

# DON'T MISS ZEAMER'S BIG GRAB SALE

AT COLUMBIA, PENNA.

February 6th to 16th, Inclusive

50c A GRAB  
VALUES FROM 75c TO \$25.00

TRY TO GRAB A \$5-\$10-\$15-\$20- OR \$25 PACKAGE

No Strings, Red Tape or Jokers to This Sale

We have an overstock in all lines and want to reduce it. Hundreds of packages are piled in our window. Every package is worth at least 75c and can be used in every household. You can't miss. Some people are going to have a big surprise—you never saw such bargains in a 50c sale. Grab any package—help yourself—no prices or marks on outside of package. Don't miss the fun. Old drugs and medicines have been sent to manufacturers for new—those that are worthless have been burned or thrown out. The store room has been remodeled, affording more floor space and light. We have a big assortment of Victrolas on display and are prepared to show these as well as Victor Records to good advantage.

MEET YOUR FRIENDS AT ZEAMER'S SODA FOUNTAIN

## H. C. ZEAMER, Druggist

Successor to Harry W. Zeamer

240 Locust Street

COLUMBIA, PENNA.

# A Story of Success

How Studebaker Cars became leaders

145,000 people last year paid \$200,000,000 for them

**T**HE most talked-about cars among fine cars are the Studebaker Sixes—at \$975 and up. Sales have almost tripled in the past three years. The demand for these cars, growing by leaps and bounds, has been Motordom's chief sensation.

Over \$200,000,000 was last year spent for Studebaker models.

Now we wish to explain, to all who are interested, the reasons for that success.

### Studebaker has always led

For 72 years the name Studebaker has stood for quality and class.

Studebaker equipages, in the carriage days, held premier place. The White House owned them in the days of Grant and Harrison.

Now we make motor cars only. But the Studebaker name, in this modern field, simply had to maintain its prestige.

We had the money, we had the incentive—we who now control. And our one ambition has been to maintain the Studebaker place.

\$90,000,000 assets behind us

Studebaker assets are \$90,000,000. We have \$50,000,000 in modern plants and equipment.

Not old plants re-adapted. We have spent \$32,000,000 in new plants in five years. We have equipped them with 12,500 up-to-date machines.

Over \$3,000,000 was spent on drop leaf plants alone. Another \$10,000,000 on body plants, to maintain our prestige in coach building.

We believe that no other plant in the country is so well equipped to

build quality cars as Studebaker.

**Engineering—\$500,000 yearly**

We created an engineering department which costs \$500,000 yearly.

There are 125 skilled men there who devote their time to studying betterments in cars. They make 500,000 tests yearly.

There is a department of Methods and Standards. They decide and fix every standard in these cars.

We spend \$600,000 yearly to machine all surfaces of crank shafts, just as in Liberty Airplane Motors. That is the reason for that perfect balance, that absence of vibration.

Every Studebaker car is Timken-equipped. The Special-Six and the Big-Six have more Timken bearings than any car selling under \$5,600 in America. The Light-Six more than any competitive car within \$1,000 of its price.

Open cars have real leather upholstery. They cost \$25 more per car than imitation leather.

Our closed cars have Chase Mohair upholstery. This is made from the soft fleece of Angora goats. And a Sedan requires from 15 to 18 yards.

Velour for this upholstery would save us up to \$100 per car.

Note the finish of every detail. Mark the infinite care. They add 25% to labor cost on luxurious closed bodies.

Note the completeness of our larger closed cars. The nickel-plated bumpers, the extra disc wheels and cord tires, the steel trunk, the courtesy light, etc. Think what they would cost you, bought as extras.

Thus we have made the Studebaker the leader of quality cars. We have built a demand exceeding 145,000 cars per year.

Learn the results of these efforts, in fairness to yourself. Don't buy a car at \$1,000 or over without knowing what we offer.

Compare the parts and details. Mark the advantages we offer—scores on scores. Our experience is that 95% of those who do that buy a Studebaker car.

### Learn why 145,162 bought Studebakers in 1923

Studebakers hold the top place in the fine car field today.

In 1919, the public paid over \$80,000,000 for 39,356 Studebaker cars.

In 1920, the public paid over \$100,000,000 for 51,474 Studebaker cars, an increase of 31% over 1919.

In 1921, the public paid over \$120,000,000 for 66,643 Studebaker cars, an increase of 29% over 1920.

In 1922, the public paid over \$155,000,000 for 110,269 Studebaker cars, an increase of 66% over 1921.

In 1923, the public paid over \$201,000,000 for 145,162 Studebaker cars, an increase of 32% over 1922.

In 1924, business has opened with Studebaker as never before.

Learn why all these buyers preferred Studebakers.

Our factories employ 1,200 inspectors, to make 30,000 inspections on all Studebaker cars. Few flaws, few mistakes can escape them. That, we believe, is the finest organization ever devoted to motor car building.

### The price of quality

On some steel alloys for vital parts we pay 15% extra to get them exact.

LIGHT-SIX	
5-Pass. 112" W. B. 40 H. P.	
Touring	\$995.00
Roadster (3-Pass.)	975.00
Coupe-Roadster (2-Pass.)	1195.00
Coupe (5-Pass.)	1395.00
Sedan	1485.00

SPECIAL-SIX	
5-Pass. 119" W. B. 50 H. P.	
Touring	\$1350.00
Roadster (2-Pass.)	1325.00
Coupe (5-Pass.)	1695.00
Sedan	1985.00

BIG-SIX	
7-Pass. 126" W. B. 60 H. P.	
Touring	\$1750.00
Speedster (5-Pass.)	1635.00
Coupe (5-Pass.)	2195.00
Sedan	2685.00

(All prices f. o. b. factory. Terms to meet your convenience.)

ED REAM, MOUNT JOY.

World's Largest Produce of Quality Automobiles

## The Flower Show at Philadelphia

MOST WONDERFUL DISPLAY OF ROSES AND CARNATIONS HELD AT THE COMMERCIAL MUSEUM

Miss Elizabeth Gramm spent a day in Philadelphia last week, attending the annual Flower Show held in the Commercial Museum where thousands of the very finest roses and carnations were on exhibition. There were many varieties of roses—some of quite recent introduction—others old stand-bys. One of the older varieties "American Beauty" was especially fine and striking, arranged in a huge bouquet of about 50 blooms with stems 3 feet long and monster blooms. However, the most prominent roses seemed to be Souvenir de Claudius Pernet, a lovely deep yellow rose of fine form very full, and beautiful foliage.

Also the new rose "America" which had been grown to an immense size and there were quite a number of that variety that were the size of full blown peonies; color pink shaded.

There were also quite a number of new seedling roses which are as yet unnamed. There were about 40 or more varieties of named roses on exhibition, all grown to the utmost perfection. The largest prizes awarded for the best blooms were \$100.00. Next \$75.00 and \$50.00. There were many prizes given.

The largest size carnations ever grown were there—many new and beautiful varieties. Also lilies, tulips and hyacinths, cyclamen, cinerarias and many others.

However the one great feature which charmed the majority of visitors, was the large collection of Orchids exhibited by Mrs. Dixon, also a collection by Louis Burk. The former had about 50 varieties in bloom and they were most gorgeous. Cattleyas and Cypripediums in great variety, also "Butterfly" Orchids and many other species of these wonderfully beautiful and rare flowers. Some of those exhibited were native to South America, Guatemala, Nicaragua, Africa, India etc. The exquisite beauty and delicacy of an Orchid bloom can only come from "God's Garden", growing wild as they do in tropical jungles, and brought here to bloom in greenhouses where they must have the same temperature, moisture, etc. conducive to their growth.

Mrs. Dixon, a few years ago, bought the Roebling (Trenton, N. J.) collection of Orchids valued at thousands of dollars and has now one of the most valuable collections in the vicinity of Philadelphia.

However, there are some very fine collections in the Widener and Wanamaker, also Burk greenhouses. The Burk exhibit at the show was quite varied in coloring as many of the blooms were quite brilliant and of fantastic form. Between the two collections it was hard to decide which was the more beautiful.

### HOW TO READ A WEATHER MAP EXPLAINED BY DEPARTMENT

Almost everyone is familiar with the large weather maps located in public places, such as railway stations, post offices, or government buildings. The Weather Bureau of the United States Department of Agriculture issues a printed explanation of the weather map, telling in detail what the various marks and lines mean, and how the map is read.

The daily weather reports consist of observations of the barometer, and thermometer, the velocity and direction of the wind, state of the weather, and amount of rain or snow. On the weather maps solid lines, called isobars, are drawn through points that have the same atmospheric pressure. Dotted lines, called isotherms are drawn through points that have the same temperature. The direction of the wind at each station is indicated by an arrow which, files with the wind. Shaded areas are sometimes used to show areas of rainfall or snowfall. Tabular data give other details.

The centers of low barometric pressure are indicated on the map by the word "low" and the centers of areas of high barometric pressure by the word "high."

In the Northern Hemisphere winds blow spirally inward, counterclockwise, toward and around the center of a low, while from the center of a high they blow spirally outward as the hands of a clock move. These facts influence the direction from which prevailing winds at any point are blowing. There are rather well-defined storm tracks which may be traced on a weather map, and very definite indications of the character of approaching weather changes, which may be found on the weather charts. Topography and the location of the land and water areas with regard to the place where the observer happens to be, are, of course, important factors in weather changes.

Pay Your Income Tax. A Collector will sit at the Central Hotel, H. J. Engle, proprietor, on Monday, February 11, for the purpose of collecting the Income Tax.

### OUR SALE REGISTER

Saturday, Feb. 9th—At the Florin Hall, home cured meats, general line of merchandise, household goods and farm implements by Community Sales Co. Vogle, auct.

Saturday, Feb. 16—At the Central Hotel, at Mt. Joy, home raised shoats, 175 bushel of apples, and 100 bushels of potatoes, by C. S. Frank.

Saturday, February 16—At the Washington House, Maytown at 7.30 P. M., valuable real estate, the R. R. Houseal property at Maytown, by Mabel Ziegler and Howard Shireman, admsns. Frank, auct.

Friday, Feb. 22—On the premises situated along the road leading from Salunga to Oyster Point, one mile south of Salunga, live stock and farm implements, by W. K. Detweiler. Frank, auct.

Saturday, Feb. 23—On the premises at Kinderhook on the road leading from Columbia to Mt. Joy, live stock and farm implements by Elam, H. Bowers. Frank, Auct.

Monday, Feb. 25—On the premises in West Hempfield township, on the road leading from Mt. Joy to Ironville, near Moore's Mill, large lot of live stock and the entire lot of farming implements by Eli G. Musser. Frank, Auct.

Tuesday, Feb. 26—On the premises in West Hempfield township, on the road leading from Mount Joy to Ironville, near Moore's Mill, entire lot of household goods by Eli G. Musser. Frank, auct.

Thursday, February 28—On the premises one mile west of Columbia, on road leading from Columbia to Marietta, at Klinesville, live stock and implements by Geo. Houck. Frank, auct.

Saturday, March 1—On the premises along the Mt. Joy and Lancaster trolley line, at Bender's Mill one mile west of Salunga, horses, 5 pair mules, farm implements and household goods by Henry H. Eby. Frank, Auct.

Saturday, March 1—On the premises of W. B. Schmeitman, in West Donegal township, along the Elizabethtown and Bainbridge road, near the Conoy Meeting House, horses, cows, pigs, implements, harness, some household goods, etc. by Amos Brickner. Aldinger & Son, Aucts.

Monday, March 3—On the premises on the road leading from Columbia to Mount Joy, the William G. Zeamer farm at Kinderhook, mules, horse, cows, heifers, bull, farming implements, etc. by Christian Rigel. Frank, Auct.

Thursday, March 6—On the Marietta and Mount Joy pike, near the Union School House, 2 miles southwest of Mount Joy, live stock, farming implements and household goods by Henry N. Hostetter. Frank, auct.

Saturday, March 8—On the premises, the Mr. Amos W. Mumma farm, near Breneman's school house in Mt. Joy township, 2 miles northwest of Mount Joy, horses, mules, cows, hogs, full line farm implements by L. T. Geib. Aldinger, Auct.

Saturday, March 8—On the premises in Rapho township, one mile from Hossler's church, live stock, farming implements and some household goods by John B. Brubaker. Vogle, auct.

Monday, March 10—On the premises, the Joseph T. Breneman farm, 1-4 mile north of Mt. Joy, horses, mules, cows, heifers, bulls, chickens, full line of farm implements and some household goods by Samuel G. Groff. Frank, Auct.

Tuesday, March 11—On the premises in West Hempfield township, on the road leading from Kinderhook to Ironville, one-fourth mile east of Kinderhook, farm implements and some household goods by John Rodkey. Waser, auct.

Tuesday, March 11—On the premises, the A. L. Nissley farm, one-half mile north of the concrete highway, 2 miles west of Florin and a mile east of Rheems, live stock, farming implements, smoked meats, etc., by Henry E. Lutz. Frank, Auct.

Wednesday, March 12—On the premises in Rapho township, on the road leading from State Highway to the Mt. Joy and Sporting Hill stock, implements, by Samuel G. Wertz.

Saturday, March 15—On the premises, the Zeamer Estate farm, on the Marietta and Lancaster pike, 2 miles west of Silver Spring and 3 miles east of Marietta, 150 head of live stock, all the farm implements and some household goods by C. G. Stauffer. Frank, auct.

Monday, March 17—On the premises in Rapho township, near Hossler's church, live stock and farming implements by George H. Boyd. Snively, auct.

Tuesday, March 18—On the premises, on the Manheim road about one mile East of Mount Joy, live stock and farm implements by Albert R. Nissley. Frank, auct.

Wednesday, March 19—On the premises along the state road, the Hoffman Hershey farm, 2 miles east of Mount Joy, and 1 mile west of Salunga, near Bacon's Mill, horses, mules, cows, bulls, heifers, hogs, complete line farm implements, and some household goods by Philip H. Ruhl. Frank, auct.

Thursday, March 20—On the premises in West Hempfield township on the road leading from Ironville to Kinderhook, horses, cows, farm implements and household goods by John Derr. Frank, Auct.

Thursday, March 20—On the premises in West Hempfield township, on the road leading from Kinderhook to Ironville, live stock, farming implements and household goods by John Derr. Frank, auct.

## LOCAL DOINGS AROUND FLORIN

ALL THE UP-TO-DATE HAPPENINGS FROM THAT THRIVING AND BUSY VILLAGE THE PAST WEEK

John Garber is sporting a new Franklin sedan.

Mr. J. N. Hershey is spending a few days at Pittsburg.

Eli Herr is confined to the house with an attack of sickness.

Mrs. H. Roy Nissly is visiting her parents at Lancaster to-day.

Mr. and Mrs. Peter Walters are spending to-day at Mechanicsburg.

Mrs. John C. Dyer is spending the day at Harrisburg visiting relatives.

Mrs. K. Dunlap, of Lancaster, is the guest of Mrs. Anna Mae Shuemaker.

Mrs. J. N. Olweiler was the guest of Mrs. Anna Mae Shuemaker on Sunday.

Mr. Horace Adams, of York, spent Sunday with Mr. and Mrs. Jacob Emehaiser.

The concrete blocks are being laid by J. Y. Kline and force at the Florin Foundry Company.

J. R. Martin, watchman at the Wolgemuth crossing, is confined to the house with an attack of grip.

Mr. John Anderson and Mr. Ephraim Arndt, Jr., accompanied the New York Excursion on Sunday.

Mr. and Mrs. Edgar Steigerwalt of Paoli were the guests of Mrs. Anna Mae Shuemaker last Wednesday.

Mrs. William Beamensderfer and Mrs. William Campbell of Elizabethtown spent Friday with Mr. and Mrs. Fred Roth.

Messrs. Russell Mumma, Henry Emehaiser, and John Germer were taken into the Foresters Lodge Tuesday evening, at Mount Joy.

Rev. Fisher, wife and children Dorothy and Junior and Miss Clare Manning were guests of Mrs. Anna Mae Shuemaker last Thursday.

Miss Mary Hershey, daughter of Mr. and Mrs. Jacob N. Hershey, will leave Friday on an extensive trip to the Pacific Coast, California, where she will spend several months.

EASE OF OPERATION APPEALS TO WOMEN

How the woman motorist, knowing nothing about the mechanism of an automobile, regards advances in mechanical construction is interestingly shown in prize-winning letters submitted to the Chandler distributor at San Francisco.

During Traffic Transmission week, when Chandler's new clutch-gear set was demonstrated to everyone who would accept the company's invitation to ride, the distributor offered cash prizes to the passengers who would best describe the merits of the device.

Most of the contestants were men; they went into the mechanical construction of the transmission in detail. Not so the women—they wrote of the effects of the new transmission, and their pleasure and comfort in driving a car free from the clashing and the uncertainties of the old-fashioned sliding gear transmission.

Mrs. John E. Carr, of Palo Alto, Calif., was adjudged the winner among the women contestants. "Being a woman, I do not know anything about a motor car's insides," wrote Mrs. Carr. "What is more, I do not want to have to learn. I do know this: I was not the least bit fussed when driving the Chandler with the Traffic Transmission. I just drove it, that's all. There is really nothing to it."

"The first thing I noticed was how easily it operated. Only a slight pressure was needed to move the lever. The simplicity of it was positively fascinating. Then the salesman told me to shift from high to second. I did that and then from second to low. It was just as easy as going up."

"Then we went down a long steep hill and I found that I could completely control the speed of the car by shifting gears and was not obliged to tire myself holding down a foot brake."

"I suppose that the men find the principle of this Traffic Transmission very interesting. My husband and his father discussed it for an hour. What they said was all Greek to me."

"The thing that impressed me was this: That operating the new Chandler with the Traffic Transmission is so simple and easy, and requires so little effort, either mental or physical, that a woman finds herself free to devote all her attention to the problems of the traffic. She is relieved of that feeling of suspense."

"With my present car I often go out of my way avoiding hills and traffic to escape the annoyances of shifting gears. Gear shifting makes me so nervous. Sometimes I do it all right and then for no apparent reason they grind and clash and make me feel that I am doing something terrible."

"But when I drove the Chandler up hill and down looked the same to me and I was not the least bothered in the thick traffic, though it was the first time I had ever tried the Traffic Transmission. Somehow it gave me a new feeling of confidence."

"My husband is always threatening to buy me a car with a set of rubber gears in the transmission. I think I will ask for the Chandler instead."

Guardian Apointed. The First National Bank, of Mt. Joy, has been appointed guardian of Amos W. Kolp in the estate of Barbara Kolp, late of West Hempfield township.