

BAN ON WHISKY "AD" POSTERS AFFECT CITY

Advertising Chiefs Bow to Public Sentiment—Order Extends All Over North

No whisky advertisements will appear on billboards in Philadelphia after January 1, 1916. The Philadelphia Billposting Company will refuse all contracts for whisky advertising after May 1. As many of the present contracts extend until the end of the year the ban cannot be

The announcement follows the placement upon all whiskey labels of the National Poster Advertising Company of the United States and Canada, at the semiannual meeting of the board of directors at Palm Beach, Fla. Since all poster advertising companies in the United States, Canada, Cuba and the Philippine Islands are members of the National Association, the decision of the directors means that no whiskey advertisements will appear on the billboards anywhere in North America after January 1, 1916.

... Carey, a member of the directorate of the National Association and the manager of the Philadelphia Bottling Company, announced the whiskey ban here today, and explained the motives which impelled the action of the National Association.

The prohibition of whiskey advertising, Mr. Carey declared, was simply a step in the movement to uplift the character of all billboard advertising and to eliminate any article which might prove injurious to the purchaser. The temperance wave, now sweeping over the coun-

Mr. Carey said he did not think the ban would be extended to beer and wine advertising, since there is but little public feeling against the use of these, and since it is generally conceded that neither beer nor wine, when taken in moderation, are injurious.

**BEVERLY WON BY "WETS"
IN CLOSE REFERENDUM VOTE**

BALLOTS IN TOTAL OF 551.

BEVERLY, N. J., March 24.—Local liquor dealers, backed, it is said, by brewers' interests, defeated a prohibition ordinance after a bitter campaign, in a special referendum election yesterday, keeping Beverly in the "wet" column by a majority of 41 votes out of a total of 551. The "drys" had 17 votes in the 1st Ward, but lost in the last Ward. The "wets" had a lead of 53.

HORLICK'S

**THE ORIGINAL
MALTED MILK**

The Food-drink for All Ages.
More healthful than Tea or Coffee.
Agrees with the weakest digestion.
Delicious, invigorating and

Rich milk, malted grain, powder form.

**Unless you say "HORLIQ'S"
you may get a Substitute.**

mobile

AMERICAN FAMILY

W. D.:

Who Drives

I am driving the Hup-
though I were a part
—or as though it were

that the Hupmobile
to every impulse or

as easily and completely
her own movements.

ys feels safe and sure
always knows exactly
ll do under any and all

tance, that the Hup-
stall—and because it
afest.

us of the Hupmobile is
of its length. That makes
the Hupmobile will single

gets along with a minimum

a scientific regard for her
tful back, and the seat

encies which might require
that repairs are so few and
seldom be forgotten.

source of pleasure to the
woman who rides.
le home there's a woman
ast

t-test at your convenience.

COMPANY
and Tioga Sta.

