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THURSDAY EVENING, JAN. 7

PRACTICAL TOWN PROMOTION

THE question is often asked, what practical things can be done to advertise our town.

In some places the citizens wear "booster buttons"—except when they go out of town where the advertising might do some good.

Some towns take writeups in trade papers. If these periodicals have a real circulation, this should have value. Frequently the circulation is confined to people who buy the writeups.

In some cities businessmen print cuts of local scenes on their correspondence envelopes. But you can't make a town seem attractive merely by a photograph of the brick walls of some factory, although that is one effective form of advertising. You need to show pleasant streets, attractive buildings, trees and other foliage, to give some impression of taste and civic self respect.

Statements of a town's advantages are often circulated on letter heads and envelopes. These are so detailed that few people read them. Still they help the citizens of a town to respect their own achievements.

Many towns display a town slogan at the railroad station.

These mottoes are often boastful and impossible. If they concentrate in a phrase some real service the town is rendering, the idea is excellent.

Campaigns for new industries are common. These are hopeful where the citizens are willing to devote time and money to the effort.

All these ideas are good if well handled. But the most effective method is the cultivation of town spirit. Some places are full of people who always disparage their home place. They think this shows that they are persons of fine discrimination. This attitude repels would-be residents and discourages home enterprise.

In other towns the citizens take all possible occasions to speak well of their own community. They commend its schools, churches, social life and business push. They send away programs of entertainments, pictures of attractive scenes, newspapers containing reports of notable events. Where a town has that spirit it becomes widely known. It can't help growing.

That is the spirit that a large number of Harrisburg people have constantly on tap for strangers. It is the kind everybody should cultivate, both for home and foreign use.

HUNT THEM DOWN

JUST, indeed, is the demand of the Firemen's Union that the police department hunt down and punish those who wantonly send in false fire alarms.

Nothing could be much more contemptible than to send in an alarm of fire on a cold winter morning, with the streets in their present dangerous condition. Scores of men who have volunteered their services for the protection of the city's property are routed out of bed on a fool's errand. And every time the firemen race over the city streets they are endangering their very lives. Enough that they must place themselves in jeopardy for real cause, let alone to satisfy some idiot's notion of playing a practical joke.

Heavy penalties have been provided for the punishment of just such practical jokers and it would be well if the police put forth every effort to bring them to the bar of justice, where they may be given the full penalty of the law.

ARGUING

HOW much time do you waste daily in foolish argument? If none, then you are indeed evincing a degree of common-sense shown by few. For the average man wastes at least a half hour a day trying to uphold some pet view of his own in a loud and tumultuous tone.

Take a trip through any office or industrial or commercial establishment early in the morning and see how much arguing and how little real work is accomplished during the first half hour of the day. If it isn't the selling of the Athletic infield, it is the war or the political situation or something such.

And what does it all amount to, anyway? Is anybody ever convinced to your opinion unless you are an acknowledged expert? Does anyone believe what you may think about the

allies' chances to take Berlin or the Kaiser's to capture Paris? Who places any stock in your loud statements that the Legislature will do this or that or the other thing? Certainly very few. Solomon it was who said: "He that keepeth his mouth keepeth his life."

GENTLENESS

IN a plea for more gentleness in speaking over the telephone, the New York Telephone officials have pointed out an opportunity for all America. They say:

With all the world waiting in the shadow of a mighty conflict, with the thoughts of men tempered by, and sensitive to, the barometric changes of resulting business conditions; with the presence daily of countless chances for commercial and social friction, the New Year brings an unprecedented opportunity for the practice of the art of just being kind in thought, in manner, and in speech. With such an opportunity for the building up of the gentler qualities of American business, and such an obligation for their ever-watchful promotion, the year 1915 should be the greatest of all years in the development of gentleness as a predominant American characteristic.

Not only in speaking over the telephone should the art of gentleness be practiced, but everywhere—in office, shop and home. He who is big enough to be always a "gentle" man is a gentleman indeed.

Too many men and women are wholly without those qualities which bespeak kindness within the soul. The man who is rough and uncouth in his home or business relations is certainly not filled with love, either for his fellows or his Maker.

True, he has his punishment, for such a character is shunned by everyone.

WHAT IS MINING?

ACCORDING to advices from Pottsville, counsel for the United Mine Workers intend to appeal to the Supreme Court from the decision of the Dauphin County Court in the mine foremen's certificate labor controversy. In this case the mine workers sought to have Chief of Mines James E. Roderick enjoined from issuing certificates of eligibility as mine foremen or assistant foremen to men who had passed the examination and had served five years as miners. The miners' organization contended that the term mining meant five years' actual "cutting" of coal, not five years' general work at a mine, in which there is considerable division of labor.

In deciding the case Judge McCarrill held that the Legislature did not specify what it meant by mining and that the distinction asked could not be made. To this conclusion the union dissents, holding that the term mining must be used in a sense accepted among workers to a certain degree.

The whole matter comes up most opportunely. The Legislature is about to convene and it is now furnished with a striking illustration of the necessity of clarity of language in framing statutes. The dockets of the Dauphin County Court, to say nothing of others, are filled with actions brought because of some ambiguity in the laws, some failure to clearly set forth the intent of the Legislature, a lack of care in making a provision, and so on. The cold storage and other acts of 1913 were found to be full of places where the administration of the laws was interfered with, but which, if they had been disapproved, would have struck down good legislation.

GOOD BOOKKEEPING

IT speaks well for the bookkeeping methods of the County Treasurer, Arthur H. Bailey, that this early in the year he is able to give full and complete accounting for every penny that passed through his office in 1914 and the present state of the various funds of the county government entrusted to his care.

When Mr. Bailey went into the Treasurer's office he found in use there a system of accounting entirely adequate for the purposes for which it was devised a half-century ago, but entirely out of keeping with modern methods and laborious in the extreme.

The county had grown and the un-revised system had become antiquated in the process. Under Mr. Bailey all this has been changed and there is no more question as to where the county stands financially. That can be ascertained at a glance. Of course, that is only as it should be, but the fact still stands out that it remained for County Treasurer Bailey to make it so.

BUSINESS LOOKING UP

WITH the Pennsylvania Railroad Company ordering structural steel and rails by the thousand tons, the Baltimore and Ohio spending millions in new freight cars and specifications being prepared for the erection of a large number of engines at the Juniata shops, indications are bright for a busy year.

Perhaps the most significant of all the announcements of trade revival that have appeared in the public press of the past few days is that of the Pennsylvania Railroad Company to the effect that it will ask its stockholders to approve a large issue of bonds following the annual meeting in March. It has been some time since a financial transaction of the kind has been attempted. The conditions have not been auspicious for the marketing of bonds, and when a corporation so closely in touch with business conditions as is the Pennsylvania Railroad prepares to ask the public to buy new securities in large quantities it is a pretty good sign that there are fair skies ahead.

AN EVENING THOUGHT

The sacrifices of God are a broken spirit. A broken and a contrite heart, O God, thou wilt not despise.—Ps. 51:17.

EVENING CHAT

"Harrisburg must do something to keep West Shore business in the city instead of letting it get away to the form of new commercial enterprises across the river, unless it counts upon waking up some day to find a large and thriving West Harrisburg competing with it," said a well-known Harrisburger yesterday after an automobile trip to Wormleysburg, Washington Heights, Lenoire and Camp Hill.

"These West Shore towns are growing at a rate that will very soon carry each one to the borders of the other," the speaker said. "The development of a city on the West Shore of the river that might well be called West Harrisburg. The cross river communities now have almost as many advantages as Harrisburg. Their schools are good, they have electric lights, pure water, gas and sidewalks. Within the past year I have driven West Harrisburg competing with it," said a well-known Harrisburger yesterday after an automobile trip to Wormleysburg, Washington Heights, Lenoire and Camp Hill.

Some of the deer who remained hidden on the mountains in Perry and Dauphin counties during the season when hunting was on have appeared to show that they are around. The other day a couple of men who returned from an automobile ride up the Susquehanna declared that they had seen a deer in a valley between Harrisburg and Dauphin. Several men have reported seeing deer in Perry county and not far from the river. The deer appear to know that the danger season is over.

Friends of Colonel W. Hayes Grier, the Columbia editor, have sent him their best wishes on his decision to retire from active business life. The Colonel was superintendent of printing and binding and was here for several years. In fact, there was not a year in the whole period during which he was not in or about Harrisburg, except, perhaps, in war time.

Men who have been observing the operations of the State Dairy and Food Division say that as a result of the activity of Dairy and Food Commissioner James Foust and his men the quality of milk in this State has improved outside of a chemical factory has been much reduced. They say that the sale of chemically made "fruit flavors" has been greatly reduced and that the drinks come from a long time, "lemon pop," which used to be a popular and wonderful concoction in this city, now owns up to lemon for its flavor.

Charles Meredith, a West Shore lad, while skating on the river Monday night embedded in the ice near the Cumberland side a large catfish, apparently frozen to death. He dug it out, took it home and put it into a bucket of water. Several men have in the course of ten minutes the fish was swimming about as lively as though it had not been in cold storage ever since the river closed some weeks ago.

Many of the market people who were in town yesterday started from home Tuesday. The roads in some of the country districts were so slippery that drivers were unwilling to risk the trip during the early morning hours. They got into Harrisburg early Tuesday evening, in the theater or moving picture shows, spent the night at boarding houses and were on the job bright and early in the morning.

One of the interesting things of daily life is watching the development of candidates for city and county nominations which will be made at the primary election in the spring. Morning people are commencing to feel the call of public service than for a long time and candidates are appearing in the most unexpected citizens. It is safe to say that there are many aspirants for the county offices this spring. A new row has broken out in Pottsville and the mayor and councilmen are threatened with impeachment and a charge of conspiracy. He is already well known in litigation, is behind it.

Mayor Blankenburg yesterday asked for the resignation of Dr. Richard C. Harte as director of the health. He will also have the assistant director, the cause of the row, resign. Dr. S. Lewis Zeigler has been appointed director, the third since the reform administration began its troubled voyage.

Dr. Brumbaugh's recent statement that he expected to get around the State in the next four years and that he planned to visit as many of the sixty-seven counties as possible has resulted in numerous invitations to extend his stay. In fact, there is a tremendous demand for the new Governor to appear at various functions and his first spring in office will be marked by delegations coming from all parts of the State. It is said, however, that the new Governor will not make many visits during the legislative session, preferring to remain here where he can keep his hand on legislation.

Gossip about the chairmanships of the committees in the next Legislature are attracting much attention. It appears to be generally believed that James F. Woodward will be chairman of the House appropriations committee, a place he held in 1909 and 1911.

Fortress Monroe, Jan. 7.—Sherman's army is preparing for another big campaign. The whole army is resting at Savannah.

DESTROY PROPERTY

Washington, Jan. 7.—A union cavalry force destroyed some valuable property belonging to disloyal residents.

CAVALRY RAID

Memphis, Jan. 7.—Gen. Dana's cavalry force has completely destroyed the Mobile and Ohio railroad below Corinth.

LIMITED TENURES

In Mexico, as you know, a person serves two weeks as President, one more course as Vice President, and another course as Secretary of State.

The new man comes with heat of prospect looking fine, And then he scots while Fortune puts Another into line.

And so it goes while clashing foes Meet armies with blow, We must affirm a ruler's term Is brief in Mexico.

DR. BRUMBAUGH IS GENUINELY PLEASED

Expresses Gratification at the Manner in Which the Legislature Organized Here

DISCUSSING HIS PLATFORM

Democrats Picking Men For Post-masters Before The Storm Breaks Over Them

Governor-elect Martin G. Brumbaugh yesterday met prominent legislators at Philadelphia for discussion of the proposed acts and expressed his pleasure at the harmony prevailing in the organization of the Legislature. The new governor told many friends yesterday that he considered the start as a most successful one.

The formal statement of the new governor on the subject was: "I am naturally pleased at the action of the Legislature in organizing in a manner that insures speedy action on all matters to which we are pledged to the people of Pennsylvania. It is indicative of party unity in the speedy enactment of the laws the people have by their votes declared to be necessary to the welfare of the State. I most heartily welcome this spirit of co-operation. We must engage progressively in legislation in harmony with the spirit of the times. With the Legislature and the Executive in accord, our citizens will obtain legislation of a most desirable nature in the near future."

The Philadelphia Inquirer in commenting upon the situation of yesterday says to-day: "Governor-elect Brumbaugh yesterday started the machinery going for the early introduction of bills in the general assembly of Pennsylvania to put into effect legislation to carry out the platform pledges of the Republican State committee, as well as his own personal pledges to the people in the late campaign. He sent for State Senator James P. McNulty, who introduced the resolution calling for a joint committee of the Senate and the House to co-operate with the Chief Executive-elect in the introduction of bills to be introduced by the State committee. They had a lengthy conference and later State Senator Edwin H. Vore was closeted with Dr. Brumbaugh, and then Speaker-elect of the House Charles A. Amble had a private interview with him. The understanding is that work shall begin at once on the preparation of the various measures, which shall be known as "administration bills." They will first be submitted to the State Legislative Bureau and afterward they will be passed upon by the Brumbaugh Attorney-General. A conference with the Governor-elect by members of the joint legislative committee during these campaign pledge bills will be held next week, when the whole subject will be carefully considered."

Democrats here to-day were interested in a rumor that Colonel Bill Fairman, the picturesque Democrat from Pottsville, would be named postmaster to be succeeded by Congressman Palmer before March 4. Colonel Bill would look well selling stamps.

Colonel Fred Wilson, a Washington lad, has been elected as a member in the Philadelphia municipal court. One by one the roses fade.

Ex-Senator James L. Adams, of Pittsburgh, is quoted as saying that he has no soul to lose. He is a highway commissioner created. "This was one of the projects broached during the Stuart administration and before the present highway act went through in the first legislature under Tener."

Auditor General Powell is said to have some lurking ambition to measure his words with State Chairman William E. Crow for the United States senatorship when Senator Oliver retires.

Frank B. McClain formally retired as mayor of Lancaster last night and will come here next week to prepare for things in the Senate.

J. J. Durkin, a friend of the reformers, has been selected as postmaster of Scranton by the machine.

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OUR DAILY LAUGH

Between Cats—First Cat—Do you think I will succeed in doing this? Second Cat—No, but there are lots of cats.

He Knew—How do you know she is his? Didn't you notice, when they were dancing together, that he didn't clap his hands for an encore?

Who, Indeed?—Wife—(Just wed) I don't think the neighbors will hear when they hear that I do my own work! Who work do you want to do?

Birdie's Appetite—Papa Crow—But gracious, son you surely don't want anything more to eat? Baby—Well, I've only had forty worms and sixty grains of corn so far this morning.

YESTERDAY AND TODAY

I know that the weather was ugly All day yesterday and last night. With feet cold and wet, and soaked clothing.

I surely was ready to fight. I kicked 'bout the weather as you did; I don't know what all I did say. But after all wasn't it worth while When we get a day like to-day?

And, say, isn't that almost always The rule things work out in this life? As a rule doesn't peace and good pleasure Come close on the heels of hard strife?

Do you know we'd feel ten times better With smiles we would replace our whine— If we'd only recall when it's raining That we're soon going to have bright sunshine.

LETTERS-TO-THE EDITOR

To the Editor of the Telegraph: Will you kindly publish the accompanying few lines in your letter column and oblige a patron.

THE KNOCKER

The grasshopper eats the farmer's hay The honey bee eats his honey. The sinner hits the sawdust trail, and Stough gets all his money.

The above was anonymously sent to a Stough worker, requesting advice. Following is the answer: Dear Sir:

The grasshopper is a destructive bug and has no soul to lose. The honey bee is a wise little guy for he don't manufacture old booze. The sinner that sins is wisest of all when he hits the trail and saves his soul on the trail of reprobation.

But the knocker keeps knocking the Stough campaign and loses his chance on heaven to gain. The knocker is knocking and knocking again, keeps on boosing and being profane. While the devil is laughing and calling his name, his soul he will lose and hell he will gain. WORKER.

THE SEA GYPSEY

I am fevered with the sunset, For the wander-thirst is on me stonemason. And my soul is in Cathay.

There's a schooner in the offing With her topsails shot with fire, And my heart has gone aboard her For the Islands of Desire.

I must forth again to-morrow! With the sunset I must be hid down on the trail of reprobation In the wonder of the sea. —RICHARD HOVEY.

CRITICISING THE CLERGY

[From the Philadelphia Public Ledger.] The cause of religion is never served by a reckless and uncharitable assault upon the people who are living their lives according to the light that is in them. Indeed, such statements as those recently made by a Philadelphia clergyman to the effect that "if Jesus Christ came to Philadelphia to-night he would not be wanted by the clergy," and "Bibleism would prosper better in Philadelphia if half the heads of the church people were cut off," are not only ungenerous, but positively untrue. They look as though the speaker were bent upon attracting attention to himself, and only they are not an exemplification of the charity that "thinketh no evil."

Those who know the clergy of the country with any degree of intimacy know that there is no body of men more earnest, more conscientious. Although they have almost all received criticism is unnecessary and cruel. The

"THE QUALITY STORE" Very Unusual Bargains For Friday Selling Only

REAL BARGAINS IN FURS—Fur Neckpieces of Sable, Squirrel, Jap Mink and Fox—all of these are high grade but are odds and ends—small tie effects and stoles—were \$10 and \$15. Very special for Friday at \$5.00.

One set of machined Coney and Civet Cat Furs—fancy muff and new shape tie—a regular \$60 value. Special for Friday at \$35.00.

One set of imitation Mole—flat tie and pillow muff—this was an exceptionally good value at \$20. Special for Friday at \$10.00.

EXCEPTIONAL—One lot of Ladies' and Misses' Coats, of tan and black and black and white mixed cloths—made in distinctive plaid back model with beautiful belt; were \$10.98. Very special for Friday at \$5.00.

Elderdown Dressing Sacques, made of excellent quality material, values to \$1.25. Special for Friday at 50¢.

Black Taffeta Waists—slightly mussed—all good styles, but not just up to the minute—splendidly made—worth \$3.50 to \$5.00. Special for Friday at 98¢.

9x12 Tapestry Brussels Rugs in new and up-to-date patterns and colorings—regularly \$13.50. Special for Friday at, each \$9.00.

Curtain Net—a double thread cable net for curtains—36 inches wide with linen Cluny edge—beautiful style and very serviceable—50¢ value. Special for Friday at, per yard 30¢.

SAVINGS ON CURTAINS—There are some odd lots of curtains in one, two and three pair lots which we are disposing of at remarkable reductions.

Special for Friday only—\$1.75 Silver Mesh Bags \$1.98 \$3.25 Silver Mesh Bags \$2.50 \$4.50 and \$5.00 Silver Mesh Bags \$2.50 \$1.25 Vanity Cases. Special at 50¢ All Party Cases at HALF PRICE.

Small lot of Holiday Goods: values from 45¢ to \$1.25. Special for Friday at, each 19¢.

Keewpie Dressed Dolls with unbreakable eyes—worth \$1.00. Special for Friday at, each 59¢.

One Old Brass Cigar Stand—regular price \$12.50. Special for Friday at \$5.50.

Cigar Jars—only three of these left—worth \$5.00 and \$5.50. Special for Friday at, each \$2.19.

L. W. COOK Safe Home Treatment For Objectionable Hairs (Boudoir Secrets) The electric needle is not required for the removal of hair or fuzz, for with the use of plain delatone the most stubborn growth can be quickly banished. A paste is made with water and a little of the powder, then spread over the hairy surface. In about 2 minutes it is rubbed off and the skin washed. This simple treatment not only removes the hair, but leaves the skin free from blemish. Be sure you get genuine delatone.—Advertisement.

Tired, Nervous Men and Women who are languid, sleepless and physically run-down get immediate relief and lasting benefits from the regular use of Scott's Emulsion after meals. Its chief constituent is nature's greatest body-building force to strengthen the organs and nerve centers, grain by grain, to rebuild physical and mental energy. No alcohol or opiate in SCOTT'S. Refuse Substitutes. Scott & Borne, 140 Nassau St., N.Y.

MANHATTAN SHIRTS REDUCED FERRY'S