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\$20.00 Suits Now \$12.00

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Some \$30, \$35 and \$40 Suits Marked Down to \$18



The condition of sale is "pay as you get paid" our old policy. If you find we are trying to mislead you in any way (as you know some stores do) by advertising a "cut price sale" and making up "to mark down" then you don't pay. Can we be fairer, especially when you get

"Clothes of Quality and Kampus Clothes"

This is not a "cash raising sale" but a "room making sale" and the opportunity we offer to open up 500 new accounts with 500 new customers. Old customers need no solicitation. They know where they are treated best.

If we had not 76 stores we could not offer such a sale as this of high grade clothing at the price of "sweat shop suits".

Refrigerators---Go-Carts, and Ladies' Suits and Coats at Practically Your Own Price---Get Ready For the 4th of July

Home Furnishers | **Gately & Fitzgerald Supply Co.** | Family Clothiers
29-31-33 & 35 South Second Street
OUR LOCATION MEANS A GREAT SAVING TO YOU

BETHELL TELLS TELEPHONE STORY

Remarkable Testimony of How the Business Developed in the State of Pennsylvania

GROWING IS EXPENSIVE

Price of Telephone Service Is Likely to Increase Because of Wages and Laws



F. H. BETHELL

Testimony which amounted to a history of the development of the telephone in Pennsylvania and an exposition of the theory underlying the wonderful organization of the telephone business was given before the Public Service Commission yesterday by Frank H. Bethell, head of the Bell companies in Pennsylvania. It was practically the close of the Bell's objections to the telephone rate schedule proposed by the commission and next September the commission will hear those who object to the position taken by the Bell.

Mr. Bethell testified relative to rate making and gave a brief history of the telephone business. He has spent twenty-three years in the business and during the entire period was connected with companies with headquarters in New York, Philadelphia, Baltimore and Washington. Mr. Bethell said when the telephones were first placed on the market the management had absolutely no idea of exchange development. The telephones were rented with the idea that the renter would connect his house and store, or factory, and it was not until 1873 that the exchange idea was developed. Mr. Bethell brought out that the telephone companies now do not rent telephones, but sell telephone service. He also spoke of the development in New York city, which in 1890, when he started as a salesman in that city, consisted of 12,000 telephones, whereas to-day there are in service 540,000 telephones.

Really Began in 1894
Mr. Bethell then went on to say that the telephone development as the telephone companies know it to-day really did not start until 1894, with the establishment of measured service contracts in large cities. At this time, too, active selling methods and advertising were used to aid in the telephone development. Relative to rate making Mr. Bethell said that the telephone companies were sailing in uncharted seas and that they did not know what to charge nor what was a proper basis upon which to charge. When telephones were rented the price was \$20 a set, but with the development of the exchange idea it was necessary to look about for some basis upon which the charges could be made. As a matter of fact, Mr. Bethell stated, there is not now, nor never has been, in the telephone business throughout the country a uniform rate-making scheme, but in all cases rates depend very largely upon very many circumstances which must be considered before rates are established.

Taking Altoona merely as a typical example, Mr. Bethell spoke of the establishment of a telephone exchange in 1881, when, with a crude switchboard as well as crude instruments, with service to perhaps 50 other subscribers, the rate was \$48 for a grounded circuit. In 1892, when metallic service was established, the rate was increased to \$85; a year later to \$100, and in 1898 was reduced to \$60. In 1899 it was increased to \$72 and in 1909 reduced to \$48, just exactly the same rate as was charged in 1881 for service with 50 subscribers, whereas at the present time there are some 8,000 subscribers connected with the Altoona switchboard. The rates mentioned were for what is known as unlimited individual line service.

One mistake that was made by the early managers, according to Mr. Bethell, was that there was too great a difference between the individual and party line rate. The result was that too many subscribers took inferior service. In other words, they were served on party lines, and in very few cases were there individual lines in service on account of the great difference in the rate. This resulted in an unusually large number of busy reports being given and consequent poor service.

How Scranton Grew
Mr. Bethell took Scranton as another instance where the rate for unlimited individual line service was \$90 and then cut to \$60, which might seem like a drastic cut, but really made very little difference in the revenue of the company, for the reason that, although a \$90 rate was quoted, yet there were very few subscribers at that rate. When the rate was reduced, however, to \$60 it brought about a large increase in subscribers at that rate, and this, according to Mr. Bethell, is what has been history of the telephone development all over the state.

The business and residence rates in Pennsylvania were the same until 1893, when a residence rate schedule was set up. Speaking of the toll line rates, Mr. Bethell testified that the use of the toll line was a matter which required the education of the subscribers. He said that there was no systematic scheme of toll rate making, but that rates were based upon any number of circumstances which entered into the case. For instance, it very often happened in the early days that in order to reach a town ten miles away it was necessary to make use of fifty miles of toll line circuit. If a rate had been made based upon the use of these fifty miles of circuit it stands to reason, according to Mr. Bethell, that there would be very little use made of the service. For that reason it was necessary to make a cheaper rate, very

Distinctively Individual



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TURKISH BLEND CIGARETTES

Befitting many enjoyable occasions

20 for 15¢



often below that at which service could profitably be rendered, but in order to develop the toll system such rates were absolutely necessary. While there is not to-day any systematic rate making scheme in effect, Mr. Bethell testified that at the present time his companies were working on a scientific method and that they had hopes of placing in effect before very long toll rates based upon a systematic scheme which would mean a reduction in a number of rates and increases in some others.

Revenue Falls Off
In speaking of the revenue which the Bell companies in Pennsylvania have earned Mr. Bethell said that in 1884, with 8,864 stations in service, the average revenue per station was \$69.91. This went to \$80 in 1892, with 16,000 stations in service. At this time the Bell companies discontinued very generally the use of grounded circuits and established in their stead metallic circuits. In 1896, however, the average revenue had fallen to \$77, with 21,000 stations in service; in 1899 it was \$59, with 38,864 stations; in 1904, \$40.49, with 127,042 stations; in 1909, to \$31.67, with 166,195 stations in service; while on January 1 of this year the average revenue per station in Pennsylvania was \$30.42, with 394,789 stations served by the Bell and central district telephone companies. In other words, the average revenue per station was more than cut in two since 1882 and at the same time the number of stations has gone up from 16,000 to almost 400,000.

In speaking as an expert Mr. Bethell gave it as his opinion that the Bell companies should earn a gross 30 per cent. of the total investment. In other words, that if the investment is \$100 per station, then the average rate should be \$30 per station. He spoke of the companies just recently reducing the number of working hours for its men to eight hours a day. He spoke of the increased expense on account of the operators' wages increased, as well as those necessary by the labor law, and gave it as his opinion that the expense per station will undoubtedly increase each year, thereby making it necessary that the revenue per station should also increase.

The Bell's president offered in evidence an exhibit showing that while foodstuffs generally had gone up in price, very many of them increasing over 100 per cent. in the last few years, telephone rates have come down.

Whole State Studied
Mr. Bethell told of having made a study of every city, town and hamlet in Pennsylvania in 1908 and 1909 and as a result of this study the rates which are now in service were put in effect. Mr. Bethell, in response of ex-Governor Pennypacker's question whether population was considered in making these rates, said that it was not. There were really five principal elements which are considered in rate making, but that they must all be considered together. These elements he mentioned as being: First, the character of the population, whether native or foreign born; second, the population itself; third, the valuation of the property in the area to be served; fourth, the amount of money in the banks as showing whether or not the community is prosperous, and fifth, the area to be served.

Mr. Bethell said that in making rates the company considered even how streets are paved and whether or not the residents of the city plant flower gardens. This all goes to show the characteristics of the inhabitants of the town which is being studied. Mr. Bethell said that if telephone rates were based on the cost of furnishing the service it would mean having almost as many rates as there are stations in service. For instance, if the man living next door to the telephone exchange wanted service it would cost very little to furnish him with that service, but a man living two miles from the central office would require the expenditure of quite a bit of money to furnish him with that service. Rates must be the same within certain limitations or it would be practically impossible to conduct the telephone business with any system.

How Rates are Made

Mr. Bethell said that he had been making rates for eighteen years and has no formula because there are too many different elements which must be taken into consideration. "Here is what I think should be done," said Mr. Bethell, "find out the value of the entire property, how much you must earn, and then make rates so that each community contributes its share, so that no hardship is worked upon any one locality or community."

In response to a question Mr. Bethell stated that in Pennsylvania for the next thirty or forty years he estimates that the telephone companies will require from \$3,500,000 to \$5,000,000 a year to take care of the new business. At the afternoon session Mr. Bethell explained the relations of the Bell

companies with the American Telephone and Telegraph Company where the Bell company leases its receivers and transmitters, as well as receives legal and engineering advice, in return for which the Bell companies pay 4 1/2 per cent. of the gross revenue, after certain deductions. Mr. Bethell stated that this arrangement was absolutely necessary if the companies were to continue their slogan of "One system, one policy, universal service." He told of how the American Telephone and Telegraph Company comes to the aid of the subsidiary companies in times of need and cited as an instance the experience of the manager of the Chesapeake and Potomac Telephone Company, when, after the Baltimore fire, a large amount of money was needed. It was impossible to secure any aid from banks. The Chesapeake and Potomac company did not pay any dividends from 1903 to 1908. But the American Telephone and Telegraph Company aided the Chesapeake and Potomac company by lending them \$8,000,000 at 5 per cent. interest, which brought the Chesapeake and Potomac company out of its unfortunate position.

Business Locals

"MOTHER, I LIKE THESE"
She referred to the latest Norman collars and organdie vests and embroidered crepe collars on display at the Quality Shop, 204 Locust street. Such rare judgment is exercised in the selection of the newest and most appropriate that it seems as if Mrs. Cranston had an intuition of what one really most desires.

DO YOU WANT A PIANO?
There is no particular reason why you shouldn't have one in your home and enjoy the same advantages as your neighboring friends. Our easy-payment plan makes it possible for you to choose from a wide selection of splendid pianos ranging in price from \$175 to \$450. Why should you delay? See Yohn Bros., 8 North Market Square.

THE FLYING MERKEL
Is not an airship, but a high-grade bicycle with original lines. Built in a million-dollar factory by men who have constructed bicycles for eighteen years, the Flying Merkel bicycle is a mechanical masterpiece that is an embodiment of all that is best in these years of experience. See it at the Keystone.

GOOD FOR NERVES
A person who is "all in" nerves overworked, tired and listless, should try one of our Percussion Baths. A small stream of water in control of expert attendant follows the course of the principal nerves and blood vessels. This bath is very stimulating and has powerful tonic effects. Health Studio, John H. Peters, H. D., 207 Walnut street.

IT'S INSURANCE
Hints to the wise. "The time to practice economy is before you have to." It's your move. The most certain thing to happen is the unexpected. "The time to help yourself to start, is when they are being passed." Here's your chance. "Nothing is so deadly as complacency and oblivious contentment." Aetna-Essick.

YOUR EYES CHANGE
As you grow older, or your eyes change for various other reasons; the glasses you are wearing to-day may not fit you now no matter how perfectly they were adjusted when first fitted. When your glasses do not seem to give the proper service or your eyes trouble you, consult Ralph L. Pratt, Eyesight Specialist, 807 North Third street.

READY MONEY
A handy thing to have about, but not always there when you want it. Even the best of men with good financial rating come to us for small sums of money they are in need of temporarily. Loans extended at lower rates, even, than law allows us to charge. Pennsylvania Investment Co., 132 Walnut street.

HOURS:

4 to 10 P. M.

Saturday Evening Market
THIRD AND BROAD STS.

150 Stalls Occupied

50 of them occupied by Farmers and Truckers. They all supply your needs in this evening market.

THE WEST HARRISBURG MARKET HOUSE COMPANY

Business Locals

COULD IF THEY WOULD

There are scores of tailors who could please you if they would, just as there are mechanics who can make a good job if they want to. But indifference or carelessness may be the cause of some misfits you have had, and not lack of ability. Our constant aim to please accounts for the patronage we enjoy of men "who care." A. J. Simms, 22 North Fourth street.

YOUR POSTAGE BILL

Is just as great for poorly printed and cheap imitations of letters as it would be for letters that look like the original typewritten one. Furthermore, a cheaply gotten-up letter is like a slouchy-appearing personal representative—he doesn't make the proper impression. Weaver fac-simile letters look as good as your own original. Phone Bell 677, 25 North Third street.

A BATH ROOM
To be complete must have the necessary equipment such as towel bars and racks, tumbler, soap and tooth brush holders, bath seats, medicine cabinets and mirrors. We have a good assortment of different styles. E. Mather Co., 204 Walnut St., plumbing, mill and automobile supplies.

Columbia Boy Poisoned by Eating Roots in Woods

Special to The Telegraph
Columbia, Pa., June 19.—Joseph Dooster, a 10-year-old boy, residing at Litzitz, this county, while on a ramble in the woods with a few companions, ate a poisonous root in mistake for horseradish root, and upon his return home lapsed into unconsciousness. The family physician was at first unable to diagnose the case, but after hearing of the ventures of the boys, concluded that the lad had been poisoned by eating roots, which was the cause of his strange illness.

Letter List

LIST OF LETTERS REMAINING in the Post Office at Harrisburg, Pa., for the week ending June 13, 1914:
Ladies' List—Mrs. A. Arney, Mrs. Clara Barbour, Mrs. Betty Beckes, Miss Edna Brown, Mrs. May Campbell, Miss Mamie Caswell, Mrs. Ella Davidson, Miss Helen Dean, Miss Gertrude Dickerson, Mrs. Frank Eckfeldt, Mrs. Carrie Eckles, Mrs. V. S. Evans, Mrs. E. Gill,

Miss Roberta Griffith, Miss Elizabeth Hayes (2), Miss Carrie E. Howe, Mrs. Harriet Jones, Mrs. M. Kleiser, Mrs. Alice B. Lord, Eva M. McCohn, Miss Edna McCreary, Margaret Mickey (D. L.), Miss C. E. Miller, Miss Ethel Miller, Miss Annie Pearl, Ida Putt (D. L.), Mrs. Della Reynolds, Mrs. Henry Stein, Mrs. John Taylor, Miss Edna Watts, Mrs. J. W. White, Miss M. Eulalia Williams.

Gentlemen's List—Mr. and Mrs. R. B. Anthony, Samuel R. Anthony, Loreto Antoniolone, V. E. Balloon, John Billeit, J. L. Black, W. S. Brown, Josef Budziszewski, W. S. Donnay, John Fleschman, F. Ford, Samuel Friday, C. E. Harmitt, Edwin Harman, Twitty Harris, C. M. Holmes, John Jannory, John Johnson, William H. Keenport, Nathan Kimmelman, Joseph King, E. M. Long, George Merchant, George E. Messic, Walter Moran, J. D. Morgan, E. G. Morris, William Oliver, E. M. Ruch, J. Percy Ruthertford, J. Schenmerger, H. A. Schmitt, Grant Shade, Leroy Slichter, Edwin Ponder Smith, Homer Smook, A. Snyder, Robert Stauffer, Lee Stuart, S. G. Sturge, Henry Taylor, Dave Thompson, John S. Tieger, Daniel Togans, Lewis M. Townsley, Eugene Traylor, Mike Walker, H. E. Wassen, Dr. K. D. Werley, John L. Zeller, Henry Zilk.
Firms—Crow Indian Medicine Co., Harrisburg Demonstration Co., Ormiston-Dick Co.
Foreign—Rev. E. Breeze, C. T. Dun-

bar (4), Philip Hearn, Miss E. M. Lewis, Mr. McCoy, G. Meyerowitz, Polvie Lorigi, Sister M. Peter Quayle, Henry Reillas, Maurer Seabostian, Donato D. Tonin, Mitru Zidrenky, Zan Zurawski.
Persons should invariably have their mail matter addressed to their street and number, thereby insuring prompt delivery by the carriers.
FRANK C. SITES, Postmaster.

SEE YOURSELF IN THE MOVIES

Harrisburg Telegraph Pictorial showing the complete Flag Transfer parade at the Photoplay to-day and Saturday.—Advertisement.

ALBRIGHT-TODD WEDDING

Special to The Telegraph
Dauphin, Pa., June 19.—On Wednesday the M. E. parsonage at Dauphin, Pa., was the scene of a pretty wedding when Miss Lillian M. Todd and Clement N. Albright, both of Christiansburg, Pa., were united in marriage by the Rev. Francis J. S. Morrow. The bride was handsomely attired in white and after the wedding dinner the young couple started on a wedding tour. The bride is a popular and efficient public school teacher in Lancaster county. The groom is a young man of sterling character and was a successful farmer in Chester county and has now entered into a new business enterprise in Christiansburg. He is a personal friend of the officiating clergyman.

Bears the Signature of *Chas. H. Fletcher*

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