

Motor Cars Speed Up Christmas Deliveries

"Just how thoroughly motorized this country really is has been wonderfully well demonstrated during the past three weeks," says Henry T. Myers, sales manager of the commercial car division of the Studebaker Corporation.

facilities. The nation-wide plea for wartime economy has served to stimulate rather than diminish buying. Gifts to relatives and friends this Yuletide will be useful and practical, and probably no holiday season will compare to the present one in the volume of business done by the merchants of the country.

ty-five-mile routes while horse-drawn equipment is covering one of seven or eight miles. And Studebaker delivery cars never get tired on the job—their capacity to work is measured only by the needs of the occasion.

Auto Replaces Mules In Texas Rice Field

No more impressive demonstration of the utility of the passenger motor car could be desired than the use to which an Overland automobile has been put in the Texas rice fields.

Duplex Increased His Profits \$29.00 Daily

Gross daily earnings of a Duplex four-wheel drive truck operated by William Gann in the oil fields out of Augusta, Kansas, have averaged \$65, with a total expense of \$13, according to reports which have been received by H. M. Lee, president of the Duplex Truck Company, of Lansing.

Mr. Gann has been keeping a detailed record of Duplex operating costs, as well as his receipts, and asserts that his daily net profits are \$29 greater than when he used teams to haul pipe and other materials in the oil fields. He says that the Duplex has replaced ten teams and drivers.

Mr. Gann reports that the Duplex averages ten "team loads" per day. A "team load" is the basis upon which all work in the oil fields is done and approximates the hauling of two and one-half tons of material over a distance of twenty miles round trip. The payment is \$6.50 per "team load."

Mr. Gann says that the total daily expense of the ten teams which the Duplex replaced was \$42—\$12 for feed and \$30 for ten drivers—while the total cost of operating the Duplex is but one dollar more than he was required to pay each day for feed for his teams.

He also states that since he has greatly increased the efficiency of his delivery service he has been enabled to contract for a large amount of business that it would have been impossible to secure with teams.

The Automobile Increased Demand

"A short time ago I made a round trip of the country, visiting many Velle dealers in all communities. I talked with buyers, bankers, merchants, and those with whom the dealer comes in daily contact," says P. R. Bradfield, Sales Manager of the Velle Motor Corporation.

"I found a variety of opinion as to the future status of general business influenced largely by war conditions, but unanimous in their belief in the automobile and in its necessity as a part of our economic life.

"Naturally, there are locations in the territory where business is below the average, due in most instances to lack of confidence and a pessimistic frame of mind inspired without question by German propaganda.

"The merchant needs his passenger car or light delivery; the salesman his runabout. More than ever the farmer depends upon his automobile to aid him in the raising of larger crops. I found that the demand for motor cars was insistent and necessary to the success of our increasing war activities.

"Even now we cannot build Velle cars fast enough to supply the demand. As the billions of money raised for war purposes finds its way into the hands of old mechanics and the people at large, this demand will grow even greater. We predict a shortage of Velle cars later in the year and for no other cause than increased demand."

AMUSEMENTS

OLIPHUM Tuesday (Christmas), matinee and night, December 26, "Roshanara's Dance Divertissements." Wednesday, matinee and night, December 27, "The Zeppelin's Last Raid." Friday night and Saturday, matinee and night, December 29, "The Man Who Came Back."

MAJESTIC High Grade of Vaudeville. To-night—Madge Kennedy in "Nearly Married." Monday and Christmas Day—Earle Williams in "The Grell Mystery."

TO-DAY—Vivian Martin in "Molly Entangled." Monday, only—George Beban in "A Branded Soul," Tuesday and Wednesday—The Zeppelin's Last Raid, Friday and Saturday—Diabes in the Woods."

The atmosphere of the "old sod" with its picturesque quality, its quaint customs, amusements and character, forms the background for Vivian Martin's latest Paramount picture, "Molly Entangled," which will be shown for the last time at the Regent Theater.

Vivian Martin makes the most adorable "little girl down Drunkillen way" with real Irish blue eyes and a tasteful smile that could possibly be imagined. The picture is permeated with a "small" of the "old sod," and filled with the charm of a fascinating, romantic story of County Cork.

As to-day's attraction, and for the last time at the Regent Theater, is "A Branded Soul," a varied and large crowd of people to be attracted to the popular movie house.

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New York after playing 481 performances there, thereby establishing a record for last season and for many, many seasons before. There was something about the story of the young man who fought his way back home from every bottom where he had sunk, which took hold of New York theatergoers as has no play for many years. The cast includes: Dorothy Bernard, William Crowell, Harry Slight, B. B. Hamilton, Henry David Irving White, Frank Lawson, William Blaisdell, George Howard, Ben Nedelle, Hubert Frederick, Fuller Golden, Leo Truitt, LeVine, Shannon, Cora Calkins, Marion Berry and Anna Pohl, all of whom appeared in the roles at some time during the engagement at the Playhouse in New York City.

Madge Kennedy, in "Nearly Married," her second Goldwyn picture at the Colonial Theater to-night, is at the Colonial said to be a play of innocent mirth and rapid action such as the screen has seldom known. The spirit of fun lives in every subtle, every situation, every charming point of the winsome star. Miss Kennedy scored a triumph in her first picture, "Baby Mine," but she ever appeared to better advantage than she does in "Nearly Married," the public has yet to witness her triumph. Her friends and admirers here like her like the proverbial glove. Physical charm alone, possessed as it is to the "present" degree by the star, would never account for the perfect success of her portrayal of winsome Betty Griffin. The rare enchantment of mingled smiles and tears lives in the play of her mobile features and renders a tribute to her art which is likely to live forever in the memory of the witnesses.

The attraction for Monday and Christmas Day will be a Vitaphone feature entitled "The Grell Mystery," starring Earle Williams.

Don't miss the vaudeville show at the Majestic to-night! Headline honors go to "The Food Inspector," a breezy musical comedy presented by ten clever entertainers, Ben Harney, the originator of ragtime, is at the head of the parade.

AMUSEMENTS REAGENT THEATER TO-DAY VIVIAN MARTIN in "Molly Entangled" MONDAY ONLY GEORGE BEBAN Noted Character Actor in a 'Roadside Impresario' Adults, 15c. Children, 10c.

VICTORIA To-day For the Last Time Gladys Brockwell in "A Branded Soul," also "Over There." Admission, 10c and 15c. Thos. H. Ince's Newest and Greatest Spectacle "THE ZEPPELIN'S LAST RAID" Written by Gledner Sullivan, directed and photographed by Irvin V. Willat. Coming Next Monday, Tuesday and Wednesday

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When in Doubt A box of Martha Washington or Lowney Chocolates See our gift boxes THE SWEET SHOP FOURTH AND WALNUT STS. Opp. Y. W. C. A.

Colonial Madge Kennedy In a New Comedy in 5 Reels, entitled 'Nearly Married' COMING MONDAY EARLE WILLIAMS in "THE GRELL MYSTERY"

REGENT THEATER Christmas Day AND ON DECEMBER 26 AND 27 Geraldine Farrar —IN— 'The Devil Stone'

MAJESTIC THEATER You have only to-night to see this splendid VAUDEVILLE BILL head by The Food Inspectors A Catchy Musical Comedy WITH GEORGE P. MURPHY and 4 Other Big Hit Attractions.

SANTI The Woman With the Most Wonderful Arms in the World. IN DANCES OF THE ORIENT.

ORPHEUM 2 Days, Fri., Dec. 28 BEGINNING MATINEE SATURDAY

popular feature of the bill, and his songs numbers are lively and are put over in excellent fashion. Chas. and Breen offer a variety skit that is pleasing. For a finish they present a travesty on "Oliver Twist" that keeps the audience in constant laughter. Wilbur Reid, the well-known clever tramp comedian, and the Australian Crochtons, novelty jugglers, complete the bill.

ORPHEUM 2 Days, Fri., Dec. 28 BEGINNING MATINEE SATURDAY



By Jules Eckert Goodman From the Story by John Fleming Wilson

THE MAN WHO CAME BACK With the playhouse production and the cast which on October 6th terminated an unprecedented engagement of 500 performances in New York.

Prices: Mat.—25, 50, 75, 1.00 Sent Sale Wednesday. Nights—25, 50, 75, 1.00, 1.50 Mail Orders Now.

HEAR Sergeant EMPEY Author of "Over the Top" Friday Night Dec. 28 CHESTNUT ST. AUDITORIUM

Demonstration--Trench Warfare A Sensational Event for Harrisburg POPULAR PRICES Sale opens—Orpheum Theater—Wednesday, Dec. 26, 9 A. M. 400 seats 50c 1000 seats ... \$1.00

ORPHEUM CHRISTMAS Matinee and Night, Dec. 25

ENGAGEMENT EXTRAORDINARY ROSHANARA'S DANSE DIVERTISSEMENTS With

MICHIO ITOW THOMAS ALLEN RECTOR TULLE LINDAHL ETHELDRA AVES ALLURE D'WALLE

And the Ballet-Intime Symphony Orchestra. Exotic Scenic Environments.

PRICES Mat.—50c to \$1.50 Night—50c to \$2.00

ORPHEUM Wednesday Dec. 26 Mat. & Eve. Dec. 26 PRICES: MATINEE—50c to \$1.50 EVENING—50c to \$2.00

FAREWELL AMERICAN TOUR HARRY LAUDER The Woman With the Most Wonderful Arms in the World. IN DANCES OF THE ORIENT.

Pennsylvania Indemnity Exchange PHILADELPHIA RECIPROCAL AUTOMOBILE INSURANCE Harrisburg Branch, Patriot Building A. L. Hall, Manager For the Car Owner Who Knows How to Save

BETHLEHEM MOTOR TRUCKS Image of a motor truck.

Bethlehem Values Before you consider Bethlehem prices, analyze Bethlehem specifications, examine a Bethlehem, try one out on the road, your way. Buy your motor trucks as we build them with endurance, dependability and economy of operation as your goal, regardless of price. Then compare Bethlehem performance and Bethlehem prices with any other truck. Thousands of motor truck buyers have decided the Bethlehem way.

BETHLEHEM DUMP TRUCKS \$1245 1 1/2 Ton Chassis F. O. B ALLENTOWN PA. THE OVERLAND-HARRISBURG COMPANY BETHLEHEM TRACTORS \$1775 2 1/2 Ton Chassis Open Evenings 212-214 NORTH SECOND STREET Both Phones Service Station and Parts Department, 26th and Derry Sts. BETHLEHEM MOTORS CORP'N, ALLENTOWN, PA.

Image of a Duplex 4 wheel drive truck.

DUPELEX 4 WHEEL DRIVE The only truck that will negotiate snow and roads, such as we have now — We can make immediate delivery.

Harrisburg Auto Co. Fourth and Kelker Streets Reo Hurlburt Cleveland Tractor Bell 100 Dial 3680

Miller Auto Co., Inc. 50-68 S. Cameron St. Bell 4119 Dial 3660

PILOT "The Car Ahead." \$1295—"Double, Cowl," 5-pass. Touring and "Get-Chummy" Roadster. Unhesitatingly the choice of exclusive buyers, who demand individuality and personality in their possessions. Enslinger Motor Co. Green & Cumberland Sts.

WE REPAIR RADIA TORS Lamps, Fenders, Hoods, Bodies and Windshields Nuss Mfg. Co. 11th and Mulberry Sts. HARRISBURG, PA.