



# THE TELEGRAPH'S SPECIAL OFFER TO HARRISBURG

**T**HIS is one of our big achievements, of which we are justly proud. Every reader of this paper—yes, every family in the city and in its environments—can this year enjoy either of these two nationally famous magazines, or both of them, with this paper, for but little more than the price of the paper alone. These two great magazines with approximately 1,500,000 subscribers, are known and loved the whole country over. At 15 cents a copy, \$1.80 a year—\$3.60 for the two, purchased by the month—they are unquestioned leaders in their respective fields.

## How We Did It

We went to the publishers of these magazines and told them about this city. How its population has increased! How its wealth has increased! How its trade has increased! How its bank clearings have increased! We showed them how desirable it was for them, and for their advertisers, that they should have a large circulation here! Then we showed them how this paper was the one paper in this city to make this offer, and how we knew that the citizens of this city would welcome this opportunity enthusiastically.

## Woman's Home Companion

**Splendid Serial Novels** Woman's Home Companion is famous for the excellence of its fiction, particularly its full-length serial novels. There will be at least four novels this year, by Margaret Deland, Fannie Heaslip Lea, and others of equal power. Hundreds of thousands will later pay \$1.50 each for them, when they are published in book form, but readers of Woman's Home Companion will have had them first.

**Fifty Splendid Short Stories** By distinguished authors whose work you are always eager to read, will fill the pages of the Companion. Mary E. Wilkins Freeman, William J. Burns (the great detective), Zona Gale, Mary Heaton Vorse, Juliet Wilbur Tompkins, Grace S. Richmond—these are only a few of the popular favorites whose stories will appear during the year.

**The Finer Things** Inspiration, ideals, of life culture, the things that lift us above the commonplace and the monotony of living—these have an important place in the program for 1916. The Rev. Dr. Charles E. Jefferson has prepared a series of intimate sermons for the Companion family on the duties and privileges of family life and the real meaning of family ties.

Laura Spencer Porter will help those who love pictures and want to know the best. Anne Bryan McCall, in The Tower Room, will continue her popular department for girls.

**The New Fashion's** new ideas, the chic fashions touches that distinguish the smartly dressed woman of Fifth Avenue will always be found first in the Companion. Grace Margaret Gould, the Companion Fashion Editor, keeps her readers in constant touch with the great creators of fashion in Paris and New York.

**For the Little People** The cunningest, funniest little people you ever saw—drawn and verified by Olive Rush. Also stories, puzzles and prizes, plays for school and nursery, plans for kites, aeroplanes and boats, doll dressmaking lessons—all kinds of things to interest and amuse the little Companion readers.

**Helpful, Home** The Companion is famous for its practical departments. Every month it offers new ideas for cooking, for serving, for entertaining, for fancy work. Hundreds of ideas every month! Practical, really helpful ideas. Companion readers find these departments most valuable.

## The American Magazine

aims to be, and is, a magazine for the whole family to share, each with the other—full of the new things, the interesting things, this month, next month, every month!

**George Ade**  
William Allen White  
Ellis Parker Butler  
David Grayson  
Ida Tarbell  
John Sharp Williams  
Ray Stannard Baker  
Hough Fullerton  
Stephen Leacock  
John Taintor Foote  
Walter Pritchard Eaton  
James Montgomery Flagg

These, and scores of other favorites, will contribute the timely and interesting articles, the stories, the striking illustrations, the departments. You will find The American Magazine always full of the things you are interested in; the things you want to read about.

**The Effect of the New Industries** have War on America been created; old industries have been given new life; new cities have sprung up full sized in a month; men have become millionaires over night—these are some of the effects of the war on America. These articles tell a wonderful story of problems met, difficulties overcome, and successful achievement. They give a splendid, true picture of the war industries, the war fortunes, and the men that made them.

**Being Better** An intensely interesting Business Men series of practical, fact-bottom articles about the Retail Business, Real Estate, Advertising, Selling, and other important lines of business. Other articles for young men will take up the problems of young men—going into business in his own town; going into business with his father; going to the large city. It will be a very interesting and really valuable series.

**Stories—Short** There is always a generous measure of stories in The American Magazine. Stories of city life; of country life; home stories; dog stories; love stories and adventure stories—a real feast of fiction. Important, too, no suggestive or unclean story has ever found its way into The American Magazine. Its stories are wholesome and cleverly told, that the whole family can, and does, enjoy.

## The Big Saving

If you bought either of these magazines at the newsstand each month you would pay fifteen cents for it. If you bought both of them you would pay thirty cents. One magazine purchased this way for the year would cost you \$1.80. Both magazines \$3.60. Now, in place of having the bother of going to the newsstand for your copy, you will receive the magazines each month by mail at your home, promptly on publication date. Furthermore, you will only pay each month a few cents more than this paper alone would cost. It is a big, big saving in convenience and in money.

## Act Now!

Of course a big special offer of this kind cannot be continued very long. The thing for you to do is to take advantage of it at once. Either phone this paper or send the coupon below and our representative will call. He will have sample of the magazines and the contract, ready to show you how easily you can take advantage of this wonderful opportunity to secure either or both of these famous magazines this year. Wouldn't it be wise to send the coupon now, while the matter is fresh in your mind.

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