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WEDNESDAY EVENING, JUNE 23.

Nothing is more wretched than a guilty con science .- Plastus.

REPUBLICAN OPPORTUNITY GEORGE W. PERKINS, noted financier and unquestioned business authority, summed up the situation in the United States bethe Harrisburg Chamber of Commerce last week in this language

Every well informed businessman knows that before this war broke out we had gathered considerable downward momentum in the business world under the Wilson tariff; that had it not been for the war we would by this time be flat on our industrial backs because of the Wilson tariff; yet the Wilson administration which gave us this tariff is proclaiming that the war and not the Wilson tariff caused the acute business troubles of recent months. There never was a more absolutely false doctrine preached.

There is only one way to correct this condition and that is by the election of a Republican President and Republican Congress in 1916, and this is the year in which to lay the foundations for a party victory next

All over this country in November, State, county and municipal elections will be held. Nothing will so encourage Republicans nor so confound the Democracy as sweeping Republican victories everywhere. On the other hand, nothing would make the Republican task next year more difficult than the success of Democratic campaigns the coming Fall. Wholedefeats of local Democratic tration leaders.

Nor should Republican success be sary to assure the overwhelming Re-publican victories so much to be de-history of the bell. The candidates chosen must In no other way ought it to be successful.

The old day of the delegate and convention system is past. The voters now select the candidates di-Leadership still may wisely

casion for distinctive and decistive treety. Leadedribly still may wisely direct party thought toward desirable men, but it can no longer easily force an unpopular ticket of its own choosen and the secret of the wild the count of the wild the

TRUTH IN ADVERTISING N Chicago this week 10,000 adver-tising men are meeting for mu-\$584,740,000 in our favor from October, tual benefit, and in a larger sense to benefit of every advertiser in the world, for on the coat lapel of each delegate there is a button bearing favor dropped to \$351,311,000 for the

world, for on the coat lapel of each fals, and the trade balance in our favor dropped to \$351,311,000 for the the watchword of the gathering, which is TRUTH. TRUTH, spelled in capital letters. Where truth is the which is TRUTH. TRUTH, spents in capital letters. Where truth is the gulding force in advertising, there advertiser, purchaser and publisher, advertiser, purchaser and publisher, monthly trade balances following the

WEDNESDAY EVENING,

advertisements. Quacks, charlatans and worse used the columns of the journals freely, and none thought the worse of a publication because he had been fleeced through its advertisements. It was all an accepted part

Then came a new school of advertising men—a new sense of responsibility on the part of newspapers. The guaranteed advertisement put in its appearance. Slowly, but surely, the "fake ad" was eliminated, until now the newspaper or magazine that is not careful of the kind of adverising matter it accepts is shunned by the higher class of advertisers. Some pure food and other careful publicity purchasers go so far as to taboo even he newspaper that prints liquor ad-

vertisements. "Truth is mighty and must pre None believes this more firmly than the successful advertising nan of to-day.

Joseph H. Finn, of Chicago, sumed up the modern advertising situation in a few words vesterday when

Present-day newspapers are a better advertising medium than ever because they have a more gripping national power—a power that should be studied by every thinking advertiser. I believe in the efficiency of newspaper advertising, because I have seen what it can do possibility of luck or accident must be eliminated from it. It is the paper which publishes the true news that pays the advertiser best. Generally speaking, the best newspaper is the one which secures the best advertising. And the best advertising is what helps make it the best newspaper. Truth is the standard of this convention. Truth is the slogan of the newspaper that hopes to win the most lasting success—the widest influence.

That is it in a nutshell - Truth truth, truth and then truth. Time was when the newspaper reader read and was convinced, or read and con-demned. The reader of to-day is not that kind. He reads, digests and forms his opinions very largely for himself. The newspaper that perfooling nobody so much as itself; and the same applies to the adver-Both must tell the truth if tiser. they hope for permanent success. And thereby, as has been said, the advertiser, the purchaser and the conscientious publisher all are

"Grandfather Clause" having been ruled out, the Supreme Court might turn its attention to some of the grandnother laws on the statute books

JULY FOURTH CELEBRATION

IT is a happy arrangement indeed that brings the Liberty Bell here on the day Harrisburg will observe tickets would have no other aspect as the anniversary of the nation's than that of party repudiation on a birth. The like may never occur again national scale. Doubtful Republican and many a city would give much for rictories or defeats would merely pro- the opportunity that comes to us alvide encouragement for the adminis- most unsolicited. It is doubly appropriate, therefore, that the visit of this historic relic should be marked difficult of attainment this year. The by a special demonstration and it is country is ripe for it. Men want to difficult to imagine a more appropriate vote the Republican ticket. The observance than has been arranged. Progressive party is a mere skeleton, School children above all others will its members having returned to the be favored, a parade of pupils is being Republican party by hundreds of arranged and to make the occasion thousands. Just one thing is neces-

Very special significance attaches be men of ability and integrity and without unpopular or improper political entanglements. They must be clean and honest, filedged to perform the duties of the offices to which they aspire as the neople want that with the proper to the offices to which they apprears the contract of the celebration of Independence Day this year. It is likely that such a fitting time for a display of patriotism will not occur again in the present generation. European nations should be made to witness the contract of the celebration of Independence Day this year. the duties of the offices to which they aspire as the people want their public business conducted. In no other way can the party be sure of success next Fall. In no other way pread-eagle oratory and speech-making, Day this year can be made the occasion for distinctive and decisive ex-pression of the manner in which the United States has taken a stand in be-

000 for the six months from October,

Time was, and not so long ago, when truth did not play so large a part in advertising. Newspapers and periodicals in general residuals in general residuals. periodicals in general paid little at-tention to the subject matter of their until September, 1914, when war orders placed us on the right side of the ledger to the amount of \$16,-341,000.

For the whole period of the operation of the Democratic tariff October, 1913, to April, 1915, the trade balance in our favor was \$1,201,496, 084, compared with a favorable trade balance under Republican law October, 1911, to April, 1913, of \$1,013,423.19. The difference of \$189,000,000 in favor of the former is accounted for by the increases for the months of March and April, 1915.

In other words, after the war had given us a favorable balance, it took from October, 1914, to February, 1915, with the war orders giving us large monthly trade balances, to even up with the favorable trade balances under Republican law for October, 1911, to April, 1913, in times of peace. That these heavy exports are due to orders, an analysis of the export tables conclusively shows. In every instance where our trade with a neutral country has not been seriously interrupted, our favorable trade balance with that ountry has fallen off, or disappeared.

It is just as well for the success of those negotiations now in process at Berlin that the explosion which wrecked a Canadian arms factory did not occur n the United States.

Thaw has crowded Bryan off the first

TELEGRAPH PERISCOPE

-Speaking of the bravery of European soldiers, their courage is as noting to that of the mosquito on scalp of a baldheaded man. -With all due appreciation of th

value of trolley lines, we have no de-sire to take the trolley trip from Har--Those who demanded the execution of Frank are demonstrating their own respect for law by threatening to mur-

-Just a year ago the Athletics were also in second place—at the other end of the percentage column.

-A man named O'Boyle was arrested in New York yesterday for making incendiary speeches. Yet they tell us there is nothing in a name.

EDITORIAL COMMENT

GREAT OLD COUNTRY [St. Louis Post-Dispatch.]

The first car of wheat to reach St. Louis this summer came from Louisiana. Look out for that bale of cotton from Minnesota! HOPEFUL MEXICAN MOTHERS

[Columbia State.]
We suppose that when a Mexican
ther is especially pleased with her
she tells him that there is very
le chance of his being president

CAN'T HE JUST SHORTEN 'EM?

[Grand Rapids Press.]

As the season advances Mr. Bryan
may have to give us double-headers on
some days in order to work in all his
statements. ROOM MAKES NO DIFFERENCE

[Topeka Capital.]
You have heard the expression,
"He's got no room to talk." None of
us have, for that matter, but we all

HOW TO KEEP BABIES WELL

Politics in Pennsylvania

Democrats in eastern Pennsylvania are smiling somewhat over the effort to revive interest in the State Fedwas one of the schemes of the reorganization element which fell flat al-though planned to be a wonderful organization. Last year when the clubs met at York there were less than 200 delegates and more notable from out of the State than in. Now a scheme is under way to have the federation again honor York. Scranton, Williamsport, Allentown and Reading have not made any bids and the York Young Men's Democratic Society has hatched a scheme to have Secretary Wilson make a speech there in September and has suggested that the federation meet there at the same time. ganization. Last year when the clubs

time.
State Chairman Morris is said to have decided to wait a while before having a State committee meeting and that may be suggested for York at the same time, so that the triple occasion would at least mean a crowd.

-Plans for a complete change in e organization of the Lackawanna the organization of the Lackawanna county Democratic committee were adopted by the committee of ten named at the joint meeting of the Democratic committees some time ago to draft a new set of rules. The plan will be submitted to the Democratic county convention which will be held on Friday night. The salient feature of the changes will provide for the election of a county chairman to continue in office for two years. Other changes, as a compromise, were decided upon. One of these is the division of the county into six districts, with a chairman, elected for two years, with a chairman, elected for two years, with a chairman, elected for two years, to have charge of each division and to be responsible for the progress of Democracy.

Lentz Announces His Boom For Recordership

James E. Lentz, of Elizabethville, to-day announced his candidacy for the recordership of Dauphin county on the Republican ticket. Mr. Lentz has been a resident of Dauphin county all his life and prominently identified with the business interests of his home town and the upper end of the county in general. He is connected with the United Brethren Church of Elizabethville and takes a prominent part in Sunday school work. He has been a Republican of independent tendencies for years and one of the most widely known business men in Dauphin county. Since 1913 he has been first vice-chairman of the Republican county committee. Mr. Lentz has been conducting his campaign quietly for several months and said to-day that he had received encouragement on all sides.

-Do you remember how much a day's fishing "with father" used to mean? Well, YOUR boy feels the same way about it.

-Some men's idea of temperance is that it applies only to alcohol.

-About 2 o'clock yesterday afternoon we began to think that the almanac had forgotten it had scheduled the longest day.

-The Germans are going after Lemberg as enthusiastically as though it were spelled Limburg.

-Just a year ago the Athletics were

A thought that is winged from a friend to friend
Doesn't seem such a wonderful thing;
Yet ic carries the prayer for a joy without end, And it throbs with a big, friendly ring.

A mere word of cheer in the shadow of night, When discouragement darkens the way. Will illumine our hearts with the glori-ous light Of a hopeful and sun-brightened day.

When failure confronts us and darkens our goals.

How we long for the clasp of a hand!
It is then that we cry from the depths of our souls

For a friend who can just understand.

A bright, cheery smile often gives us the strength That we lack in the vortex of strife, For it lightens our load as we travel the length of the care-laden path we call Life.

So we find, after all, that the things we thought small Loom colossal above all the host; That the best of God's gifts are the friends we can call To our side when we need them the

Low we chioust a mail that the things to we will start and the least of God's gifts are the triends we can call the host.

That the best of God's gifts are the To our side when we need them the most.

—W. Dayton Wegefarth, in Philadel-phila Ledger.

SERVING IN TENNIS

Tennis is no game for a lackadalsical person.

Tennis is no game for a lackadalsical person.

A gill who attempts to serve the first attended the holds a racket and works all afternoon trying to get one ball in the right place is not likely to become enthusiastic over tennis.

Emphasis should be placed on the position of the feet, with the left foot in front, outside the court. For general use a sort of chop with a downward pull of racket, started a little above the head, training for accuracy rather than for severity is advised.—Outing.

OUR Daily Laugh

MATRIMONIAL UNION.

J. B. Kerfoot puts St. John G. Ervine in the class with James Stephens and the head of G. A. Birmingham. "Since these men won their places in the select and small company of the new Irish writers," says Mr. Kerfoot, "the one notable addition to the list has been the name of Mr. Ervine, whose 'Mrs. Martir's Man' won him an instant and wide recognition recently, not only as a seer into the hearts of the humble, but as an artist in enabling him to see with them. He has just published another story called 'Alice and a Family' and, diametrically different as its matter and its attitude are to those of the former work, it merely proves the proposition of its author's attributes by the old mattrematical test of doing the same sum backward. 'Mrs. Martin's Man' is the serious study of an able Irish woman's masterfulness and its slowly won ascendency over the elements of tragedy; 'Alice' is a humorous portrayal of a little girl's 'bossiness' and of her successful posing as Providence in a number of lives that are fash-lighted onto its amusing pages. The book is great fun."



Dodge - In union there is Hodge - Well, marriage has

THE CARTOON OF THE DAY

ENGLISH VIEW OF UNCLE SAM AND THE KAISER



Kaiser (to Uncle Sam)—"Everything can be explained: I can put the whole thing in a nutshell, if you'll only listen to me for three years, or the duration of the war."

—London Punch, June 9.

An American Martyr to Science

All Allielical Iviativi to Science

The small and unfrequented island in the small and unfrequented island in the small and unfrequented island in the little Lake of Tilicac, stands a Manzon was organized under the auxiliary of the latter stands and the River Amazon was organized under the auxiliary of the latter stands which serves to mark the last rest. The same death of the septiment of the serves to mark the last rest. The same death of the serves to mark the last rest. The same death of the serves to mark the same death of the serves to mark the same death of the serves to mark the serves to mark the serves to mark the serves to mark the serves to the serves ago is his surrounced to the serves the serves and in the serves to the serves and in the serves to mark the serves the serves and the serves to mark the serves the serves and the serves to the serves and the serves the

BOOKS AND MAGAZINES

J. B. Kerfoot puts St. John G. Erv

ine in the class with James Stephens

Letter List



Letter List

LIST OF LETTERS REMAINING IN the Post Office, at Harrisburg, Pa., for the week ending June 19, 1915:
Ladies' List — Stella M. Bair, Mrs. Barbara Boughter, Gertrude Bretry, Mrs. Nancy Castor, Miss Jessie Cummings, Miss Maude Granville, Miss Alice Harper, Miss Ruth Hartz, Miss Dorothy Hess, Mrs. S. S. Huber, Miss Annie Jackson, Mrs. May Kincade, Adele Kinter (D. L.), Mrs. Carrie Laklers, Miss Kate Lewis, Miss Minnie Lockhart, Mrs. Carrie B. Lym, Miss Gonnetee Mohany, Miss Madallne Markel, Mrs. F. J. Middleton, Miss Margaret Milligan, Miss Bila. Mottola, Miss Bessie Parker, Anna L. Prather (D. L.), Miss D. L. Ritchia Miss Ella. Simmon, Miss Bella. Mottola, Miss Bella. Mis REPRESENTATIVE FRANK BUCHANAN
Frank Buchanan, representative in Congress from Illinois and former president of the International Association of Bridge and Structural Iron Workers, has taken the lead in labor circles to end the war in Europe. That is, he has combined with William J. Bryan to create sentiment among labor union men throughout the country to bring pressure to bear on President Wilson to offer his serves as a peacemaker to the warring nations.

It was Mr. Buchanan who arranged the labor meeting in Carnegie Hall, New York, at which Mr. Bryan spoke. He also planned the meeting of fifty labor representatives to be held before the President by Mr. Bryan.

Jime Ragest, William Rae, Mr. Richards, Mr. Shultz (Sculptor), Mr. and Mrs. C. J. Smith, J. B. Stafford, Bert Stuart, Zopito Sulpizio, Charles Susine, Roland Tomas, Wm. W. Upperman, J. S. Williams, M. Dr. Mr. and Mrs. Thomas G. Wilson, Dr. Wistler. Bertron Griscom & Co. Eletta Mg.

Persons should invariably have their mail matter addressed to their street and number, thereb yinsuring prompt delivery by the carriers.

Frank C. SITES, Postmaster, NEW BOOM FOR WILLIAMSPORT

Ebening Chat

The picnic held yesterday at Williams Grove by Messiah Lutheran Church is the first Sunday school gathering from this city to be noted at the old time resort along the Yellow Breeches in a long time. In the last half dozen years the trolley com-panies have taken away from the railroads their old-time business and the parks which can be reached by special cars have been getting the business, places like Boiling Springs, Mt. Holly, Hershey, Paxtang and others so much in the public notice to-day. Days were when Pine Grove Furnace, and Mont Alto were great places for Harrisburg Sunday schools, but both have dropped out of sight. Pen Mar still retains some of its popularity, but has not had much Harrisburg business for years. Then Penryn was for a time a great pionic place and until recent years brought a transformation into a real summer resort Mt. Gretna got a good many. Cold Springs, in Lebanon county; Montebello Park and Marysville parks in Perry and Island Park in Cumberland also had a great vogue for a time. Nearer the city Hoffman's woods, Deer Park and Spruce Hollow, near the State Asylum and Cameron's woods were once very popular for out of sight. Pen Mar still retains woods were once very popular for Sunday schools. But the trolley cars have changed all that.

have changed all that.

Yesterday had more varieties of unusual weather and they came in more rapid succession than the average assortment on a bad day. To begin with the sun did not shine until the middle of the morning and then only for a short time. Most of the time it was cloudy. Then about 1.30 the sun came out a bit. A few minutes later the sky became overcast and in a short time it was so dark that down town and in many homes electric lights were turned on. Ten minutes later it was raining "cats and dogs" and the sun was shiring. Then the sun retired and the cool, chill air of the morning became noticeable. Soon after the sun was out again and its rays were as hot as the day before and windows which had been put down because of the chill of the rain were hastily put up.

"Didn't you tell her," demanded the attorney, "that you'd beat her face into a jelly?"
"No, sir, that isn't true—I did not," indignantly denied the witness.
"Well, what did you tell her?"
"Why I just said I'd beat her face to a pulp!"

The Lalance and Grosjean tin plate mills in the upper end of the city will probably be making some material for the use of the European armies before long. The news columns tell of large orders for tin cups and other tin vessels and it is understood that companies which draw plate from here will receive some of them.

WELL KNOWN PEOPLE

-John E. Brooks, president of the Scranton Board of Trade, is ardent in behalf of turnpike condemnation
movements in his section.

—E. T. Stotesbury has gone to the
Panama-Pacific exposition.

—George B. Koch, of Altoona, has
been elected president of the Western
Pennsylvania Foundrymen.

—Robert S. Orr, Pittsburgh electric
men, well known here, has been elect-

man, well known here, has been elect ed an officer of the national associa

tion.

—R. S. Wilbur, who is in charge of the new Somerset Rockwood line, says that the road will be built this year.

Dr. H. D. Matter, of Wilkes-Barre, will take a long tour through the West.

DO YOU KNOW

That Harrisburg is comm to be a point of interest for a good many visitors from around the State?

VENIZELOS AND GREEK ELEC-

[From the New York Sun.]
The final count in the elections in Greece, which have been followed by Europe with more interest than any ever previously held in the small state, leaves no doubt of the attitude of the Grecian people. The so-called war party, of which former Premier Venizelos is recognized as the head, elected 186 of the 316 deputies, 82 more than the government, 56 more elected 186 of the 315 deputies, as more than the government, 56 more than all the opposition. The elec-tion was a triumph for Venizelos. It proved his strength greater than that of the king, who a few months ago forced his retirement.

> CIVIC CLUB Fly Contest June 1 to July 31 5 Cents a Pint Prizes of \$5, \$2.50 and several

duplicated by Mr. Ben Stron