

Archie Roosevelt a Sergeant in Motorcycle Squad

Sergeant Archie Roosevelt, son of Colonel Theodore Roosevelt, of Company H, Fifth Regiment, now at the businessmen's training camp at M'attensburg, is a keen sportsman and an experienced motorcyclist.

Sergeant Roosevelt is doing service as a dispatch rider in connection with the activities of the motorcycle squad which is one of the departments of camp training given to the summer soldiers. Like his father, young Roosevelt is a firm believer in preparedness and foresees the value of the motorcycle for military purposes.

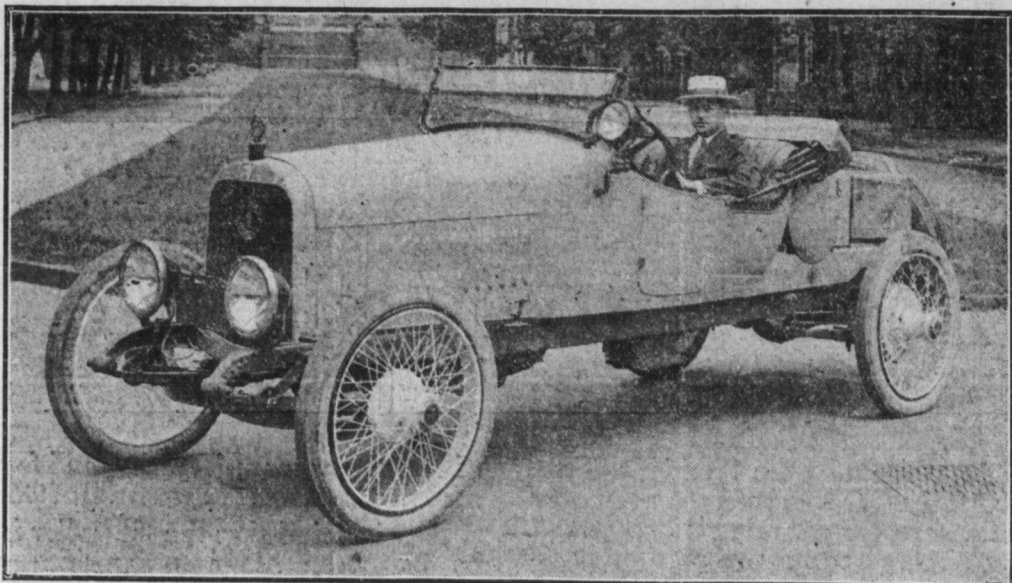
The country surrounding the camp is very rough and rugged and covered with scrub and tree stumps, making it an ideal spot to prove the worth of the motorcycle.

Sergeant Roosevelt mounted on an Indian Powerplus motorcycle of the three-speed, rigid frame type, finds no difficulty in surmounting all obstacles, and performing without delay the required duties.

Chandler Maintains Price With Former Efficiency

Type seventeen of the Chandler sixes are being sold this year without change in price, regardless of the advance in materials and the increased price of other makes of cars. This is the substance of a detailed statement received by Andrew Redmond from the Chandler Motor Car Co. The factory announcement in full appears elsewhere in this issue.

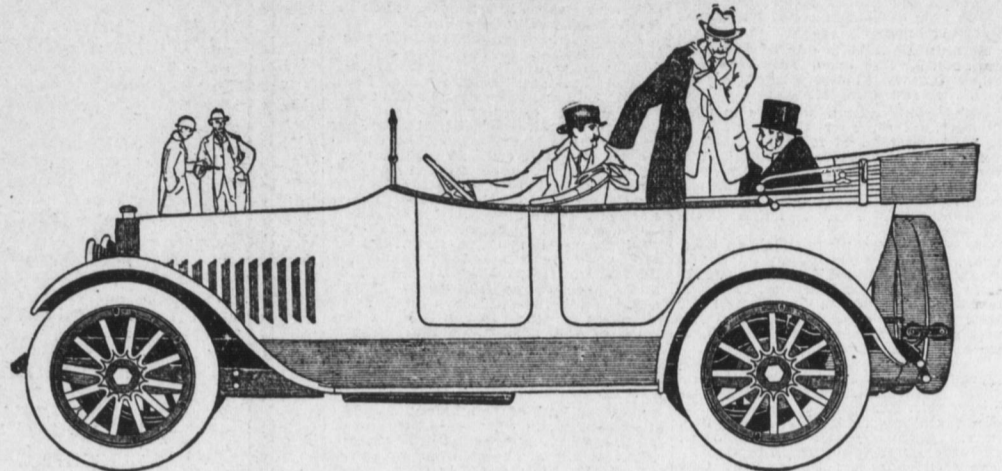
SPECIALLY DESIGNED HUDSON SUPER-SIX



The above car is a well-known sight on the highways of Central Pennsylvania. It is a standard Hudson Super-Six chassis with a specially designed body which attracts unusual attention. The car is driven by L. H. Hagerling, of the Hudson Sales Agency, who prefers this roadster type when calling to see his associate dealers in this territory. A telegram was received by Mr. Hagerling, saying that the Hudson Super-Six had won first prize in class C on the Pike's Peak climb.

V.M. JUFUS McCORD, Mgr.

3400 r. p. m. Chalmers \$1090 Detroit



THE NEW WAY TO SPELL ECONOMY—C-H-A-L-M-E-R-S

A cheap piece of machinery, like the boy with a little knowledge, is sometimes a dangerous thing. Men are buying better and better lawn mowers, and reapers, and printing presses, and gasoline engines and pumps.

Why? Because they find it pays.

Probably there's no better example of this in the case of automobiles than Chalmers cars. Figures show that over 75 percent of men who have bought Chalmers cars this year previously owned a \$500, \$600 or \$800 car.

Nearly every 3400 r. p. m. we have sold this year has been to someone who has driven a lower-priced car. It pays to buy a better car as much as it pays to buy better machinery.

But it seems that the great big buying public has the same idea, too. I'm particularly strong for the 3400 r. p. m. Chalmers because it has tremendous endurance.

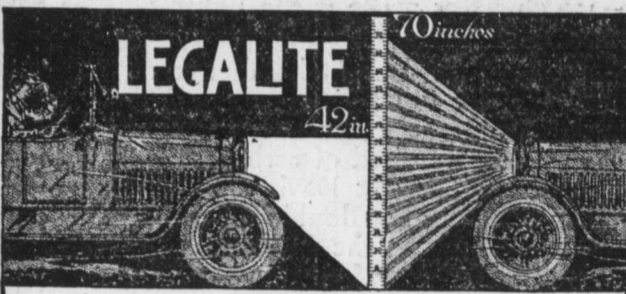
There are now more than 1,000,000 miles of use to the credit of this car. Besides the factory writes me that the 3400 r. p. m. motor has a service record of 99.21 percent perfect.

If you never had a run in the 1917 Chalmers, let me know. I want you to get this thrill whether you have any idea of buying or not.

DEALERS: Keystone Motor Car Co. 1019-1025 Market Street

Ideal Automobile Co., Lebanon, Pa. York Garage & Service Co., York, Pa. Snyder & Wingert, Chambersburg, Pa. C. T. Romberger, Elizabethtown, Pa. A. D. Shatzer, Greencastle, Pa. New Eberhart Garage, Geo. F. Eberhart, Prop., Gettysburg, Pa. M. E. Schlegel, Thompsettown, Pa.

Chas. A. Barner, Mgr.

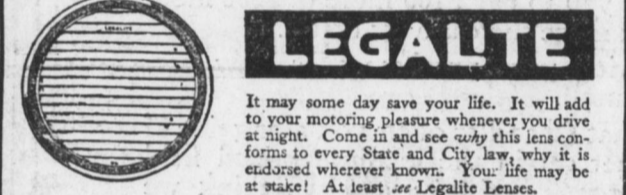


26% More Light—No Glare

Glaring, dazzling headlights have caused the maiming and death of hundreds of people. With the ordinary headlight, the risks you run are great—of being hurt badly yourself, or of injuring someone else. Now, because of a remarkable new invention, you can get more light for night-driving, and positively eliminate all glare.

Wonderful New Headlight Lens

Legalite shoots the light downward and ahead, where it is needed, never higher than 42 inches from the ground at any distance from the car. It shoots this driving light, clear across the road, and from 250 to 500 feet ahead, showing up every bump, every depression, every irregularity. In approaching the top of a hill it lights the road instead of the sky! While it gives this intense light where you want it, it blinds nobody—neither you, pedestrians, or other car drivers. Find out about



FRONT-MARKET MOTOR SUPPLY COMPANY

Service Station for Bosch Magnets, Speedometer Repairs, Prest O'Lite Storage Battery, Goodyear Tires and Tubes

Keboch Now District Manager For Jackson Co.



Recognition was given to the hustling qualities of another local man when P. H. Keboch was appointed district manager for the Jackson Automobile Co., of Jackson, Mich. This territory covers six States, including Pennsylvania, Maryland, Virginia, West Virginia, North Carolina and South Carolina. Mr. Keboch was selected because of having made the best record of any distributor in the employ of the Jackson company. A hustler of pleasing personality, Mr. Keboch has put the Jackson car on the map in Central Pennsylvania. A native of Berryburg, in Upper Dauphin county, but having established selling quarters in Harrisburg a couple of years ago, Mr. Keboch is well known in this city as well as in the counties adjoining.

EIGHTH WEEK OF EPIDEMIC By Associated Press New York, Aug. 19.—The end of the eighth week of the epidemic of infantile paralysis was marked by no material change in its development. During the 24 hours ending at 10 a. m. thirty-six children were killed by the plague and 134 new cases were reported to the Health Department as against 32 deaths and 125 new cases reported yesterday.

PLAGUE TAKES JUMP IN PHILA.

Eight Cases Since Midnight; Dr. Dixon Bars Shipment of Bodies

Philadelphia, Aug. 19.—Infantile paralysis made a new record for fatalities in Philadelphia when reports to the health bureau showed eight deaths and three new cases from midnight to noon to-day.

Dr. Samuel G. Dixon to-day placed a ban on the shipment of bodies of infantile paralysis victims through or into Pennsylvania from other States.

In a statement Dr. Dixon disagrees with the prediction made at the conference of State health authorities in Washington yesterday that infantile paralysis will be prevalent next year, saying that no man can predict such a thing. He cited the experience of Pennsylvania which in 1916 had more than 1,000 cases and comparatively few since then until this year. So far the State has only crossed the 500 mark. Experience says Dr. Dixon, has proved that an epidemic of the disease reaches its height in August and it may therefore be expected to diminish from this time forward.

Citizens' Committee Will Defray Expenses of Obtaining Blood For Malaria Serum

New York, Aug. 19.—The organization of a committee of citizens to raise a fund of \$2,000 to defray the expenses of obtaining blood from persons in this city who have recovered from attacks of infantile paralysis was announced to-day. From this blood a serum is extracted which is believed by Dr. Abraham Zingales of Willard Parker Hospital to be efficacious in the treatment of the disease if administered in its early stages. The committee has obtained the names of about seven hundred persons.

Plague Conference One Man Affair Dr. Dixon Declares

Philadelphia, Aug. 19.—Dr. Samuel G. Dixon, Philadelphia's State Health Commissioner, was "much surprised" to find when he arrived in Washington that the conference of State health authorities, called by Secretary McAdoo to discuss infantile paralysis, was run not by the surgeon general of the United States, but by Dr. Haven Emerson, Health Commissioner of New York.

Dr. Dixon declared the conference on Thursday, its opening day, but left that evening for Philadelphia, "as everything had been left in the hands of the committee."

"The committee" was the one on ways to suppress the disease. According to news dispatches this committee yesterday day made a pronouncement against giving to one State or community against another in the fight against infantile paralysis. Dr. Dixon said this pronouncement emanated from the New York City health authorities.

"When I went to Washington, I thought I had been called there at the instance of the surgeon general of the United States," said Dr. Dixon. "But when we entered the room the Health Commissioner of New York City was at the door and shook hands with us."

Dr. Dixon defended the quarantine, as applied under his direction on August 9 against children under 16 years of age, who had been exposed to infantile paralysis, from entering the State.

"New York and New Jersey are hotbeds of the disease," he said. "Pennsylvania must protect herself, or nobody will protect her."

80 NEW CASES IN NEW JERSEY

Trenton, N. J., Aug. 19.—Eighty new cases of infantile paralysis developed in New Jersey yesterday, according to reports to the State Health authorities. Four new municipalities were affected. The total number of cases in the State since July 1 is 1,950.

Keystone Motor Car Co. Have Prosperous Season

Charles H. Barner, manager of the Keystone Motor Car Co., received several carloads of the Peerless Eights this week. The exceptional demand for this car since coming out with a popular priced model had kept the factory running at full capacity and the demand was greater than the supply on hand during the forepart of the season. The factory is now catching up with the orders and shipments are assured so as to follow the carloads received this week. The Chalmers has had an unusually brisk season, and the Dodge Brothers has broken all records.

COURTHOUSE NOTES

Judge Charles E. Henry, of Lebanon, will sit at the motion court session on Monday. Milan Taleoff and Luba Milan, of Steelton, to-day began a suit through Attorneys Wickersham and Mezger, for \$6,000 damages. The suit was filed against Milan Trinoff, charging him with slander. J. Shoop, to-day began a suit against the City Transfer Company for damages because of an accident in which his leg was fractured. No amount has been specified.

THINKS BEMOVED MAN MAY HAVE BEEN SON

Mrs. Mary Ferrill Irvin, of Pittsburg, arrived here yesterday believing that the headless man found on Robert's mountain last Sunday was her son. Coroner Eckinger said at noon to-day, that so far the descriptions furnished by the woman do not correspond entirely with those of the dead man, and that he is not positive of the identification.

Reo--- and why!

---a little Reo business talk---

AUGUST the first ended our fourteenth year in the automobile business. In those fourteen years we handled seventeen makes of cars. Since 1905, the past 11 years, we have handled Reo cars.

FOR the last three years we have handled Reo cars exclusively. Each year was a better business year than the one preceding it. This was encouraging to us; we were building up a good business.

THIS is how good a business: Our first year's business was \$750.00. Our fourteenth year's business was a trifle over \$500,000.00.

JANUARY 20th, 1916, we had stored in Harrisburg and adjacent towns, \$217,000. worth of Reo pleasure cars. The freight on this shipment cost us \$6,900.00.

FROM August 1st, 1915, to July 31st, 1916, we bought, sold and delivered 448 Reo pleasure cars, representing 211 carloads and \$18,980 freight; 98 three-quarter ton trucks, 49 carloads, \$3,920.00 freight; 116 two-ton trucks, 58 carloads, \$5,800.00 freight.

WE ordered 202 more touring cars that we could not get because the war material for the foreign countries made a shortage of freight cars. This business was made possible for several reasons:

WE sold a good car—the Reo. We sold an awfully good car—the Reo. We sold the best car on earth for the money—the Reo.

WE gave an absolute guarantee for a year's free service. We lived up to the absolute guarantee without an argument and were glad to do it. The Reo stayed sold when sold.

THE customer was pleased. He told other friends. The other friends bought Reos. They told still other friends. The endless chain was started. When once started it was up to us to keep it going.

WE kept it going by keeping our word. By having our shop manned with Reo specialists. By having our stockroom full of parts necessary to keep all Reos running. By having night and day service.

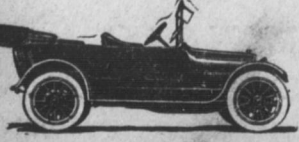
BY giving attention instantly, no matter how small or how large. The more prosperous our business, the more liberal and generous we could afford to be. Our customers advertised us. Sales were easier.

IT costs us something for every sale we made. What we saved in the cost of making sales we gave to our customers in more perfect service. After we had a customer we were more careful of him than we were before we sold him.

AFTER he paid his money and got his Reo, we paid more attention to him than before we got it. Before we got his money he wasn't a customer. After we got his money he became a customer and a booster. The booster is the best advertisement on earth.

Geo. E. M. Farland

Harrisburg Auto Co. Third and Hamilton Sts.



LIGHT BOUQUETS FOR MERCHANTS

Electrical Magazine Tells of Harrisburg's Business Streets in Issue

Unusual tribute to the progressive spirit of Harrisburg's merchants is paid by the Signs of the Times, an electrical advertising magazine, in its current issue in an article headed "America's Brightest and Busiest Streets."

"As a man is judged by the company he keeps, likewise is the city judged by its merchants and its merchants by the advertising they do," says the magazine "and there are none that better realize this than the merchants of Harrisburg, Pa. So the need for an educational campaign to be waged to compel them to toe the mark of progress is eliminated. They need no prodding to keep up with the vanguard. The progressive merchant does not or cannot consider his business successfully advertised until he has an electric sign flashing his message by night, when people are in a more receptive mood and have the leisure to allow a consideration of the thoughts that are delivered to their minds."

"Several of the streets of Harrisburg are lighted by the boulevard system of illumination, show windows are well taken care of, and practically all the leading merchants have electric signs in front of their respective places of business. The entire business section has a cheery atmosphere at night which is the much-sought-for condition. The Harrisburg Light and Power Company has been very active in promoting better and more abundant illumination in the business section with noticeable results. The Harrisburg signs are of the common sense type and are a credit to the lighting company that sold them, to the merchants and to the city."

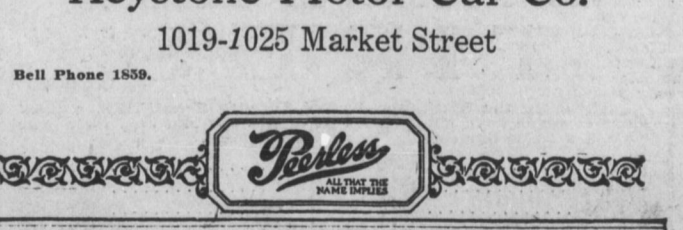
Peerless Eight

THE car for you—for your family. The car of easy, ever-silent going, eating up economical miles without apparent effort. The car of comfort and with room to spare—Peerless Eight.

THE chilly Fall days; the blustery days of Winter itself cannot detract from the joys of motoring in Peerless Eight Sedan or Limousine—types of perfect all-year-round motorcars. Sleek Roadster and stately Touring models are also among the latest factory arrivals. Let us demonstrate motorcar efficiency, plus ease, comfort, luxury. \$1890 to \$3260.

Keystone Motor Car Co. 1019-1025 Market Street

Bell Phone 1859.



The Telegraph Bindery Will Rebind Your Bible Satisfactorily