

THE PLAYS THE THING
Theatrical Attractions
Present and Future

THEATRICAL DIRECTORY
ORPHEUM - Wednesday evening, April 26, "It Pays to Advertise," Friday evening, April 28, "Suki."

PLAYS AND PLAYERS
James W. Morrison, Vitagraph's versatile juvenile character man, who appeared in "The Battle Cry of Peace"

As a first step in the direction of making the movies a little cleaner and more wholesome, a certain large company has issued an order to all its female players that "powdered noses and rouged cheeks, with peep-a-boo waists and short skirts and high-heeled shoes are banned in all that company's studios."

Virginia Pearson has just opened the "silhouette room" in her New Jersey home. She lives in a very mecca of silhouettes. Not even a rose may mar the perfect contrast of the colorless white of the dead black and the pure white in this particular room.

"Man, boy and stock actor," says a broken-down tragedian in the May American Magazine. I remember Sarah Bernhardt's other leg and her first two-legged farewell tour. I can recall De Wolf Hopper before Casey went to bat. Why, I knew Willie Collier when he was funny!

LOCAL THEATERS
Majestic Has Big Dancing Act
If you didn't go to Atlantic City on Easter, don't worry, for you have an

ORPHEUM
WED. MAT. APRIL 26th
COHAN & HARRIS
Present
IT PAYS TO ADVERTISE
BY ROY MEGREUE COOPER and WALTER HACKETT

VICTORIA THEATRE
PICTURES
THE SHANLEY
MARGUERITE SNOW
The charming and gifted actress favorite in a five-act romantic and thrilling story of Wall Street and Society, "A CORNER IN COTTON"

REGENT
To-day and to-morrow, Paramount presents the daily delightful MARGUERITE CLARK, in a powerful Alpine Drama, "OUT OF THE DRIFTS"
Produced by Daniel Frohman.

ORPHEUM
FRIDAY EVENING, APRIL 28th, at 8.15
MAIL ORDERS NOW REGULAR SALE WEDNESDAY
CHARLES FROHMAN PRESENTS
ANN MURDOCK WITH TOM WISE
And an all-star cast including Ferdinand Gottschalk, Paul Gordon, Chas. Dow Clark, Philip Wood, Wilfred Segram, Leon Brown, Kate Sargantson, Rita Gray, Kate Mayhew, Josephine Morse, John Trevor, Mae McNamara, Mary Louise Pecheur, Ruth Pecheur, in the merriest of farces, "SUKI"
-PRICES- BALCONY \$2.00, \$1.50, \$1.00 GALLERY 25c

Ethel Whiteside to Give Lively Novelty Act at Majestic First 3 Days



Backed up by a company of nine professional singers and dancers, Ethel Whiteside, a vaudeville star of the musical comedy type, will present a lively novelty at the Majestic Theater the first three days of the week. This is an act entitled "Singing and Dancing Around the World." In this particular case the Majestic stage will be called upon to play the part of said world, while appropriate scenic changes will be made in rapid succession, depicting six different spots on this mundane sphere, and each of them a bright spot where song and dance abound. While this act has never played Harrisburg before, Manager Hopkins says he has received some very good reports on it, and feels confident that the Easter Bunny has been exceedingly kind in what he has placed in the Majestic's basket.

JUST A FEW FACTS ABOUT ADVERTISING

By C. B. CALDWELL
In view of the fact that Cohan & Harris are to present their farce, "It Pays to Advertise," at the Majestic this week, it seems fitting and proper to consider for a moment the history of advertising as a commercial practice. The business of advertising in comparatively recent years has assumed enormous proportions throughout the world. The work of Megreue and Walter Hackett, the authors of "It Pays to Advertise," insert a line in their program to the effect that "the figures quoted in this play are FACTS NOT FABLES." The progress of the play the various amounts paid by national advertisers for newspaper and magazine publicity are stated in a rapid-fire flow of convincing argument that finally converts a skeptical old soap magnate who does not believe in modern advertising methods. But the play itself does not touch on the aggregate expenditure of money for legitimate advertising in this country. According to a recapitulation of statistics printed about the first of the present year, we learn the magnitude of the business of advertising in this country. The total amount of advertising in the United States last year to over \$147,000,000 that was placed through the large advertising agencies. This estimate does not include thousands of small accounts contracted for directly with publications by individuals. Nor does it comprise the amount spent for the advertising of electric signs, billboards, and what-not.

Birth of Advertising
Printers' ink is the most potent and powerful factor in the history of the world. Yet the business of advertising is of very recent origin when considered as a serious adjunct to other phases of commercial activity. In some rudimentary form the seller of a product to the buyer must, however, have accompanied the earliest developments of trade relations. Under conditions of primitive barter when communities were so small that every individual was in immediate personal contact with every consumer, advertising was unnecessary. But, as the primeval man's wolfish antipathy to the stranger of another tribe gradually diminished, and as intercourse spread the infection of larger desires, the trapper, for instance, could no longer satisfy his mere exchange of his pelts for the neighbor's corn and oil. Then it must have been that advertising was born. It is reasonable to suppose that with the introduction of currency there were direct relations between the purchaser and the consumer, money being in the hands of a third party, and so it came about that local markets were established for the purpose of their wares. These developed into the gradually developed into periodic fairs held at regular intervals in the smaller communities to which merchants from distant places resorted and their wares were displayed to shout the worth of the wares offered for barter. They were the first advertising agents, and operated precisely as do the barkers at Coney Island to-day. This was the method followed for centuries.

Then Came Printing
In England, during the third century, a small group of the largest aggregation of traders in Great Britain, middlemen and dealers were attracted from abroad, who in turn sent other dealers information to the effect of their wares. These developed into the store system we know to-day. These places of business were marked by various symbols and devices to indicate the products on sale. These signs were the first real outdoor advertising.

Advertisers Taxed
From the year 1694 until 1827 the English government collected a tax on advertising.

From the year 1694 until 1827 the English government collected a tax on advertising.

MARGUERITE CLARK
Paramount star, in "Out of the Drifts," at the Regent to-day and to-morrow.

Says She Was Saved From Operating Table

Brother and Sister Both Relieved by Simple Remedy Available to Any One.



In her gratitude for a remedy that saved her from the possible necessity for an operation, Mrs. Carrie Heflin, of Coats, Kans., writes: "Had it not been for Fruitola and Traxo I might have been on the operating table by now. It relieved me of at least one hundred and fifty gall stones. It surely does work wonders. My brother also had suffered for years and has been greatly benefited by Fruitola and Traxo." Fruitola is a powerful lubricant for the intestinal organs, softening the congested masses, disintegrating the hardened particles that cause so much suffering and expels the accumulation in an easy, natural way. Traxo is a splendid tonic, acting on the liver and stomach with most beneficial results and is recommended for use in connection with Fruitola to build up and restore the weakened, run-down system.

Fruitola and Traxo are prepared in the Pinus laboratories at Monticello, Ill., and arrangements have been made to supply them through representative druggists. In Harrisburg, they can be obtained at Gorgas, the Druggist, 18 North Third St.; P. R. R. Station.

For A Long Life

and a merry one—keep the liver active and the system clean
GENUINE BEARS SIGNATURE
Brent Good with CARTER'S LITTLE LIVER PILLS

SMOOTH and MELLOW KING OSCAR 5c CIGAR
Have built up and are increasing their reputation for quality and regularity. Confidence once gained has not been abused
"The Daddy of Them All" John C. Herman & Co. Harrisburg, Pa.

Bringing Up Father



MAJESTIC

See What the Bunny Brought!
ETHEL WHITESIDE AND HER COMPANY OF 6
In a song and dance revue entitled "AROUND THE WORLD"
EXCELLENT SUPPORTING BILL
Mats. at 2.30-10c and 15c. Eve., 7.30 to 10.30-10c, 15c, 25c.

By McManus



By McManus

