

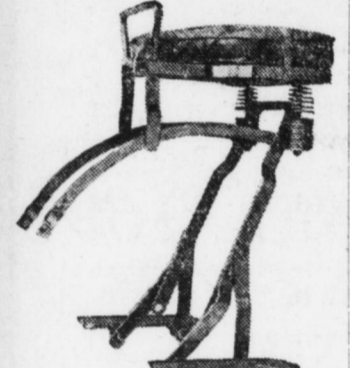
STORY OF THE REMARKABLE BUSINESS GROWTH OF HEAGY BROTHERS

From "Two-Man-Business" to Twelve Employes Is the Record of Harley-Davidson Distributors

Just about six years ago—April 15, 1911, to be exact, a very quiet, unassuming little business poked its nose into the light of day and two very young but enthusiastic and energetic young chaps stood sponsor for what they proudly called "our business." The store room at 1204 North Third street was the home of this embryonic business house and two brothers, Roy W. and Harvey C. Heagy, were the two young fellows at the helm. To-day, this sturdy young business is one of the largest distributors of motorcycles and bicycles in all of Central Pennsylvania.

F-N Still in the Lead

After taking the market by storm five years ago, more F-N tandems were built each successive year, and 1917 is already the biggest year we have had.



See It at the Cycle Show Heagy Bros. 1200 N. THIRD ST. BRANCH, CARLISLE, PA.

Harley-Davidson motorcycles were placed with Heagy Bros., and with much plugging and steady application, three Harleys were sold. In the fall of their initial year in business a small line of sporting goods was put in stock. Things moved slowly but surely ahead and about two years later additional floor space was made necessary and a back room was added to the store which was used as a repair shop and two mechanics were added to the payroll.

Soon, even the added space proved inadequate to take care of the ever increasing business, and in October 1913 the corner store room at North Third and Cumberland streets was leased. Now it looked as though the business had all the room necessary for expansion for years to come. But business continued to roll their way; no, that's wrong—they went out and made business roll their way by sticking everlastingly at it. In a very short time the basement and a rear room were also leased. That to-day is the condition of the business begun only six short years ago. And from the apparently crowded condition of business around this very corner, it looks quite likely that Heagy Bros. will soon be contracting for even large space for the end has not yet been reached.

In the second year of their existence the local distribution of Harley-Davidson increased—little more than doubled; the next year it quadrupled. To-day Heagy Bros. sell more Harleys than any distributor in this section of the State—and the average is still increasing. The bicycle and motorcycle repair department is the largest in Harrisburg and quite likely in Central Pennsylvania, as well.

Recently, Heagy Bros. were appointed as "Special Service Center" for Harley-Davidson motorcycles, an honor bestowed on them for the excellent service they were able to render Harley-Davidson riders. Before receiving this appointment, however, it was necessary for both of the brothers to make a trip to the Harley-Davidson factory at Milwaukee, Wis. Upon their return from the factory their head mechanic was called in also, and underwent a course of instructions in the repair and maintenance of Harleys—a course prepared by the originators of Harley-Davidson motorcycles, and one of the most complex courses one can imagine.

Money Lust and the Price of Gasoline

The price of gasoline is coming down! It ought to have come down long ago. Indeed, there never were really sound reasons why it should remain at its present level. A cloud of words and masses of figures were employed to disguise the truth, but the real reason for the advance from 10 to 27 cents was that the Standard Oil interests wanted more money—and they got it.

The same wisecracks who, though unable to count or guess the number of gallons in the ocean, or the number of grains of sand beneath the salt water, indicated their ability to estimate the number of pints or quarts or barrels of oil under the earth, are singing small. For one of the reasons why the price of gasoline is coming down is now said to be the discovery of new fields and new gushers, the flow of which is so great as to wipe out the great arrays of figures with which the public had been entertained. It proves anew that there are lies, damned lies and statistics. The "alarming shortage" never existed and the earth never was in danger of drying up.

Were the advance in price more than manipulation of inflationary Standard Oil never would have suddenly inaugurated an advertising campaign involving an expenditure of hundreds of thousands of dollars in the daily papers at a time when shortage of supply was being painted in acute colors; it never would have been possible for any of its units to declare 100 percent dividends on their huge capitalizations; it never would have been possible for John D. Rockefeller's wealth to pass the billion mark; it never would have been possible for a Standard Oil stockholder to die and leave behind him personal wealth amounting to more than \$200,000,000, nor for any living stockholder to amass a fortune approximating that sum.

Facts of that sort give the lie to and outweigh any statistics that may be brought to bear or any technical or confused data which Federal oil investigation may bring to light. They indicate that Standard Oil is not playing fair with the public, if indeed it ever played.

Dominated or directed by men in whom the money-lust seems to be abnormal, Standard Oil long has viewed the public as a whole only for plucking. It has plucked it before, and it will pluck it again and again, and whenever Standard Oil finds excuse for doing so.

It has learned when it is well to advance and when it is wise to retreat, and the most useful of its recent lessons is in learning how well huge expenditures for advertising soften the rush upward and deaden the slip downward.

The Standard Oil crowd is a clever bunch of money-grabbers!

To Widen Foreign Openings For Sporting Goods

When he was in this country several weeks ago, Dr. Paul Miller, Minister of Foreign Affairs for Brazil, gave voice to a remark which he thought that sports should be included with banking and commerce in the present campaign to increase the friendly relationship between the South American countries and the United States.

He stated his belief that international competition in the various branches of athletics will result in better and more cordial acquaintance and, particularly, he suggested the introduction of baseball in the Latin countries.

The idea is worth noting for present and for future use. It is full of meaning which can be turned to advantage by American manufacturers of sporting goods; for, regrettable to remark the volume of exports of sporting goods indicate that the surface, not only of South America, but the rest of the world, has been little more than scratched.

As love of sport springs inherent in the human breast wherever located, manufacturers of sporting goods have a ready-made advantage, which is shared by few producers of other goods.

Uncle Sam Orders Branding of Japanese Baseballs

Japanese baseballs or baseballs made in any other country no longer will be able to masquerade in America as American productions.

The Secretary of the Treasury, who has ample power in the matter, has issued an order requiring that henceafter all imported baseballs be indelibly stamped with the name of the country of their origin, such identification marks when placed on cartons being considered insufficient.

While this ruling will not prevent them from being marked with fanciful American names, it will serve to prevent the base ball made in Japan at starvation wages and of doubtful materials from being passed over the counter or otherwise confused with American productions.

The "Made in Japan" brand which the Treasury ruling requires will serve to draw a line of distinction and quality between the baseballs made in the home of baseball and those made elsewhere.

The tariff law of 1913 under which the Secretary of Treasury took action prohibits the delivery of such unmarked goods to the importer, and for the benefit of American jobbers or dealers who may incline to market the cheap imported goods, it may be pointed out that the same law imposes a fine not exceeding \$5,000 or imprisonment for not more than one year, or both, for the obliteration, alteration, or defacement of such foreign markings.

How the Parcel Post Met an Unusual Emergency

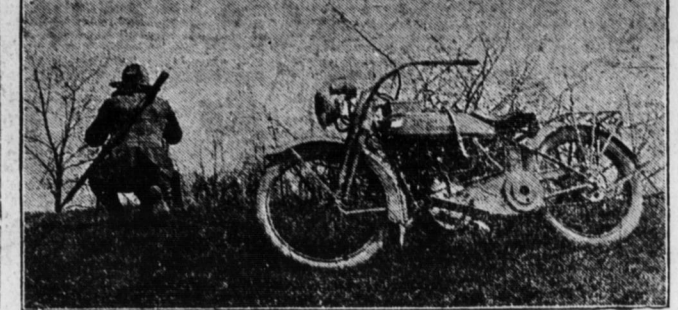
"I never fully appreciated the benefit of the parcel post service until last year when we encountered not only a railroad freight embargo but a teamsters' strike in Chicago," recently remarked a well-known sporting goods manufacturer.

"We had booked a large order from a big house and deliveries were all important. The embargo cramped us considerably, but by using the express service we practically overcame that difficulty; but when the teamsters' strike occurred, and carried with it Chicago's express wagon drivers, both ourselves and our customers were 'up against it' until the full significance of the parcel post service dawned upon us.

"When we realized that neither railway embargoes nor teamsters' strikes could interfere with the United States mail, we began shipping daily by parcel post as many of our goods as the law allowed, and though the quantity was not sufficient to meet all desires, it was enough to relieve embarrassment.

"Yes, sir," added the manufacturer, "the parcel post is a great institution."

Motorcyclists Are Mobilizing Should Crisis Become Acute



The motorcycle riders of the United States do not intend to be left behind in any preparedness campaign that may result from the present international crisis.

Already there is a well-organized movement on foot to start a company of motorcycle volunteers in every community in which 25 or more riders can be gathered into a company.

The promoters of the plan have received an unqualified endorsement of the value of the motorcycle in military organization from the war department. Ralph A. Hayes, private secretary to Secretary of War Baker, in an answer to a letter written Secretary Baker, outlining the plan for the organization of motorcycle volunteer, says:

"Doubtless in case the present crisis should unhappily become more acute, the services of motorcyclists would be very necessary and valuable. The experience of the contending forces on the other side of the ocean demonstrates that motorcycle forces can and must be used for service which would be less satisfactorily performed by any other branch of the service."

Captain Davis, assistant quartermaster in charge of the entire southern district, in a recent interview, said of the motorcycle forces on the Mexican border:

"Motorcycles have proved very satisfactory in service on the border. All of the officers want them and if war should come we will have to have very many more of them."

With these endorsements it is believed that it will not be difficult to interest the riders to form local organizations so that they will at least be partially prepared should their country need them.

The Unreasonable Customer and the 20-Year-Old Gun

"Perhaps the customer is always right, but as the Sporting Goods Sales Journal recently remarked, some of them must stretch their consciences out of shape in the effort to make themselves appear in the right," observed a department head in a well-known gun factory.

"There's a good instance of it," he said, as he pointed to several letters reposing on his desk. "That man complained that his double gun had bulged in both barrels and wanted to know what we purposed doing about it."

We had him send the gun to us and our experts, after careful examination, found that one barrel showed unmistakably that it had bulged through excessive pressure developed by some stoppage shells which had been used in it. The other one bore every indication of having been fired with an obstruction in it.

"It was plain to anyone that we were not in fault, but in the effort to satisfy the whim of the gun, and after explaining the result of our examination, we offered to supply a pair of new barrels at very much less than the wholesale price."

"We supposed we were acting very generously and that almost any customer would appreciate such treatment. But this chap evidently was not built that way, for he wrote us a scorching letter in which he questioned our truthfulness, and ordered the gun returned to him in its original condition, which, of course, was done."

The laughable and unreasonable part of the matter is that our factory stopped making that particular model about ten years ago and that the serial number on this particular gun showed it had been shipped out of the factory more than twenty years ago.

"Such unreasonableness as this makes me wonder what sort of a reply would be made to a customer who smashed a pair of cylinders on a twenty-year-old automobile and then expected the manufacturer to replace them absolutely free of charge."

Spain's Ammunition Trade Is Real Monopoly

The manufacture and sale of explosives in Spain is a monopoly owned by the Government, which rented it for twenty years beginning in 1898 to the Union Espanola de Explosivos, with headquarters at Madrid. Apartado No. 68, says the American consul at Barcelona in reporting the unusual situation prevailing in Spain.

By the terms of the agreement, the Union enjoys the exclusive right of sale and manufacture of all kinds of explosives in Spain, with the provision that the Government itself for the use of the army and navy may be excepted from annually.

The prices for certain commodities are stipulated by the Government; those of other articles are fixed by the monopoly, but controlled by the Government. Previous to the grant of the monopoly, the Union was obliged to purchase the munition factories already established in Spain.

Of the seven factories now belonging to the monopoly only three are in operation. These execute orders especially for the filling of hunting cartridges. The monopoly purchases most of its supplies from England and the United States.

WHY SOME SALESMEN'S SALARIES NEVER INCREASE

"Bicycle trousers? No, we don't carry them. Nobody rides a bicycle nowadays; they went out of style years ago," was the wittless response made to a prospective customer by a near-salesman in a big sporting goods store which maintains a clothing department. And curious to relate, bicycles are sold in another part of the same house.

FIRST—because they—LAST Goldsmith SPORTING Guaranteed GOODS



Uniforms, Gloves, Mitts, Balls, Etc. Used wherever Baseball is played. The "PEER" of all—Goldsmith Official League Ball. Guaranteed 18 Innings. \$1.25. FREE DIAMOND DOPE. Illustrates "How to Pitch"; Pictures of "Stars"; Official Playing Rules, and other dope. P. GOLDSMITH'S SONS, Manufacturers Cincinnati, O.

HEAGY BROS. 1200 N. Third Street (Corner Cumberland) Branch; Carlisle, Pa.

CYCLING --- The "Health Habit"

Do you get too little exercise? That's bad. You need to take up the "health habit." Get on a wheel for half an hour every bright morning this Spring and see what a difference it makes. No more stiff joints, flabby muscles, dull brain cells. You'll breathe deep, sleep sound, hit hard—and what an appetite you'll have!

At the Cycle Show you'll find the following well-known makes of bicycles:

Racyle America Reading Standard Elyria The New 1917 Harley-Davidson

These makes are shown in men's, women's, boys' and girls' models; priced from \$25 up to \$50.

SEE THEM AT THE CYCLE SHOW

Heagy Bros. 1200 N. Third St. (Corner Cumberland) Branch, Carlisle, Pa. **RIDE A BICYCLE**

Leggings?

WE HAVE 'EM

Leather and Canvas

They're the world-wide and most popular known leggings on the market—

"HALCO BRAND"

See Them at the Cycle Show

Can be furnished in quick detachable, double wrap strap, single wrap style, studloop, button or spring style.

COLORS—TAN, BLACK, OXBLOOD, Etc.

Also canvas leggings, in any style, size or length desired.

See us before you buy—if we don't have just what you want we'll get it.

Heagy Brothers 1200 N. 3d St. (Cor. Cumberland) Branch, Carlisle, Pa. Harrisburg, Pa.

HEAGY BROTHERS ATHLETIC GOODS ANNOUNCEMENT

The new season is at hand—the crack of bat and ball is already heard in the land—Golfers are beginning to be active, and Tennis players are looking forward to outdoor court play.

WE ARE READY with a full line of the World's Standard

Spalding Athletic Goods

Base Ball, Golf, Lawn Tennis and the implements and needful things for other Spring and Summer games and sports.

Whatever article you need for your favorite diversion, Make It a Spalding

Boys! How about Spalding Uniforms? Practically all the big league teams wear them. Let us measure up your team for an outfit—bats, balls, gloves, masks, shoes, etc.

Miles of Joy ---with a Corbin Bicycle Brake

SEE IT AT THE CYCLE SHOW

The one really Non-Falling Bicycle Brake; a "positive" driver; the clutch simply can't slip. Freedom from brake hills—the knowledge that your brake won't fall you on the steepest hill. And when you coast—it's next door to flying—if you're using a Corbin.

1917 Corbin-Brown Motorcycle Speedometer, Now, \$12.00

We have just received a large shipment of 1917 Corbin-Brown Motorcycle Speedometers (50-mile dial). All of the new features are built into the new 1917 models—giving you a far better speedometer for less money than you've ever paid before. The new price is \$12.00.

HEAGY BROS.

1200 NORTH THIRD STREET (Corner Cumberland) BRANCH—Carlisle, Pa.

HEAGY BROTHERS ATHLETIC GOODS ANNOUNCEMENT

Our line of 1917 golf balls will help your game. The famous Red Honor and Bullet Honor for the long players; also balls and clubs for every kind of player.

Heagy Brothers 1200 NORTH THIRD STREET HARRISBURG, PA.