Better be safe than sorry."

J. I. CASE T. M. COMPANY, Inc., RACINE, WISCONSIN
Founded 1842

Harrisburg Branch, 429-431-433-435 S. Second St.



most graceful in action. The Scripps-Booth advertising is built around the appearance of the car. Pride, charm, luxury—such other and similar appeals which go straight to the hearts of people of distinction and fashion.

Nature, however, has taken a hand and arranged certain tests. These tests have very effectively proved true and one statement regarding mechanism in the Scripps-Booth advertising, which statement reads: "The Scripps-Booth car possesses all of the mechanical conveniences of the big high-priced foreign cars."

This car is represented by the Universal Motor Car Company of this city.

Automobile Manufacturers Behind in 1916 Orders

Indications from all over the country lead to the prediction that the coming year will be the greatest in the history of the automobile industry. The remarkable growth of which has been the wonder of every class of businessmen, especially the financiers. During the 1915 selling season which has just closed for practically every popular make, the outputs were closed out during the latter part of May or the first part of June. Already a large number of the more prominent have made their announcements in the newspapers of their plans for the coming season.

A few have obtained an early start and are already delivering cars. It is the experience of these few concerns which made plan to meet the early demand that causes the prediction that the 1916 season will be a most wonderful one, for the anticipation of these wise ones was not enough and there is to-day a shortage of cars. The new models which were put out early have been grabbed up at a rate that factories have not been able to keep up with orders. In speaking of this situation in the automobile field Lee Anderson, sales manager of the Hupp Motor Company, says:

"There has never been anything like the present situation since the early days of the automobile industry when factories never thought of putting out machines in quantities. The demand for cars of popular price is the greatest to-day that it has ever been despite the fact that more machines are turned out every day than ever before. Due to our big 1915 season we closed out early and made our plans for the early production of the 1916 types. These new models were first produced for our dealers' convention the first week in June and the production started immediately but so

fast have the orders come in that it has thus far been impossible to keep up with demands on the factory, and this despite the fact that summer has hardly started.

"The Hupp factory is now working night and day and we are making every effort to supply the demand. I have received at least a hundred telegrams in the last two days from dealers asking us to hurry cars to them. We prided ourselves on foreseeing a big clamor for cars and made our plans accordingly but we never looked for anything like the present situation."

B. F. HIESTAND'S BIRTHDAY

Marietta, Pa., July 10. — B. F. Hiestand, president of the Exchange National Bank, to-day celebrated his eighty-fifth birthday anniversary. He is enjoying good health, and is daily in the streets, and attending to duties at the bank. He is the oldest bank official in Lancaster county, and is an extensive land owner.

FRANKLIN

Ensminger Motor Co.

Third & Cumberland Sts. DISTRIBUTORS

Hypermobile Care of the American Family

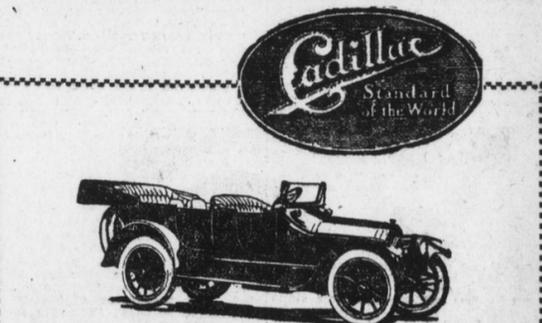
ENSMINGER MOTOR CO.

THIRD AND CUMBERLAND STS. DISTRIBUTORS.

1916 EMPIRE \$975

Model 33 touring car is an advanced car throughout. Many new features. Size, power, quality and equipment, considered separately or collectively, give the Empire Model 33 rank above all cars of its class. 112-inch wheel base. 35 horsepower motor. Full-floating single bearing rear axle. Five-bow one-man top. Remy electric starting and lighting, fully guaranteed for one year. Extra large, rounded top honeycomb radiator. Combination searchlights with small dim lights. Dropped frame with low center of gravity. Streamline, flushside body of extra roominess. Demonstration on request. Deliveries without delay.

PENBROOK GARAGE
Bell 989J; 2539W H. A. FISHBURN, Manager



EIGHT-CYLINDER CADILLAC THE CAR OF THE HOUR

Do Your Summer Touring in One of Them BUT ACT QUICK

Crispen Motor Car Co. 413-417 S. Cameron St.

BATTERY "Exide" SERVICE Is Your Starting Battery in Good Shape?

The storage battery is the "heart" of the starting and lighting system on your car. To get good service from your car, you must have a good battery and then keep it in good shape.

We are storage battery specialists. We will repair, renew or replace your battery, do the work right and do it promptly. We are local Distributors for the "Exide" Battery—the most widely used and highest grade automobile starting and lighting battery on the market. Let us inspect your battery and tell you its condition. We make no charge for this service.

EXCELSIOR AUTO CO. 11TH AND MULBERRY STS. Harry L. Myers, Mgr.

The New PAIGE 6-36 \$1095

The latest addition to a distinguished line of cars. A five-passenger "rompy" car—a luxurious car—"smart" car—an economical car. A car that lines up to the Paige "Standard of Value and Quality." Low first cost. Low "Up-keep" expense. Weight 2,600 pounds, with same body design and cantilever spring as the larger model. 6-48 Seven-passenger, \$1395. Prices f. o. b. Detroit.

RIVERSIDE AUTO CO. BELL PHONE 8751R REAR 1417 NORTH FRONT ST. GEORGE R. BENTLEY, Proprietor

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