

Business Better Predicts Premier Sales Manager

"Disregard specifications and shoot forward all the cars you can get, regardless of model." This, in a word, is about what P. D. Stubbs, general sales manager of the Premier Motor Corporation, is getting from his dealers all along the line.

The fact is that he can not hope to meet the demand for Premier cars during the present selling months, and as nearly as can be told this far in advance, it looks as if the fall months were going to be very heavy selling months for the new Premier Aluminum Six with magnetic gear-shift.

"War," says Salesmanager Stubbs, "instead of thwarting the motorcar business, will, I believe, stimulate it. In the first place, the motorcar industry is going to play the most important role among all American industries, in many instances machinery which has been used in the making of motorcars will be transferred to munition making, but that will merely mean more new machinery besides, the government will need, for its own purposes, enough machines of practically all types to make up for any possible shrinkage in retail sales. England's motto of "Business as Usual" will unconsciously be adopted over her, especially among motor-makers."

P. D. Stubbs, Premier's salesmanager, while an Englishman by birth, is heart and soul with America, and especially from a commercial standpoint is he particularly pleased over America's decision to associate her strength and her resources with those of the Allies.

"The fact that America will sit in on the readjustment after the war will mean everything to American export business of the future. While we are not thinking of commercial welfare just now, it is reassuring to know that things have taken such a turn that America in general and our automobile industry in particular is not to be discriminated against."

Cadillac Eight Easily Foils a Wily Farmer

The crew of the twenty-four-hour Cadillac Eight, which the Detroit factory keeps on the road in a continuous test, had an experience recently which filled their hearts with delight. An enterprising farmer near Detroit was seized with the idea of creating a college-education fund for his boys. Motorists were to be the unwilling though helpless donors. The farmer would sever several cords of them pass his place every day.

Just around a bend in the road was a yellow flag with "slow down" sign, provided himself with a suitable towing rope and waited. An approaching automobile would reduce its speed to three or four miles an hour, turn the bend, slough down into the mud that reached to the hub caps, and be done. Then the farmer would appear, and for a modest consideration—up to \$25—would have his team pull out the mired machine.

One day a desirable-looking car appeared up the road. It was the twenty-four-hour Cadillac, but the farmer didn't know that. He drove his team down through the orchard, to be ready when help was needed. The Cadillac slowed down at the sign, entered the yellow patch in the road, sank to the hubs, as per schedule. But it didn't stop. It merely hesitated, moved on through the mud to solid ground and drove about its business. The farmer slowly drove his Percherons back to the barn.

Will Photograph Ruins of Art Throughout France

By special permission of the French Government, the first pleasure car to enter France since the beginning of the war will be a Dodge Brothers convertible sedan. The car was purchased by Comtesse Regina de Regis de Oliveira and will be used in France in motion picture work when the art ruins of the war, including the cathedral at Rheims, Soissons and Ypres will be photographed under the direction of Rodin, the greatest living sculptor.

The pictures will be shown later in this country for the benefit of the Committee for American Aid for the Restoration of French Monuments of Art, of which Mrs. Cecelia Sartoris, granddaughter of General Grant, is the American representative. The committee itself has a list of notable members, including Theodore Roosevelt, Jules Jusserand, Robert Bacon, Myron T. Herrick, Cardinal Gibbons, etc.

In the collection of the fund for the restoration of France's works of art this American-made motorcar, now on its way to France, will play an important part.

NEW PASTOR AT BETHEL

The Rev. H. H. Cooper, D. D., of Philadelphia, who has just been assigned to the Bethel A. M. E. Church by the Philadelphia annual conference, will preach at both morning and evening services.

HUPMOBILE

Touring Cars With Electric Lights and Starters \$400 and up We Have Given Up the Agency Ensminger Motor Co. Green and Cumberland Sts.

Franklin

—the efficiency car. More miles — Less gasoline — More comfort — Less weight —

E. W. Shank 107 MARKET ST.

AUTO STORAGE

First class, fireproof garage, open day and night. Rates reasonable.

Auto Trans. Garage

27-29 North Cameron

JAPANESE TROOPS REPORTED LANDED IN FRANCE



JAPANESE MACHINE GUNS According to unofficial reports received from Paris, Japanese troops have been landed in France and now will fight alongside the English and French for the first time. It is also said that a number of Japanese warships have arrived at Marseilles to aid in the war on German submarines and convoy allied merchantmen.

Stability of Maker Is Important to Car Buyer

"Prospective buyers of motor cars could see a fine object lesson in what industrial stability means if they were to go into the office of the Jackson Motor Car Company, at Jackson, Mich.," says P. H. Keboch, district manager.

"On the wall he has a large sheet upon which is printed the names of the motor companies which have been formed, built cars and died during the fifteen years Jackson cars have been on the market. There are just 241 of them. And as you go down the list, every letter in the alphabet is represented except U and X."

"These cars now bear the title of 'orphans.' And there are to-day thousands of them running around giving very good service. But when anything happens to one of them it is then that the owner learns the value of permanency in the motor industry. He has to go around here and there looking for a part because there is no dealer, no salesroom, no service station."

"It is possible to get a spare part somewhere. But when he finds out where the place is he has to wait and the uncertainty as to whether he can get it or not. It is sent him C. O. D. Here comes the awakening. The price he has to pay may be much more than he expected."

"He has very little choice. If he refuses to accept it his car is tied up. So he generally takes the part. Then he puts it in and right away he tries to sell the car so he can get one that is not an orphan. Here again he has to learn another lesson. The car gives fine service; it looks good, and is apparently all right. "However, no one seems to want it. Ordinarily, it is worth as much as any other used car of its power and size in the owner's mind. But not so the dealer. The price he is offered for it gives him chills. It is a very effective lesson to such buyers, and so the next car they get is one that is not likely to become an orphan."

"That is why the buyer of a Jackson Eight to-day gets real value for his money. He is sure of a cashing in value just like that of a life insurance policy. The Jackson company is a permanent organization that has lived through panics and rear-panics and kept right on making cars for the last fifteen years, and is going to continue doing so."

The company has built models to meet the public demand so that they are popular everywhere. And a Jackson Eight owner is a satisfied motorist who needs never fear that the value of his car is going to drop 90 per cent. over night through the makers going out of business."

Intensive Farming Is Taught by Firestone Co.

Practically every foot of available land about the Firestone Tire and Rubber Company's factories at Akron, Ohio, is under cultivation and more than 350 of its married employees are receiving instructions in intensive farming. H. S. Firestone, president of the company, is supervising the work personally. Mr. Firestone spent his boyhood on an Ohio farm and has always taken a keen interest in agriculture. For several years he has been promoting a movement to stimulate interest in farming among school children, offering valuable gardening prizes annually. Realizing the importance of Pres-

ident Wilson's appeal for more intensive farming among city folks, Mr. Firestone ordered seventy acres of land about the Firestone factories plowed up, divided into garden plots and offered to the company's married employees for cultivation. Within forty-eight hours after the offer was made every plot had been applied for and there was a large waiting list.

To insure the cultivation of every foot of ground, a time clock has been installed within the garden tract and each gardener must register a certain number of hours work each week or forfeit his plot. The company furnishes the seeds and an expert gardener has been employed to instruct the men and insure maximum production. The gardeners choose their crops and the land is allotted according to the adaptability of the soil.

It is expected that sufficient potatoes, beans, cabbage and other garden crops to supply more than 350 families will be raised on the Firestone gardens.

Cars For Sale

The following cars have been taken in trade by this company for new Packard cars. They are ready for delivery and are offered for sale at attractive prices:

- 1914 Hudson Touring Car ..... \$450
- 1914 Chalmers Touring Car ..... \$400
- 1913 Chalmers Touring Car ..... \$300
- 1914 National Touring Car ..... \$500
- 1914 Pullman Touring Car ..... \$500
- Morton 2-ton Truck and Chassis and Body, \$1,000

Used Packard Cars of all Models Packard Motor Car Co.

OF PHILADELPHIA 101 Market St. Harrisburg, Pa. Bell Phone 2694

Motor Cars Needed to Carry Troopers

What can I do to show my patriotism in a thoroughly practical and effective manner?

Men in the motor car industry, like thousands in other lines, have been asking that question—desiring, so far as they are individually concerned, to convert the wave of patriotism that has swept the country into something more useful than mere flag waving. Motor car manufacturers have already come forward with offers of their factories for government service. While it is not likely that many of these factories will be transformed into munitions plants, yet the motor car and the motor truck will unquestionably be a vastly important factor in military operations.

Dealers and distributors, however have not the same opportunities as the manufacturers and most of them will have to devise other ways of doing their bit, but what that bit shall be is the problem. One of the most important men in the Paige field organization has hit upon a plan that promises excellent practical results. This distributor is C. L. Sturtevant.

of the Paige-Toledo Company. Mr. Sturtevant's plan has nothing to do with cars, trucks, armored vehicles or munitions, but is a contribution to the solution of the perplexing food problem.

Being the owner of a good-sized piece of land only twelve miles from Toledo he determined to make it not only productive, but useful to as many individuals as possible. The soil is rich and well adapted to the raising of garden vegetables and fruits.

It occurred to Mr. Sturtevant that many of his employees would be glad to spend a portion of their time during the spring and summer raising vegetables and fruit for the coming winter. He offered therefore any member of his staff who was willing to work the land all he could raise on an acre. The proposition was eagerly accepted and the land was quickly allotted among the Sturtevant salesmen, territory representatives and employees of the service and stock departments.

The Paige-Toledo Company plows and prepares the land for the crops free of charge. Each man is given a day off each week to work his plot and he is also given transportation in Paige cars to and from the gardens. These men will therefore not only add to the production of food and help solve their own living problems,

but will also have the benefit of a very healthful activity. Here is one example of practical patriotism and undoubtedly there are many other men throughout the country who can profit by this Paige distributor's example.

DIES FROM KICK KO HORSE Marletta, May 25.—After suffering for five years from injuries caused by the kick of a horse, Samuel A. Koser, aged 45 years, died at his home at Milton Grove, Thursday night. He is survived by his wife and several children.

RETURNED PASTOR TO PREGACH The Rev. Dr. W. A. Ray, who has been attending the Philadelphia and Baltimore Conference of the A. M. E. Zion Church, at Philadelphia, has been returned to the pastorate of the Wesley Union Church for another year. This is the beginning of his fourth term here, and he will fill his pulpit both morning and evening.

ESHEOUR-RICKER WEDDING Marletta, Pa., May 25.—Miss Bertha M. Ricker, of Progress, was married to Mosheim Eshenour, of Elizabethtown, Thursday, by the Rev. M. P. Hocker, of Middletown.

**SAXON**  
"6"  
**Chummy Roadster Is Here**

It is now on display in our showroom. The body is unusually comfortable and roomy. This car is the only car selling for less than one thousand dollars that has a Continental Motor.

**Saxon Distributing Agency**  
1137 Mulberry St. L. H. Hagerling

**REO**

The Only Auto That Has Kept Up Quality and NOT Advanced Price

4-cyl. Touring and Roadster \$875  
6-cyl. Touring and Roadster \$1250

**Harrisburg Auto Co.**

**Studebaker**

**The Studebaker SIX**  
Tested and Proved

**STUDEBAKER** has produced and sold more than 300,000 Automobiles. This volume of sales is possible because Studebaker cars stand up and give the service.

This is proved by the performance of Studebaker cars, not on tracks or on specially planned factory trips with trained servicemen at every "control," but in the hands of average owners on the average roads of America.

**The 1000 Mile Reliability Run**

In the famous Studebaker Reliability Run of November, 1915, one hundred Studebaker cars taken directly from stock, were started from different points of the United States to run 1,000 miles in forty-eight hours. Their average time was 36.6 hours for 1,000 miles, their average speed 27.73 miles per hour.

Despite mud, slush, rain storms and even snowdrifts, these Studebakers covered a total of 101,565.66 miles without showing a single mechanical trouble.

**Pike's Peak Climb**

On July 16th, 1916, one hundred and fifty Studebaker cars driven by their owners, participated in the opening of the Pike's Peak Highway. Every Studebaker climbed to the summit, 14,150 feet above the sea, and returned without the least difficulty. Their performance was 100% satisfactory.

**Owner Circles United States**

Early this Spring Mr. George C. Jones, a well-known merchant of Wenatchee, Washington, started from San Francisco to circle the United States—a very unusual trip. His Studebaker had already run more than 8,000 miles. He crossed the Sierras and the deserts between San Diego, California, and Yuma, Arizona; drove through the sandy, rutty trails of New Mexico and Western Texas, to El Paso, thence to New Orleans. From New Orleans he went to Atlanta, Norfolk, Washington and New York; through Rochester to Cleveland, to South Bend, the home of Studebaker.

When he arrived in South Bend his Studebaker was in perfect running condition—ready for the remainder of the trip.

**Studebaker Leads in California**

In California, where the climate permits continuous use of a car twelve months in the year, motorists probably buy in greatest numbers those cars that stand up and give the service.

On January 1st, 1917, official figures, compiled by the Motor Vehicle Department at the State Capitol in Sacramento, showed more Studebaker cars registered in California than any other car selling at over \$500.

**Studebaker Leads in Detroit**

In Detroit, where 80% of all automobiles are manufactured, where people know the materials and workmanship that go into cars, and the organizations behind them, more Studebakers are registered than any other car selling at over \$500.

**Studebaker Goodness Proved by Owners**

Studebaker value is shown by Studebaker's leadership in every test where the performance of the car in the hands of the average owner is the real criterion.

If you want a car that will stand up and give you service—follow the example of those who know by actual service—buy a Studebaker.

Four-Cylinder Models		Six-Cylinder Models	
FOUR Roadster	\$985	SIX Roadster	\$1250
FOUR Touring Car	985	SIX Touring Car	1350
FOUR Landau Roadster	1150	SIX Landau Roadster	1700
FOUR Every-Weather Car	1185	SIX Touring Sedan	1750
		SIX Coupe	1750
		SIX Limousine	2400

All prices f. o. b. Detroit

**DRISCOLL AUTO CO.**  
147 S. Cameron St.

**Cadillac**  
Standard of the World

**What Will You Get When You Buy Your Car?**

The actual value of an automobile is determined by the service it will render. You can buy a car at almost any price you wish to pay, but a high-grade car which has been used a year or two will give better service than any cheap new car.

Crispen MERIT Cars are cars which we know to be reliable. They are cars which have been carefully gone over, overhauled where necessary, repainted in most cases—cars which we know to be better value dollar for dollar than any new car which could be bought at the same price.

Many satisfied users of exchanged cars bought from us will testify to their reliability. Come in to-day or to-morrow and see the cars which are on our floor.

There is a good MERIT car here at the price you want to pay.

**Crispen Motor Car Co.**  
311-315 S. Cameron St.  
Harrisburg

Send a post card for "Crispen's Merit Maxims."