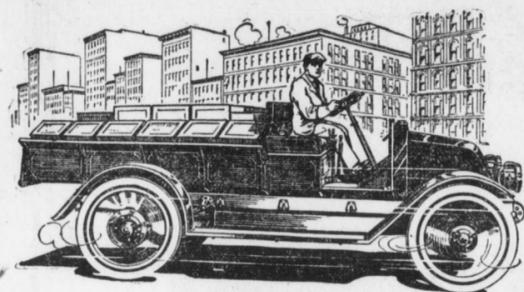


The Truck of Power and Elegance



These models are made in three sizes—1000, 1500 and 2000 pounds capacity—for the businessman of taste who needs a real service car and an advertising medium that the trade will look at with pride.

The service car with the powerful motor, constructed of the highest grade materials and possessing every convenience known to the motor truck science.

To appreciate this new sensation you should ask for a demonstration or call at our display building and inspect these models in detail.

International Harvester Company of America

(INCORPORATED)

Motor Truck Department, 619-21 Walnut Street

Harrisburg, Pa.

Other branch houses at Pittsburgh, Baltimore, Philadelphia, Elmira and Parkersburg.

INTEGRITY MEANS THE SQUARE DEAL

Local Representative For Goodrich Tires Says Word Defines the Best in Business

"The greatest word in the whole lexicon of commerce is not service," says William F. Mower of the B. F. Goodrich Company, "it is integrity! Because, that term embodies good faith—dependability, the intention to play fair, at any cost, as well as good service."

"Its essence, so far as business is concerned, consists in living up to the last letter of that Americanism—'The Square Deal.'"

"It demands from its practitioners not only a due respect for the rights of others (whether they be strong enough to enforce these rights, or weak enough to be at the mercy of the strong) but goes further."

"It implies a charitable attitude toward those well-meaning persons who see 'rainbows,' and who cannot live up to the promises they really intended to keep."

"An old-fashioned virtue is this Business-Integrity—sometimes crowded close to the wall by that modern idolatry called Business-Expediency. 'But, there being something more than money, worth striving for, Business-Expansion (as well as money) this old-fashioned virtue lives on, thrives and flourishes, in many quarters, like the folk-songs of nations that never die."

"May we here pay tribute to Business-Integrity wherever it abides, and, with all due modesty, claim it as the watchword which has ruled Goodrich activities over forty-seven years of rubber manufacturing, selling and delivering."

"But, does this policy of business-integrity pay, in dollars and cents?" the cynic may inquire.

"From even that cold-blooded standpoint we may answer (to the growing youth of this county) yes, it has paid even in material success."

"Witness the Goodrich growth from a very small 'acorn' indeed, to the ninety square acres of floor space in the largest rubber factory of the world, at Akron, requiring fifteen square acres of window glass alone to light those Goodrich buildings."

"Witness the tire output of 1915, if the tires were placed flat on the ground in a row, would reach more than 1,400 miles, from New York City to Omaha, although tires are only one of the 267 lines of rubber goods made by Goodrich."

"Witness the present staff of 18,147 people who produce the 120,000,000 pounds of rubber goods, manufactured and shipped, during the year, by freight, from this Goodrich factory, in addition to the 10,000,000 pounds manufactured and shipped by express, from same factory during same period."

"Contrast this Goodrich rubber goods output with the total imports of crude rubber into the entire United States, during 1915, viz: 172,068,428 pounds, and the total world consumption of crude rubber for same year, viz: 142,000 tons, or 284,000,000 pounds."

"Then, who shall credit the Goodrich watchword and policy of 'integrity first' pays, even in material results. This, exclusive of the goodwill, prestige, and public confidence that flows from forty-seven consistent practices of such a policy, which may well be worth as much more, in personal satisfaction, to each Goodrich stockholder, each enthusiastic officer, and each loyal employee of the B. F. Goodrich Company."

"But, how does this concern you, consumer?" you may inquire.

"It concerns you, first of all, as a proof that square dealing, straight thinking and business-integrity pay, even in coin of the realm."

"It concerns each parent, and the son and daughter of each parent, as a vivid demonstration of the fact that the modern god of 'expediency' is a false god, and that all the brilliant feats, and dictatorial manipulations, which pass current as 'expediency' are needless, for permanent success."

"It concerns the consumer of, or the dealer in, rubber goods because he knows that in dealing with a house of integrity he trusts the statements, the products and trademarks of such a house, implicitly, can save time and trouble and can abandon that costly and unpleasant watchfulness which is necessarily involved in buying anything under the old law of Caveat Emptor."

"For instance, take our Goodrich 'Barefoot' tires. Light in weight, and close grained, because relatively free from inert matter, they give a lighter give excess weight to rubber, at the expense of liveliness, springiness and endurance."

"Goodrich Safety-tread tires, of black 'Barefoot' rubber, are therefore lively, springy, clingy, and long-lived."

"Through their high pneumatic quality, they give 'pep' to car action, while stretching out mileage, per dollar invested, in a way that sets users thinking."

"More than 200 different makes and brands of automobile tires are sold in U. S. A. last year, 1915, to the total extent of about 12,000,000 automobiles."

"Of that 12,000,000 total tires, the B. F. Goodrich Company made and sold one-fourth of it, tires are only one of the 267 different lines of goods by the Goodrich Rubber Factory."

"This indicated why Goodrich best-in-the-market tires can be sold at the lowest price in America per delivered mile performance."

"Goodrich truck tires—placements of other makes of truck tires with Goodrich truck tires during last four years were as follows: 1912, change over to Goodrich, 3,590; 1913, change over to Goodrich, 6,257; 1914, change over to Goodrich, 16,700; 1915, change over to Goodrich, 14,000."

"These change over to Goodrich tell their own story to the thinking truck owner."

"Goodrich bicycle tires—Here, in America, the B. F. Goodrich Company was the first and largest manufacturer of pneumatic bicycle tires, developing, among other types, the famous 'Thread-Fabric' tire and the Palmer bicycle tire."

"Integrity of construction, and square deal in treatment of consumers and dealers, results in our holding this largest business in America on bicycle tires, as well as on truck tires, and automobile tires."

"Get a sample of black 'Barefoot' rubber to-day from your nearest Goodrich dealer or branch."

"Stretch it a thousand times, to its extreme limit, but break it you can't."

"That is the sort of 'service' which Goodrich integrity of purpose and policy, translates into Goodrich safety-tread tires."

120 Packard Trucks in Mexican Border Service

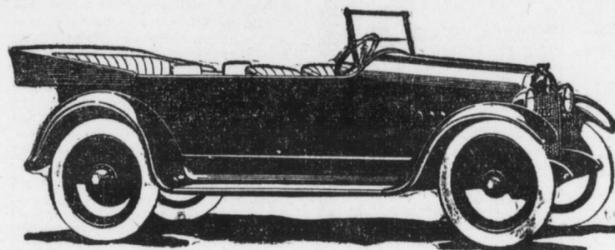
On Sunday, May 14, an order was received from the United States government for 56 Packard motor trucks for service on the Mexican border.

"Anticipating the possible need of the government for special army transport bodies," says B. B. Harrington, the local manager of the Packard Philadelphia company, "the Packard factory ordered a large number of these bodies to be made up in advance to meet any emergency that might arise. All available men were pressed in service in the truck shops and the bodies were attached to the trucks in record time."

"In addition to supplying the trucks, 78 men from the force of Packard employes were requisitioned by the government to accompany the trucks. When the announcement was made that volunteers were wanted there was an eager response and all were anxious to share the reputation established by the Packard contingent that went to the border with the first order of trucks several weeks ago, who were called by General Pershing—"The Flying Squadron."

"The trucks which made up the latest shipment are of three-ton capacity. The shipment was valued at \$186,425. With this latest shipment the government will have 120 Packard trucks in service on the border and in Mexico."

The New Case 40— \$1190



Decide for Yourself

Come to our display rooms; look over the new Case 40—pick up the printed specifications. Check over details, scrutinize the Case-made motor, the three-piece steel body with removable upholstery, note the wiring is housed in flexible, rustless, waterproof conduits. Study Case history, examine Case methods of manufacture. Take your time. Make your own deductions. Draw your own conclusions. Be free to do as you wish.

Then, if you wish, call on us to explain—remembering all the time that you are to decide for yourself—basing your preference on demonstrated value.

We are willing and anxious to stand this test of tests. We know that this Case car at \$1190 can not be duplicated.

But we want you really to know—to be convinced of its merits yourself. Your judgment decides.

Come in today or tomorrow—the sooner the better. Our allotment is fast being taken. Or if you wish, ask first for a pictured description by mail.

Conover & Mehring

1713-1717 NORTH FOURTH ST.

HARRISBURG, PA.

Sole Distributors for Central Penna.—Bell Phone 595-J.




THE PRESTIGE of a Motor Car no longer depends upon a mere name, surrounded by a fictitious atmosphere of aristocracy.

THE only aristocracy in motor cars, now, is an aristocracy of merit.

IT is the character of the car which sheds luster on the Cadillac name—not the name which confers luster on the car.

NEITHER a man, nor a motor car, can live on a name alone.

THE world demands deeds from the one and performance from the other.

IN the working-out of that process the world has bestowed greater and greater distinction upon the Cadillac.

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

Standard Quality Supplies

—that's our slogan—and that's all you find in our store, whether it be a spark plug, gasoline, oil, brake lining, graphite, or Pennsylvania Oilproof

VACUUM CUP TIRES

We have found the American motorist is a stickler for quality and that he's willing to pay for good goods—the kind that prove economical in the end.

In this class are Vacuum Cups—tires that give an actual service in excess of even highest expectations; that are guaranteed not to skid on the slipperiest pavements and guaranteed—per warranty tag—for

6,000 Miles

Everything in our store is representative of our policy of giving our customers not the best at the price, but the BEST at any price.

Myers Accessory House
Cameron and Mulberry Streets

Sun Light Six Designed For Maximum Power

"Contrary to popular opinion the maximum horsepower of a gasoline motor is not developed at its maximum speed," declares R. J. Cline, factory manager, Sun Motor Car Co.

"While the number of revolutions per minute at which a motor operates is a factor in the determination of horsepower there are other things that must also be taken into consideration."

"The horsepower of a gasoline engine is proportional to the product of the area of the piston head, multiplied by the average explosive pressure that is exerted on the piston head during the working stroke, multiplied by the number of revolutions per minute, or as engineers would say the 'R P M' of the motor."

"From the above it can be seen that the greater the 'R P M' the greater will be the horsepower and this would certainly be true were it not for the fact that the explosive pressure begins to drop steadily after a certain speed has been attained. This decrease in the force of the explosion more than offsets the advantage of the higher speed."

"The reason for the decrease in explosive force is that when the motor has passed its highest horsepower speed, it is impossible to get a full charge of gas into the cylinder during the short time that the valve is open. Furthermore, when a motor is operating at excessively high speed the valves do not close when they should, due to the fact that the valve springs do not act quickly enough."

"In the design of the Sun Light Six motor these inherent shortcomings have been compensated by skillful engineering."

"Valves of large diameter are used which admit the required amount of gas in a very short time. The intake manifold has been designed in such a manner that the same abundant quantity of vapor is distributed to each and every cylinder. The interior walls of this manifold are polished by a sand blast process. This cuts down the friction of the rushing gas."

"The valve springs are much longer than are generally used on motors of the same bore. This insures the quick action of the valves."

"These features largely account for the fact that the Sun Light Six motor will operate at a speed of over

3,500 revolutions per minute. The motor develops 51 horsepower at less than 3,000 R. P. M."

Climbing Mountain Peaks Adds Laurels to Chalmers

Conquering two of the most famous mountain peaks in the country, the Chalmers Six-30 has added fresh laurels to its mountain climbing reputation, by ascending Ensign Peak in Utah and Mt. Diablo near Oakland, Cal.

Ensign Peak is known to every tourist who visits Salt Lake City as the mountain which rises steeply from the eastern limits of the city. Its summit is plainly visible from every quarter of the city, but its steep sides had never before been traversed by a motorcar.

Fred Junk, a driver for C. A. Quigley, Chalmers distributors in Salt Lake City, piloted the car on its hazardous journey. Starting at 5 a. m., the car reached the flagpole on the summit at 10.10, after a battle with steep grades that has probably never been equaled in a test of this kind.

Approximately a third of the way up the mountain is a "jumping off place, termed the 'saddle.' At this point is a narrow rock ridge running along for about fifty feet. The ridge is not wide enough to permit a car to straddle it, so the Chalmers hit it sideways after the manner of racing in a speedway bowl. Heavy guy ropes placed over the ridge prevented the car from falling down the steep mountain side.

The final spurt for the top, a matter of about thirty feet, means ascend-

ing a 45 per cent. grade. At that point, the journey was made in a series of short bucks, and the 3,400 R. P. M. motor pushed the car over the mountain's crest for a touchdown. Heavy ropes around the tires and an additional rope to the front axle prevented the car from turning a somersault on the steep grade.

After reaching the summit, the car was left there for two days, after which the even more difficult descent was effected. During the night, the car's headlights were turned on, and the light at the top of the mountain attracted general attention from the surrounding country. The car, itself, was plainly visible during the day time.

"I consider the performance of the Chalmers Six-30 in climbing Ensign Peak on its own power as the most remarkable feat ever attempted and completed in the State of Utah and possibly in the United States," said C.

D. Rithe, A. A. A. representative for Utah who witnessed the climb.

In climbing Mt. Diablo, Cal., J. Hirsch, Pacific Coast representative of the Chalmers Company, removed the fan from the car to demonstrate its cooling qualities. With an Oakland newspaper man as observer, Mr. Hirsch made the run of 10.2 miles to the summit of Mt. Diablo on high gear. The mountain has a rise of 3,000 feet above sea level and has a reputation for "boiling" the water in the radiator of all cars trying the trip.

Before starting the climb, Hirsch filled and sealed the car's radiator. At the top of the mountain, the observer placed his hand on the radiator without discomfort. Less than a gallon of water was needed at the end of the trip to fill the radiator to overflowing. The trip duplicated the feat of climbing Mt. Hamilton made a month ago when a Chalmers Six-30, minus the help of a fan climbed that peak of high gear.



BRISCOE

"The Best-Liked Car in the Country"

The Briscoe is the one car that combines in an equal degree all the essentials of motor-car satisfaction. No factor of motoring enjoyment has been slighted.

In the Briscoe De Luxe Four 38 this completeness is emphasized. Pride of possession is assured by the wonderfully distinctive Briscoe body-lines. Comfort by the full cantilever rear springs and by the roomy body—the wheel-base is 114 inches.

But in addition, every accessory that your satisfaction demands or your fancy desires is on the car. You don't have to spend a dollar for extras.

Read this list, and see if everything you want isn't included. Electric starting and lighting system; two headlights with dimmer, for city driving; electric tail and license lamp; instrument-board lamp; special utility extension lamp and cord; storage battery; one-man top, and dust cover; side curtains; ventilation windshield; electric motor horn; robe rail; foot rest; tire carrier in rear; extra demountable rim; speedometer; gasoline gauge; license plate brackets for front and rear; full set of tools; tire repair kit, jack, pump.

\$785 f. o. b. Factory

We're at your service for a complete demonstration at any time.

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We'll Loan You An Extra Tire

For the Holiday Trip or at Any Time

In the event that you do not make use of the loaned tire, it may be returned. No charge for this service.

Kelly Springfield Goodyear

Bowman's

Founded 1871

Keep Advertising and Advertising Will Keep You