

REPUBLIC MEN HAVE BIG TIME

Two Hundred Get Together at Factory and Hear Prosperous Report

I. W. Dill, distributor for Republic trucks in central Pennsylvania, returned yesterday afternoon from Alma, Mich., where 200 dealers assembled at the factory.

It was the first of a series of dealers' conventions which the company has planned to hold. With more than 300 dealers covering every state, it was deemed better to hold the meetings in sections, rather than to make one big national convention. In the smaller gatherings the sales organization has a better opportunity to become acquainted, there is more opportunity for a general participation in the discussion.

Judging by the success of the first, the Republic has stirring times ahead in these "get-togethers". Enthusiasm of the good old-fashioned spontaneous kind ruled the affair from the coming of the advance guard on Sunday to the departure of the last visitor. Territorial divisions were not observed from the first meeting.

The affair was under the generalship of Sales Manager Holmes in which he had the hearty co-operation of President Frank W. Ruggles, assistant general manager, Lafayette Markle, and every member of the administration offices.

The Republic Motor Truck Band which has gained national fame in its tours of the country was present in pieces strong in the leadership of F. J. Major. This band which is made up of employees of the Republic factories has elicited high praise from the cities which it visits. It has just returned from the south and east, including New York, where it scored brilliant successes. Its park concerts have had audiences numbering as many as 30,000. A far western tour is now planned beginning with Chicago, where the band's schedule marks July 23rd, 24th and 25th, under the management of the Chicago Republic Truck Company, W. C. Vliet, President.

In cooperation with local Republic dealers the band gives concerts in parks and auditoriums, and leads Republic truck parades. The event is heralded by the newspapers and by billboards for which the Republic has a fine stand of lithographs showing the entire organization. The turnout of early decorated trucks in the cities makes a fine show. Republic owners vie with each other in the get-up of their trucks for the procession—and usually every available Republic is in line. It is an impressive showing of the spread of the Republic market, and the enthusiasm of its owners is a striking tribute to the "strong right arm of Republic Service."

The band paraded and played at the hotel, where the band's work in Alma, its programs ranging all the way from grand opera to the latest dance music.

Monday was given over to the reception of visitors and social sessions. Tuesday morning the visitors were taken through the factory plants No. 1, 2 and 3. Many of the visitors saw the factory for the first time. Even those who visit the factory occasionally were impressed with the remarkable growth of the institution. It has never ceased expanding from the year Republic trucks were first marketed. They saw the new motor plant—its armored radiator plant, its construction and assembly departments housed in the finest factory buildings of steel and reinforced concrete—the buildings, testing tracks, shipping yards and platforms covering nearly 25 acres.

All the models were reviewed. These include the New Republic dump bodies and equipment and the

model No. 8, a one-ton chassis. The present model 10 one-ton is not displaced by this new model. There are now two Republic one-ton models. In all, six chassis were shown, ranging from 1/2-ton to 3 1/2-ton capacity, with the Republic bodies of every type for every work, from express and solid panel for delivery to hoist and dump for the heaviest construction—both farm work as well as city work—a complete line, with the internal gear drive and all the Republic features which have made the remarkable service records of the Republic. Talks on the truck movements were made by the Republic engineer, Cecil Taylor and assistants. A demonstration of Republic five trucks completely equipped with the latest pumping apparatus was an interesting feature.

At 6 p. m. Tuesday, the visitors went to St. Louis, Mich., three miles from Alma, in a special train. A band concert, chicken dinner, smoker and cabaret features at the Park hotel made up the program and the convention returned to Alma, where the visitors were entertained by the Republic Motor Truck Company, at a good vaudeville bill in Genesta theater. Screen slides showing cartoons of many dealers in their characteristic positions, advertisements and sayings evoked hearty laughs.

On Wednesday discussion was resumed on all models at the park, led by Engineer Taylor.

Lunch was served in the Republic's fine new restaurant, at the factory, the occasion marking its opening. It is an up-to-d-4 institutional restaurant of the most approved type. President Ruggles welcomed the visitors. Informal talks followed in which dealers and members of the factory organization all took a lively part.

It was a good fellowship from start to finish. The outlook in truckdom for the coming year was surveyed with optimism in every quarter. Over 23,000 Republic trucks are now in the hands of the owners and the factory expects more than to double this number in the next twelve months.

Packard Receives Large Order For War Trucks

An order for 1,800 chainless Packard trucks, representing a money value of \$5,046,850, was received yesterday by the Packard Motor Car Company from the War Department of the United States. The order specifies the standard three-ton unit which is being widely used for commercial purposes. Deliveries start in two weeks and are to be spread over a period of several months.

The Packard Company and every man in the organization justly feels proud that our product is among the very first to be selected by the War Department in its task of equipping a huge army for service abroad," said Alvan McCauley, president and general manager. "The commercial aspect of the matter is overshadowed by the splendid opportunity to perform a real service by supplying to the Government the kind of equipment which may be regarded as essential to the successful prosecution of the war."

"We feel sure that every one of these 1,800 Packards will do its individual bit in army service, and do it just as efficiently as the hundreds of Packards that went down to Mexico or those now being operated by the allies from Calais to Salonika and along the Russian lines. The trucks used along the Mexican border were subjected to the most violent and, due to terrible conditions of the roads, some of those used abroad have been burdened with anti-aircraft guns and

others with tremendously heavy trench-digging machinery." President Macauley's first inkling of the Government's order came in a telegram from C. R. Norton, general sales manager of the company, who had been in Washington for some time, keeping in close touch with developments, so that the factory might be instantly advised of the Government's requirements.

Dollar Buys More Motor Car Value Than Ever

"A dollar has considerably greater purchasing power to-day, so far as the automobile industry is concerned, than it had six or seven years ago," says Harry M. Jewett, president of the Packard-Detroit Motor Car Company. "This seems like a contradiction of well-known facts. It is commonly supposed that the cost of labor and of most commodities is high, purchasing power is low."

"But when it comes to motorcars this is not so and I make this statement in spite of some recent raises in the price of cars. As a matter of fact these advances have been remarkably small, thanks to the progress made by motorcar makers in scientific management and manufacturing methods."

"A glance backward will serve to show how much more the buyer of cars to-day gets for his money than he could purchase a short time ago. When he bought a car, say seven years ago, what did he get? He got little more than a chassis with an un-equipped body. He got a car that would run fairly well, but before he could secure real motorcar comfort, utility and service he had to make many additional purchases. The cars of that day did not have a self-starting motor, they had no windshields or tire carriers. They were not even equipped with tops and headlights."

"To-day the buyer expects all these things as a matter of course and he not only gets them but also a hundred and one other things in the way of equipment and refinements that add immeasurably to the comfort and to the service he gets out of his car. Has the price of cars increased proportionately as these things were added? No, emphatically it has not. As a matter of fact the purchaser buys far more money

for \$1,500 to-day than he could buy "While the purchasing power of the dollar has increased wonderfully in the motorcar industry it has diminished considerably in other fields of transportation. Railroad mileage has greatly increased in cost, in some instances as much as 100 per cent. In the last few years. And it is perfectly fair to compare these two methods of transportation because the motorcar is no longer a luxury. Its utility has placed it among the necessities."

MRS. SAMUEL SHUMAN BURIED

Blain, Pa., July 21.—The funeral of Mrs. Samuel Shuman was held today with interment in the Stony Point Cemetery adjoining the church property. The Rev. W. E. Smith officiating. Mrs. Shuman was the widow of George Heas and formerly before her first marriage, Miss Kate Bernheisel. She was about 68 years old.

MRS. SUSAN BAKER DIES
Halifax, Pa., July 21.—Mrs. Susan Baker, widow of George Baker, died at the home of her daughter, Miss Sara Hawk, in Armstrong street, yesterday afternoon after a long illness. Mrs. Baker was 50 years old and is survived by these children: Oliver and Daniel Hawk, of Halifax; Mrs. Albert Neader, of Millersburg; Mrs. John Neader, of Halifax, and Miss Sara Hawk, at home. Funeral services will be held on Tuesday morning at 10 o'clock at the home, conducted by her pastor, the Rev. J. C. Pease, of the Halifax Reformed Church. Burial will be made in the Fetterhoff Cemetery, near Fishersville.

MARYSVILLE CHURCH SERVICES

Marysville, Pa., July 21.—"Pleasing God" is the subject of the sermon of the Rev. Ralph E. Hartman, pastor of the local Trinity Reformed Church, for his Sunday morning service. The Rev. J. F. Wiggins, pastor of the local Church of God, will deliver sermons both morning and evening with "The Ministry of Character" and "The Value of Character as his respective subjects. No preaching services will be held in the Zion Lutheran Church, the pastor, the Rev. S. L. Rice, being on vacation. To-morrow's services in the United Evangelical Church will be the last before the pastor, the Rev. L. A. Fuhrman, leaves for his summer vacation. He will be gone a month, but his pulpit will be occupied most of the time.



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Jeffery Six combines dependability, power and comfort. Consequently the nation's list of satisfied Jeffery owners is steadily growing.

The Jeffery Six Motor, 53 horsepower, insures all the power and speed you can use. It accelerates on high gear from two to sixty miles per hour without effort.

The straight lines of the Hammock-slung body have found wide favor. Both tonneau and driving compartment are comfortably large, accommodating seven passengers.

You'll find this car exceptionally strong value at \$1465.

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SAXON "SIX" A BIG TOURING CAR FOR FIVE PEOPLE

So great is the flexibility of this car that you rarely need to shift gears. It idles down "on high" to less than two miles per hour and then picks up to full speed swiftly, smoothly and with ease. Price is \$935 f. o. b. Detroit.

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Harrisburg, Pa. 1137 Mulberry. Bell 1396. Associated Dealers:
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Famous Two-Power-Range Eight Will Drift with the Zephyr or Race with the Gale

The "Loafing" Range

In its "loafing" range the Peerless Eight will drift with the zephyr.

Like a feather on a fitful summer breeze it will pause and drift or dart this way or that with the changing current of city traffic.

Its "loafing" range suffices for all ordinary driving.

And in its "loafing" range it consumes fuel so sparingly as to shame many a six of much less power—even many a four.

Eighty horsepower—yes—but with real economy.

The "Sporting" Range

But in the open stretches you can race with the gale in this same soft, smooth Peerless Eight.

You have only to open your throttle wider to utterly change the character of your car.

To see her perform in her "sporting" range, you would think she was built for tremendous speed and prodigious feats of power without regard for the gentler virtues which so distinguish the "loafing" range performance of this same car.

WELL-NIGH unbelievable contrasts in performance give the Peerless Eight its distinctive charm. Two power ranges make it at once an economical, ideally soft, smooth, lively car for ordinary driving —or a brute of a car for power and speed when you "have the road" and the need or desire "to burn it."

Let us show you why the Peerless Eight has come to be the choice of the country's most exacting motor car buyers.

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