

TRUTH in Advertising

Who would go to a ball-game if he knew that the pitchers were bought and sold? Or to a horse-race if he knew it to be a fake? A pugilist who hits foul not only loses the fight but is hooted as a coward. Even a gambler worthy the name is too proud to cheat. Shall we exact honesty in our sports and even in our dissipations but condone dishonesty in the more fiduciary relationships of business? "Trader," "traditor," "traitor"—these are the same word; shall we give them the same meaning? Of course not. Business is becoming cleaner and fairer every day. There are a thousand honest business men to one who is intentionally dishonest. Honest business can compel honest business, and is bound to do so or go down in the struggle.

In my correspondence with several of your officers I have noticed on your club stationery the emblem which you have adopted as a sort of sign-manual or coat-of-arms. I saw that it was a miniature map of the world, a true microcosm, across which in letters meant to be seven thousand miles high—for they were the full diameter of the earth—you had superposed the one word—TRUTH. As I curiously studied the symbolism of this design, I became aware that all sorts of emotions were thronging my heart, whose beating was as syncopated as my thoughts. For here was I in the presence of a Purpose, clean, brave, wholesome, divine—a purpose wider than the earth, for it reached to the stars and laid hold on Heaven.

Do you mean it? Is it your pledge—your consecration? Is that word Truth written on your

foreheads and in your hearts as well as in your heraldry? Is it your purpose to work for it, fight for it, live for it, and if needs be die for it? Then have you founded a Brotherhood nobler than that of Arthur and his Round Table, for their search for the grail was after all but romantic chivalry; greater than the Crusaders, for their purpose was revenge. You have appropriated to yourselves the supreme, consummate word of all speech, for Truth is the holiest name of God—holier even than Love, for love is absorbed in it. Do you know what you have done? You have called to witness the whole broad earth, over which Truth hath thrown

her baldrick like a cloth of gold.

With Truth on your banner in the militant cause of business honesty your great club is likely to become the chief protagonist, for you strike at the poisoned heart

of dishonest business, namely, dishonest advertising.

On your own initiative, without legal compulsion and with no other urge than the innate promptings of high-toned and honorable gentlemen, you have undertaken to rid all our newspapers and periodicals of untrue, unclean and dishonest advertisements. It seems to me that you have already gained your victory, and henceforth have only to guard the fruits of it, for recently, out of sheer curiosity, I examined as many newspapers and magazines as I could lay hands on just to see if I could find in them those old alluring blandishments, ranging from the quack doctor to the quackest oracle of fate; but there was nothing doing—everything as clean as a hound's tooth and as wholesome as sunshine.

This article is one of a series to advertise advertising by the Associated Advertising Clubs of the World. It is part of an inspiring speech, delivered before the Eleventh Annual Convention of the Associated Clubs at Chicago, by the

HON. HENRY D. ESTABROOK

Write the A. A. C. of W., Indianapolis, for booklet, written for buyers like yourself. You'll find it profitable reading.

You may have a copy of the entire speech if you will write for it to the Associated Advertising Clubs, Indianapolis.



THAT CARNIVAL

To the Editor of the Telegraph:

The city of Harrisburg has been advertised far and wide as a beautiful place, with miles of clean streets, fine parks, nice front steps along the river, etc. I wish to protest against the scene left by the carnival which resigned uninvited on school board property at Third and Harris streets last week. When my family accompanied me to church we were obliged to tramp through paper and other filth alongside of which the city dump is respectable. This refuse was allowed to be carried by the wind and could be seen four and five blocks from the school rectory. It is a shame that the Reilly-Hose Company, under whose auspices it was conducted, did not have local pride enough to restore the grounds

to the condition in which they received it.

Second, I wish to protest against the city officials permitting open gambling and gross immorality. When a neighboring pastor tried to have the nuisance reduced to at least a semblance of respectability, he was made a subject of ridicule. When an officer of the law walked into where gambling was being done he was given a box of candy and he continued on his journey.

Third, I wish to protest against our school board granting the use of our property for such purposes. As Rev. Schaum said from the pulpit last evening, "We pay our school taxes to educate our children and elevate their morals and the same board turns around and grants the use of our property to corrupt, degrade and demoralize our young people in a shameful way."

The show people themselves said it was the "easiest mark they had for a long while." Are our city officials as cheap kind of a sport who will resort to such methods to gather funds from mainly the poorer classes who can least afford it for the purpose of taking a pleasure trip, and most people know the leading feature of a "poor charitable organization" is the secret of the matter is, the carnival company would not be given these privileges, but they get some establishments, but they get some establishments, but they get some establishments.

Notice that there are always a lot of robberies pulled off while they

FOR BRUMBAUGH

To the Editor of the Telegraph:

The following is from a letter to the editor of the Telegraph signed, "A Wooley Lamb," received too late for publication in its entirety:

"Martin G. Brumbaugh is Governor of Pennsylvania to-day, and contrary to the prophecies of the wise one who shook their heads and said: 'It will be the same old story; they'll get him, they have not done so. But I will liken him onto a wise man which built his house upon a rock, and the rain descended and the floods came and the winds blew and beat upon that house and it fell not; for it was founded upon a rock.' Surely a man to be proud of, the product of a Christian Pennsylvania home. He stands for a reunited Republican party, minus the domination of the liquor machine, and that means Republican success, and better government."

LETTERS TO THE EDITOR

OUR JOSEPH'S COAT

To the Editor of the Telegraph:

Several prominent and influential daily papers have recently been stigmatizing our primary election law as "a delusion and a snare." Many politicians and members of the General Assembly of 1915 were so dissatisfied with the provision which enables a candidate to get his name on two or more party tickets that a bill was introduced in the House to make such practices illegal. There was considerable sentiment in favor of the passage of the bill, but it did not come to a final vote. To some this practice did not seem to savor of high ideals of public service, but rather contracts sharply with the character of statesmen of earlier times with their clear and well-defined articles of political faith. Others take a more fanciful and comic view of it, believing that the better thing to do with an abnormal condition is to make it ridiculous and bizarre. Instead of painting it as a gross violation of every propriety and a fraudulent attempt to mislead and deceive the voters, they paint the bi-partisan or tri-partisan candidate in some grotesque form, or costume, and laugh him out of court. One of these represents him as masquerading in coat of many colors, like Jacob's beloved youngest son. How this coat was made we can conjecture any way; it was a patch-work of different materials and colors. Such is the coat of our modern political Joseph, and the patches are pieces of hide from the Elephant, and the skin of the Mule and the integument of the Bull Moose. He is the independent candidate, or voter, who is publicly courted by the politician, and privately covered by the loyal party man. He is a trader, with no particular platform, except some thought which for the time occupies a prominent place in the minds of the voters. He thus constructs a one-plank platform, outside of which, if there be "all things to all men," if thereby he can catch votes. A statesman's platform can not be constructed of one plank, nor can the genuine creed of the true politician be narrowed down to one issue.

Our own great judge, Honorable George Kunkel, said recently: "There are greater questions than that of temperance, and I prefer to say, than that of local option. This is only one of the three conspicuous modern methods of fundamental control of the liquor traffic. As such it has in itself no moral element, but is merely a question of most efficient control of a very difficult social problem under the police powers of the State. For the voter it has like every other subject, its moral element. The State does not legislate on moral questions. It does not prescribe a moral code by vote of the electorate. But this subject, now so fervently agitated in ecclesiastical and political circles, is presented as a great moral issue, as was recently done on a church bulletin board in Philadelphia. It is made by some the one plank of their platform as candidates for office. Upon this they strive for a place on one or more party tickets, and the party to which they belong. What besides this one item constitutes their real platform is probably not known. It might not be political wisdom to disclose their other planks, if they have any. They come before the voters as unknown quantities. No one can tell where to find them on the other great questions which divide political parties. What is the political status of such a candidate? The voter is placed in the predicament of the children of Israel in the first morning after the fall of the manna. They looked at one another and asked: 'What is it?' This is the legitimate question which arises instinctively as the voter looks at the bi-partisan or tri-partisan candidate standing on his election platform.

It appeals to many, too, as a case of colossal and monumental egotism for a candidate to represent two or three distinct political parties. These great parties have many members eminently qualified to represent them in official positions. Is there any good reason why they should go out public office? Does it not seem as if office-hunger were the principal motive to induce a candidate to seek a place on two or more tickets? Or is it an instance of the inconsiderate child reaching out its hand to pluck the gorgeous feathers from the wings of fame? The object evidently is to get all the possible votes from those outside his own party, and thus to improve the chances of his nomination. There is, however, a more honorable method than this. It may not seem so, but it is the legitimate question which arises instinctively as the voter looks at the bi-partisan or tri-partisan candidate standing on his election platform.

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Harrisburg, May 15.

EUDIA.

THANK TELEGRAPH

Harrisburg, Pa., May 12, 1916.

To the Editor of the Telegraph:

Dear Sir: At a meeting of the officers of the C. E. Choral Union held at the home of the President a hearty vote of thanks was unanimously given to the Harrisburg Telegraph for the valuable space given our organization in advertising the successful concert at which there was an attendance of 800 persons.

Yours very truly,

J. FRANK PALMER, President.

ANNA MCKELVEY, Secretary.

L. V. C. THANKS TELEGRAPH

To the Editor of the Telegraph:

My Dear Sir: I want to express to you my appreciation of your excellent paper in giving us publicity concerning our Lebanon Valley College night at the Technical High School Auditorium, under the auspices of the Pennsylvania Educational League, of which Dr. Shope is the president.

We realize that the newspapers help greatly in bringing information to the general public. We have a goodly number of graduates and many friends, indeed, in Harrisburg who were pleased to see your help to make the evening entertainment a success.

Dr. Shope and the new organization which he represents bids fair in bringing all persons interested in the knowledge of the people.

I thank you for your kindness and help. I beg to remain,

Sincerely yours,

D. GOSSARD, President Lebanon Valley College, Annville, Pa., May 13, 1916.

THANKS THE TELEGRAPH

To the Editor of the Telegraph:

On behalf of the Harrisburg Choral Society, I beg to thank you for the generous space you so freely gave us for bringing our concert to the attention of the public and for the very fine editorials which appeared in your paper.

We greatly appreciate your courtesy, and sincerely thank you.

Very truly yours,

JOHN FOX WEISS, President.

Legal Notices

In the Matter of the Estate of James W. Gillespie, deceased.

NOTICE is hereby given that Letters of Administration upon the estate of the said decedent have been granted to the undersigned. All persons indebted to the said estate are requested to make payment and those having claims or demands against the same will make them known without delay, to FRANCES PALMER GILLESPIE, Or, FOX & GEYER, Attorneys, Harrisburg, Pa.

POLITICAL ADVERTISING

Support

Edward Dapp

For Legislature

SOCIAL

COMPLIMENTARY DINNER

Mr. and Mrs. J. V. W. Reynders, of Steelton, were guests of honor Saturday evening at a dinner given by Mrs. Marlin E. Olmsted, at her residence, 193 North Front street. The appointments were of pink with roses and lace in the centerpiece. The guests included:

Mr. and Mrs. Reynders, Mr. and Mrs. William E. Bailey, Mr. and Mrs. Ross A. Hickok, Mr. and Mrs. Frank D. Carney, Mr. and Mrs. Lesley McCraith, Mr. and Mrs. John Fox Weiss, Mr. and Mrs. W. Orville Hickok and Vance C. McCormick.

Mr. and Mrs. Gabel Good of Williamsport, spent Saturday with Mr. and Mrs. William B. Fisher, of 435 South Fourteenth street.

Mrs. Laura S. Clair, of 1620 Market street, is home after a three week visit with two sons and a daughter, in Washington, D. C.

Mr. and Mrs. Frank L. Cook, Mr. and Mrs. Charles F. Eiter, spent Sunday at New Bloomfield while on an automobile trip.

Mrs. J. W. Shepherdson and Robert Shepherdson of North Second street, have removed to Worcester, Mass., joining Mr. Shepherdson who is connected with the Moran Construction Company in that city.

Mrs. Harry Crist, 1506 Penn street, and Mrs. H. L. Ernest, 323 Chestnut street, leave to-night for a week's visit in Detroit, Mich.

Mrs. Lewis E. Johnson of Steelton will give a bridge luncheon at her home, Friday afternoon, May 19.

The Kosine Treatment for

EPILEPSY

can be used with absolute confidence, it relieves a fear of the attacks which are so frequent in that terrible disease. We wait every sufferer of Epilepsy to give the Kosine Treatment, for the success of the treatment during the past fifteen years has proved the Kosine Treatment to be the most unusual merit. Call at our store and get a large bottle for \$1.50. If after using, you are not entirely satisfied, your money will be refunded. Booklet sent complete dietary, etc., free on request.

Geo. A. Gorgas, 16 N. Third Street.

BETTER THAN CALOMEL

Thousands Have Discovered Dr.

Edwards' Olive Tablets Are a Harmless Substitute

Dr. Edwards' Olive Tablets—the substitute for calomel—are a mild but sure laxative, and their effect on the liver is almost instantaneous. They are the result of Dr. Edwards' determination not to treat liver and bowel complaints with calomel. His efforts to banish it brought out these little olive-colored tablets.

These pleasant little tablets do the good that calomel does, but have no bad after effects. They do not injure the teeth like strong liquids or calomel. They take hold of the trouble and quickly correct it. Why cure the liver at the expense of the teeth? Calomel sometimes plays havoc with the gums. So do strong liquids.

It is best not to take calomel, but to let Dr. Edwards' Olive Tablets take its place. Most headaches, "dullness" and that lazy feeling come from constipation and a disordered liver. Take Dr. Edwards' Olive Tablets when you feel "loggy" and "heavy." Note the "clear" clouded brain and how they "perk up" the spirits. At 10c and 25c per box. All druggists.

The Olive Tablet Company, Columbus, Ohio.

SAYS HOT WATER WASHES POISONS FROM THE LIVER

Everyone should drink hot water with phosphate in it, before breakfast.

To feel as fine as the proverbial fiddle, we must keep the liver washed clean, almost every morning, to prevent its sponge-like pores from clogging with indigestible material, sour bile and poisonous toxins, a noted physician.

If you get headaches, it's your liver. If you catch cold easily, it's your liver. If you wake up with a bad taste, furred tongue, nasty breath or stomach becomes rancid, it's your liver. Sallow skin, muddy complexion, watery eyes, all denote liver uncleanness. Your liver is the most important, also the most abused and neglected organ of the body. Few know its function or how to release the dammed-up body waste, bile and toxins. Most folks resort to violent calomel, which is a dangerous, salivating chemical which can only be used occasionally because it accumulates in the tissues, also attacks the bones.

Every man and woman, sick or well, should drink each morning before breakfast, a glass of hot water with a teaspoonful of limestone phosphate in it, to wash from the liver and bowels the previous day's indigestible material, the poisons, sour bile and toxins; thus cleansing, sweetening and freshening the entire alimentary canal before it enters food into the stomach.

Limestone phosphate does not restrict the diet like calomel, because it can not salivate, for it is harmless, and you can eat anything afterwards. It is inexpensive and almost tasteless, and any pharmacist will sell you a quarter pound, which is sufficient for a demonstration of how hot water and limestone phosphate cleans, stimulates and freshens the liver, keeping you feeling fit day in and day out.—Adv.

Legal Notices

NOTICE—Letters of Administration on the Estate of Emmarene M. Hare, late of Harrisburg, Dauphin County, Pa., deceased, having been granted to the undersigned, residing at 611 Briggs Street, all persons indebted to said estate are requested to make immediate payment, and those having claims will present them for settlement, to REV. C. A. HARE, Administrator, 611 Briggs Street, Harrisburg, Pa.

NOTICE is hereby given that application will be made by the Public Service Commission of the Commonwealth of Pennsylvania, by Philadelphia and Reading Railway Company for a Certificate of Public Convenience, evidencing the Commission's approval of the replacement of a bridge which carries a public highway known as Poorhouse Road, over the tracks of said company at a point 6,100 feet west of Boyd Station, Dauphin county, the public hearing on which will be held in the rooms of the Commission at Harrisburg on the twenty-second day of May, 1916, at 2 o'clock P. M., when and where all persons interested may appear and be heard if they so desire.

JOHN T. BRADY, Solicitor.

FOR RENT

10,000 sq. ft. floor space in building northwest corner Court and Crabtree streets. Use of elevator. Possession at once.

1842 N. Seventh St., 2 1/2-story frame dwelling, on corner. Possession at once. Rent \$14.50.

Offices second floor, 29 N. Second St. Heat, light and water.

FOR SALE

1010 N. Third St.—3-story brick store and apartment building, store room 63x15 and 3-room apartment on first floor. Two apartments, 3 rooms each or 1 1/2-room and bath apartment, second floor. 3-room and bath apartment on third floor. Electric light, city steam, on lot 20x155, Myrtle avenue, in rear.

1411 and 1413 N. 3rd St., 3-story brick dwellings. Lots run through to James street. 2 1/2-story frame dwellings thereon.

SMALL LOANS

We lend money in amounts from \$5.00 to \$300.00 and arrange payments to suit borrowers convenience. Business confidential. Lowest rate in city. Licensed, bonded and incorporated.

PENNSYLVANIA INVESTMENT CO.
132 Walnut St.

Private Sale

Household goods, sideboard, chairs, washtubs, home-made preserves for pies, also jelly (5c tumbler). Monday, Tuesday and Wednesday, 113 South Front street.

FOR SALE OR FOR RENT

4-STORY BRICK BUILDING at 435 Market Street formerly occupied by the Aldine Hotel; possession at once.

Inquire at Dauphin Deposit Trust Co.

MONEY

\$15 AND UPWARDS For Housekeepers and Salaried

No red tape, bother or worry. You may have the cash to-day if you wish. LEGAL RATES. Licensed by the State Bonded to the State

EQUITABLE INVESTMENT COMPANY

Room N. MARKET SQUARE Bell Phone 1647-R

An Ideal Summer Home FOR RENT

Situated 2 miles from Bowmansdale, along the picturesque Yellow Breeches Creek. The property is a brick house completely remodeled and furnished for occupancy. It contains—

4 bedrooms and 2 baths. 3 servants' rooms and bath. Laundry. Garage. Stable. Steam heating plant. Water from artesian well. Garden.

Boating, Bathing, Fishing Apply to

DAUPHIN DEPOSIT TRUST COMPANY
213 Market Street

CLASSIFIED BUSINESS DIRECTORY

THINGS YOU WANT AND WHERE TO GET THEM

Artificial Limbs and Trusses

Braces for all deformities, abdominal supporters, Capital City Art. Limb Co., 413 Market St. Bell Phone.

French Cleaning and Dyeing

Goodman's, tailoring and repairing, all guaranteed. Call and deliver. Bell phone 3796, 1508 1/2 N. Sixth St.

Fire Insurance and Real Estate

J. E. Gipple—Fire Insurance—Real Estate—Rent Collecting. 1251 Market St. Bell phone.

Photographer

Daughen Studios—Portrait and Commercial Photography. 210 N. Third St. Bell 3583.

Tailors

George F. Shope Hill Tailor, 1241 Market. Spring goods are now ready.

Tailoring, Cleaning, Pressing, Ladies, work a specialty. Steve Wugrenee 207 Locust.

Signs and Enamel Letters

Poulton, 207 Market street, Bell phone. Prompt and efficient service.

Upholsterer—Furniture Repairer

Simon N. Cluck, 320-326 Woodbine St. Bell phone 1317 J.

FRANK R. LEIB & SON

Real Estate and Insurance Office, No. 18 North Third St. Harrisburg, Pa.

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CASTORIA For Infants and Children. The Kind You Have Always Bought.

Bears the Signature of *Wm. D. Galt*