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SATURDAY EVENING, OCT. 9.

Take life as you find it, but don't

HIGH STANDARDS SACRIFICED THE demoralization of the navy under Josephus Daniels has been constantly evident, and never more so than now, as a result of the cyclonic upheaval which has recently oc-

curred at the Naval Academy. Last June it was discovered that some and had secured copies of the annual examination papers. An investigation which was made by the academy authorities implicated several young men, among whom were some possessed that most inestimable treasure, according to the Daniels standard, a political pull. Two Democratic Congressmen-Hay and Carlin of Virook up the defense of their political avorites who had been detected in this serious breach of honor.

Messrs. Hay and Carlin were unable to Washington and laid their case before Josephus Daniels. Now it so hap-pened that the dragnet at Annapolis semed perilously near to sweeping those North Carolina shoals where Josephus lives, moves and has politithe Congressional advocates who were set up politics instead of honor as the guiding spirit for Amer-

can naval officers.

As a result, the recommendations of the Academy board were whittled down to include only those which were too flagrant for even Daniels to overlook, and thus the impressionable youth at Annapolis were given understand that the rigid system of honor which has been the standard of the navy from its first days is not to be held operative when two Democratic Congressmen can get the private

This breaking down of the standards was a bitter dose for the navy. Admiral Fullam, the superintendent at Annapolis, asked to be transferred in order to show his resentment; and he was sent to an inferior post of duty on the West Coast. The other officers at Annapolis expressed their feeling less vigorously, but to the same tenor—and now every man of them who occupies an important post at the Naval Academy has been ordered

The incident is regarded in naval that honorable standards a century old cannot resist the pressure of modern political necessity. To add to the injury which has been done, there is more or less direct charge of double-dealing on Daniels' part. It is said that he told the officers at Annapolis that he would sustain them to the limit in their efforts to maintain the honorable traditions of the navy and that they would have the whole of the next academic year to put their notions into practice. Now, out of a clear sky, comes a sweeping order in and the Naval Academy made to serve as a plaything for Democratic politicians.

Every now and again the Attorney Every now and again the Attorney of the General reminds the public of his executive in the second wistence by putting out an opinion on some law passed by the last Congress. The gist of this Democratic statutes on fix is that they are inoperative. Time was when it was the function of the courts to pass on questions of this sort, but nowadays a ministerial officer supplants the courts and, instead of a Government by construed law, we have a Government by opinion.

THE VOTERS KNOW

reports the results of a survey of national politics made by a Republi-can leader, and which sets forth that

government policy.

SATURDAY EVENING,

sure of bad times almost as much as things before the onrush of war orders be-The Republicans will then go to the country with a strong arraignment of Democratic policies, which, in the absence of the war in Europe, would have meant financial disaster to lars,

One of the most striking examples of our unpreparedness for warfare is the present lack of aeroplanes in the army nd navy. The navy has five aeroplanes and navy. The navy has five aeroplanes and the army twelve. The number of men in either branch of the service who have been trained to operate them is lamentably small. These few army aeroplanes are at San Dlego, Cal., and the navy aeroplanes at Pensacola, Fla. They are housed in filmsy hangars, which, if destroyed by fire, would consume the machines and leave us without aerial scouts. out aerial scouts.

JOHN L. AND HIS BELT

WHEN old Demon Rum, rein-forced by the forced by the strong right arm of one Jim Corbett, snatched he fistic championship of the world the fistic championship of the world as great as in the early days. In the ampion took the Demon to his hos. champion took the Demon to his boschampion took the Demon to his bosom even more affectionately than ever before and when he awoke to the fact that it was either the water wagon or an early journey into the long, dark valley for him, his most cherished possession, the Diamond Belt about which every school boy knows, was in the hands of a pawnbroker and the \$5,000 it had brought him had been invested in 47 varieties of booze. Old John L. wept and not a few of his admirers felt very much that way themselves; and then the old warhorse bemirers felt very much that way them-selves; and then the old warhorse began to plan to win back his lost treas-

the newspapers announced that the Diamond Belt was once more in the ossession of its original owner. John had won another battle. ears of training to do it, but he put n the final knockout punch on the old Demon when he paid over the \$5,000 and interest necessary to redeem his pledge. Many a prizefighter has won a world championship, but mighty few of them have ever "gone up Last June it was discovered that some of the cade's at Annapolis had burglarized the desks of their instructors much more than the fact that in his

SMALL fault can be found with the new standards laid down by the State Board of Censors if they reasonably enforced. Of course the board could so construe them as ginia-hot-footed to Annapolis and to make life not worth the living for a moving picture producer, but the film maker who is really desirous of living up to the best his profession Messrs. Hay and Carlin were unable to convince the high-minded naval new standards without State regulaofficers whom they found at Annapolis tion, and the public will have small that the standards of a Virginia police sympathy for the few who would work ourt were applicable to the United into their productions any of the ob States Navy; so they betook themselves jectionable features upon which the disapproval.

It is true, as many reputable photoplay producers hold, that censorship works hardship on them and causes them considerable expense. It is uncal being; and he lent a ready ear to fortunate that this is so, but the men who have done much to make motion pictures the popular attraction they are to-day did not show themselves able to control their less scrupulous Censorship became inevitable when the picture plays became so bad that decent people were afraid to go into even so-called respectable theaters. And if censorship has worked hardship it has also had the effect of putting out of business the unscrupulous competitor of the legitimate producer and in this way has probably more than paid its way for eratic Congressmen can get the private those who are striving to sell their ear of a Democratic Secretary of the products on merit alone. Perhaps some day censorship will be unnecessary, but the time is apparently not

IT was a wise old farm philosopher who wrote: "While waiting for the regular chores.'

time waiting for this "main chance" who most often gets there. The world was not built in a day; neither was any man's fortune. For every "tenstrike" that has stood out in history circles as a plain serving of notice strike" that has stood out in history as the exception to this rule a million that politics rules the navy to-day,

repudiation of all that these high-minder men have been trying to do, has been a finished picture in every stroke, the in every line, each stroke and each chip and each line must count or the end will be a disappointment.

No man jumps into success at one No great invention has been a sudden thing. The Wrights worked on flying machines years before they The Wrights worked

THE VOTERS KNOW while, but mind the compass near at hand. Aim at the moon if you will, "Public Ledger" of Philadelphia but there's a barn door handy by to

no Republican need worry about the clothes, a high hat, a diamond as big effect of the present business activias as a hen's egg and a watch chain that

understand that the revival is due to look prosperous and cut a wide swath the war in Europe and not to any but if he neglects the razor, the nai file and the toothbrush he can't break He believes that the ordinary man can see what has happened, and that impression at his bank. The banker the rank and file are feeling the pres- wants consistency-attention to little

> doesn't aspire to wealth?) it is better to lay a foundation, as the mason lays bricks, saving little by little, laying by each week or each month a few dolwhich, when they get together will form a foundation for a great structure when the time comes to

> > Politics in Pennsylvania

ties as to the registration that has been under way since the books closed at the polling places are that the proportion of Republicans registering is sands registered were Republicans in

The name of the Fair Play been pre-empted in Alles has been pre-empted in Allegheny county. It is said to be a move of the friends of David B. Johns one of the annual county is said to be a move of the friends of David B. Johns one of the candidates for prothonotary.

-Ex-Director George D. Porter, the Franklin party's candidate for mayor in Philadelphia, is having troubles of his own these days because someone started the story that he was formerly a Democrat. Porter is rather vehement in his denials.

-L. P. Knitten, who lost out in the Wilkes-Barre race for the mayoralty nomination, may challenge the right of Mayor John V. Kosek, of that city to sole place on the ballot. Kosek is the man who brought the action to determine if a third class city mayor could be a candidate to succeed himself and won.

-Clarence Antrim, who was turned down by the new Washington party outfit for sheriff nominee in Philadelphia, is inclined to be miffed. He has been insurging so long that it is a wonder he was not considered in this year's motley collection.

—William Sulzer, former governor of New York, is due in Scranton to-day to address the Lackawanna county Prohibition committee. Sulzer's speech is being awaited with interest because of the view it may give of the latest political slant.

—Northumberland county Democratic bosses of the reorganization stripe have found themselves so much in the minority this year that it is doubtful if they will make any contest when the time comes to elect members

doubtful if they will make any contest when the time comes to elect members of the county committee next year.

—Senator "Jack" Moore, of Allegheny county, Republican nominee for county controller in his county, yesterday handed Lieutenant-Governor Frank B. McClain his resignation as a senator. He turned it in at the Philadelphia ball game, it is said. The question will probable be raised at Pittsburgh whether Moore is eligible to the place under old acts. The senator says he will take the chances. He is a brother of "Alec" Moore, who was a heap big Bull Mooser in 1912.

was a heap big Bull Mooser in 1912.

—Suffragists and "antis" are making things lively in Philadelphia. The "antis" have distributed 200,000 buttons in that city and are making speeches as vigorous as the suffragists. Pittsburgh is having much the same kind of interesting campaigning.

—Schuylkill, Lackawanna and other big countles had anywhere from forty to sixty ties to "draw" yesterday and there do not seem to have been any appeals threatened as a result.

—Congressman Vare had Republican candidates as his guests at the Philadelphia baseball game yesterday. Men interested in every one of the political parties on the militant list in Philadelphia made the baseball game a gathering ground yesterday and the great American sport made them forget they were rivals.

as the exception to this rule a million men have striven early and late to win the prize they sought to attain, and even the "ten-strike" comes seldom to the man who is not looking for it.

Michael Angelo observed that "trifles make perfection and perfection is not trifle." Success comes from attention to detail; thought for little things; doing little things so well that out of the many little things well done is sure to come one great thing—character.

A great painting is but the result of many little strokes; the great statue, many little bricks put together with care and precision, with the end always in mind. While the artist see a finished picture in every stroke, the sculptor a finished image in every chip, and the architect a completed building in every line, each stroke and each the place of the Democratic tickets and is being very much courted.

—From the mass of evidence in the election fraud cases in the Allegheny courts it is doubtful if a case in the Allegheny courts it is doubtful if a c

LINCOLN HIGHWAY FEEDERS [From the American Motorist.]
In its efforts to put its home town as nearly on the Lincoln Highway as circumstances will permit, the Motor Club of Harrisburg, Pa., is doing a commendable work.

leap. No great invention has been a sudden thing. The Wrishts worked on flying machines years before they flew. Henry Ford was a mechanic before he was an automobile wizard. He did not dream a Ford car; he worked it out. And it took years.

It is all very well to keep your head up, but watch your step or you will stumble. Look out to sea once in a while, but mind the compass near at hand. Aim at the moon if you will, but there's a barn door handy by to practice on. Dream big things, but try your hand at little ones first.

The man who wears expensive clothes, a high hat, a diamond as big with forces of the commendation of the state Capital.

Instead of bemoaning the fact that the Lincoin Highway wouldn't come to Harrisburg, were included, but not the State Capital.

Instead of bemoaning the fact that the Lincoin Highway wouldn't come to Harrisburg to the Lincoin Highway. In this the Motor Club is blazing away in excellent fashion and the specific that the next road map the fact that the Lincoin Highway. In this the Motor Club is blazing away in excellent fashion and the specific that the next road map the fact that the Lincoin Highway in this the work of Harrisburg wouldn't come to Highway. In this the Motor Club is blazing away in excellent fashion and the specific that the next road map the fact that the Lincoin Highway. In this the Motor Club is blazing away in excellent fashion and the specific that the next road map the fact that the Lincoin Highway. In this the work of Harrisburg wouldn't come to Harrisburg to the Lincoin Highway. In this the Motor Club is blazing away in excellent fashion and the little ones first.

on Republican need worry about the clothes, a high hat, a diamond as big effect of the present business activias a hen's egg and a watch chain that liquids, the 'liquid interests are learning what "the Solid South" means.—

With South Carolina voting out liquids, the 'liquid interests are learning what "the Solid South" means.—

-BRADFORE FOREST SULLIVA MERCER LEARPIELD

THE ROUTE GOVERNOR'S PARTY TOOK

The accompanying map shows the route the Governor and his automobile sight-seeing party took during the trip over the State this week, the tour ending in Philadelphia to-night. The dotted line was a provisional route be followed in case of rain, but the tourists did not find it necessary to cut short their trip on this account.

FRANKLIN

BEDFORD

EDITORIAL COMMENT

In the latest election of celebritie to the Hall of Fame at New York University, John Paul Jones and Roger Williams were among those who failed to receive the necessary number of votes. But they can stand it; their places in history are not dependent on he erection of bronze tablets over the Hudson's tide.-New York Sun.

Bulgaria says it won't attack Service unless Austria does. Which must be a lot of consolation to the Serbs.—Kan-sas City Star.

Carranza says he will punish the border bandits. He would do well to hesitate; the bandits might get him and cut off his whiskers.—Pittsburgh Sun.

Where is the old-fashioned man with two scats for the series in his pocket who used to say that his schooldaw were the happiest of his life?—Phila-

LETTERS TO THE EDITOR

TRAFFIC CONGESTION

TRAFFIC CONGESTION

To the Editor of the Telegraph:

It is hardly necessary to remark that traffic conditions in the streets in our business district are daily becoming a more and more pressing problem and if Harrisburg is to continue its advancement along metropolitan lines it is about time some system of traffic regulation be adopted tending to diminish the present congestion.

One need but stand a few minutes near the corners of Third or Fourth and Market streets, during the rush hours, to note the utter confusion that exists and the trouble our officers are experiencing in handling the traffic. Undoubtedly they are doing their feet with the stand and the streets of the standard the streets of the standard the streets of the standard the street in the standard the street increasing traffic. Any system that would help regulate this condition would be welcomed not only by the drivers of vehicles, but by the pedestrians as well.

The following is suggested as one means of solving the problem. First, that it be made compulsory that all traffic in Third street between Chestnut and Walnut be required to travel in one direction only, that is north, and second, that the traffic in Fourth street between Walnut and Chestnut be required to move south only.

The result of this will be to cause the majority of the traffic in Walnut street, between the same points, to move westward is the present natural course.

westward.

It is to be noted that the above arrangement is the present natural course of travel, causing the least friction, is continuous and systematic, and furthermore that at the Market street intersections, with the traffic on the side streets moving in one direction, the resulting blockades will be reduced one half, thus saving considerable time and confusion.

streets moving in the reduced one half, thus saving considerable time and confusion.

This scheme also works well with the Hill traffic over the Mulberry street viaduct following the natural route, and it is thought that the resulting advantages will far outweigh the minor inconvenience of the properties of the prope

to-day and whom. I think is doing more than any other single of ficer to arouse military interest in this country.

Nor did I "disagree" with General Wood, as the General makes no claim that the Plattsburg Camp turned out men fit to be officers in a month's time. The most that he has stated is that he thinks he did as much with the businessmen as they do with a recruit in the army in four months, and I beg to assure you that the most intelligent assure you that the soft intelligent were made into a cat as officers while they were at Plattsburg, for the simple reason that it would be just as easy to make a good doctor, or a good lawyer in a month as it is to make a good officer. Military science is very complex and hard to make it clear that I thought the progress made by the men at lattsburg was wonderful to such a such a lattsburg was wonderful to such a lattsburg was wonderful to limitations that time put upon them, and know that they are not fit to act as officers. They are spreading sound military policy. What I desired to bring out, however, was that the press had encouraged the importance of the such as a lattsburg was such as a lattsburg was lattsburg wonderful to such a lattsburg was hat the press had encouraged the importance of the such as a la

Commercial School Gets More Prizes

[From the Springfield Republican.]
A Russian Sister of Charity, Mrs.
Ivanovna, serving as a nurse, railies at the York Fair this week.
The demoralized troops in a recent battle, charged the oncoming Germans, satured a trench and fell mortally wounded. But before she did all this thing the wounded. But before she did all this truncaday which will be visible here.

Reclipse Thursday Visible Here
An eclipse of the sun will occur friday, though, I got a message the sun was a hero. Sublime courage neither in war nor peace is the present of the sun visible in "I'd forgotten an appointment—regative of one sex only."

Commercial School Gets More Prizes
The Harrisburg Commercial College was awarded three first prizes for exploration of postponement of the date, But I couldn't, and resolved to Bow resignedly to fate.

Friday, though, I got a message from the chap, who'd called before:
The next eclipse of the sun visible in "I'd forgotten an appointment—this country will be in 1869.

THE PANAMA CANAL AT WORK

III.—Fighting the Slides By Frederic J. Haskin

ONCE in awhile you read a small item in the paper telling that slides have blocked the Panama Sides have blocked his task. The best thim that can be said for the Sides is that they work in turns, if all of them began pushing mud and rack into the canal at once all the dredges that could find room to work could not possibly keep a channel. Chucaracia, which started way back la and the panama Sides sides sides sides sides sides have been sides sides sides sides sides sides sides have blocked his task. To understand the action of the Sides, but it is about dead. It slast strenuous activity occurred about six months ago. But just as Cucaracia sides sides came to life one night and pitched several thousand cubic vards of earth and rock into the canal on the other side of the mountain.

Two Causing Trouble side

The State From Day to Day

Punxsutawney is holding a series Punxsutawney is nothing a series of "Ninmine" dances. We don't know what nimmies are, which puts us in the same category with the youngster who asked the question, "Say, mother, what are Yonkers?"

They say that the war in Europe is going to do away with "eyebrow" moustaches which one occasionally sees even when Charlie Chaplin isn't around. The war may yet do some good, if this is so.

Speaking of moustaches, the Erie Dispatch states that shaving was introduced by the Romans, and the first shave was a ceremony of initiation to manhood. Thousands to-day regret ver having joined this ancient whisker-removing society, it is safe to say. The latest report from the Hershey

The latest report from the Hershey zoo is to be enlarged. This collection is the largest free private zoo in Central Pennsylvania and is only one of the features of the wonderful little town.

A case started in Carlisle thirty-one years ago has finally resulted in the divorce of a couple dwelling there. Persistence is an admirable quality. The sad incident is reported from

The sad incident is reported from Johnstown of the death of the midget baby recently born there. The little chap weighed only 2½ pounds at birth and lived but fourteen days.

The artillery battery which passed through this city yesterday on its way to Fort Myer may perhaps be a fore-runner of the battery which it is so heartily hoped will come to Harrisburg before long.

The Reliefoute papers are beginning

The Bellefonte papers are beginning to mix it up a little and the campaign, for judge in that county is waxing denunciatory. The South Bethlehem Globe de-serves credit for its big centennial and get-together edition which appeared last week with a very complete and

masterly presentation, covering 26 pages, of history and illustration dealing with the last lifty years of progress ir. South Bethlehem. "Danville, with 25 saloons and 7,500 inhabitants, is the wettest town in Pennsylvania in proportion to population," was the statement which was made there recently in an evangelistic campaign. Nothing to be proud of!

A big black bear appeared on the road near Mainville the other day and stepped calmiy in front of a machine that happened to be passing that way. The driver in his excitement stalled the engine, but bruin was friendly, and after examining the car, perhaps to ascertain the make, retired to the woods, apparently satisfied.

IN HARRISBURG FIFTY YEARS AGO TO-DAY

[From the Telegraph of Oct. 9, 1865.]

Catholic Jubilee Festival
The jubilee festival of the Catholic
Church is being held and will be continued until the end of this month.

This Is the Birthday Anniversary of-



JOHN FLICKINGER

A prominent decorator and paper hanger of the city, who has a host of friends and is well known through-out the State.

Our Daily Laugh

DOMESTIC ECONOMY. So you think ence. Certainly; otherwise there isn't anything to bor-

Angry Diner—Waiter, you are not fit to serve a pig.
Waiter—I am doing my best, eir.

HE'D FORGOTTEN, TOO By Wing Dinger

Tuesday last I got a message
From a chap who said to me:
"I've some business to talk over
Meet me Friday—half-past three." After I'd made the appointment Suddenly it dawned on me, That was when the first World's Serie Baseball game I'd hoped to see.

Ebening Chat

Father Penn is putting his fans in the cellar at the State Capitol. There are 400 fans, more than ever known before, at the Capitol, and all are run by electricity and worked overtime in the summer. The storage of electric fans is the first sign that winter is coming at the State House. This year, owing to the opening of the new departments and division of some de-partments into bureaus, more fans were bought than in any summer since the Capitol was opened, and the round up the latter part of the week disup the latter part of the week disclosed that there were 400 electric fans. The Capitol Park force has commenced to get the winter quarters of the squirrels the State's official charges, into shape and an ample supply of nuts, which are bought from a supply schedule the same as paper, pens and inks, will be stored so that when real winter comes there will be something for the squirrels to eat. The benches will shortly be removed and the plants are being taken from the flower beds. The State is officially getting ready for winter and when Governor Brumbaugh returns from his "Seeing Pennsylvania" tour on Monday he will find the Executive Mansion renovation completed. This work has been under way for several months and it is now finished.

"Can you guess who is the best saies-

"Can you guess who is the best salesman in Harrisburg?" asked a man on Capitol Hill the other afternoon.

"No, I guess I can't. There are some slick politicians and some very able men on the 'Hill,' but I can't spot the best salesman. Who is he? What's lie sell?" replied the newspaperman who was addressed.

"Tom Stewart. He sells speeches. And he's got Bryan and Peary and all the rest of the big paid lecturers beaten a mile," was the answer.

"How's that?"

"The beauty of it is that the general does not take a cent for his speeches. The people get the benefit. The other day he was at Allentown. In a ten-minute talk on what he had to give he got Colonel Harry C. Trexler, the cement magnate, to donate the cost of the tablet to the Allen Light Infantry, one of the "First Defend-

a ten-minute talk on what he had to give he got Colonel Harry C. Trexler, the cement magnate, to donate the cost of the tablet to the Allen Light Infantry, one of the "First Defenders," on condition that he would make the address at the unveiling. It was a great stunt. It probably means that the Allentown colonel will pay a couple of thousands of dollars and Stewart will make one of the best speeches of his career, which will be going some. I tell you, Stewart would be a corker if he was out on the road. He has shown what he can do in selling that speech to Trexler."

Ing that speech to Trexier."

The Telephone News, the monthly issued by the Bell people, is getting into the newspaper class. It appears for October with a photograph of the very wireless towers which were used for the wireless telephone talk to Hawaii. The picture is very interesting and the description doubly so. Another interesting feature is a discussion of a toll ticket, told in a way that someone outside of an exchange can understand it. The centerpiece is a bunch of roses—the chief operators of the Harrisburg division.

Organization of the Central Pennsylvania Debating League yesterday at the Capitol calls to mind the fact that years ago the art of debating was very popular among pupils in this city and interschool debates were held each winter which attracted much attention. Some of the schools bandied words with the debaters of Steelton, Mechanicsburg, Middletown and Hummelstown and some even had the temerity to tackle the debaters of that ancient seat of learning, Carlisle. Forensix exercises have always been popular here, whether because of the location of the Capitol in our midst or not, is not clear. Harrisburg debaters have always given a good account of Organization of the Central Pennhave always given a good account of themselves and the plan for the de-bating league bids fair to be popular in this district.

In this district.

The final decision of the county commissioners as to the arrangements of the eight candidates for City Counil on the nonpartisan ballot aroused more discussion in legal and municipal circles yesterday. Colonel F. M. Ott the county solicitor, advised the commissioners that the names of Commissioners W. L. Gorgas and Harry F. Bowman should lead the ticket in that order because of the fact that they polled more than 50 per cent. of the ballots cast at the primaries. Colonel Ott suggested three methods: following the order of the drawings for places on the primary ticket, alphabetically, or in the order of the numbers of votes received. The arrangement alphabetically, according to Colonel Ott, would have carried out the spirit of the general election laws, and upon his recommendation the commissioners adopted this method.

Professor H. H. Baish, the superintendent of the schools of Altoona, who was here yesterday, is president of the State Educational Association and one of the most progressive educators of the State as well as one of the youngest to be called to that office.

WELL KNOWN PEOPLE

—Dr. J. S. Neff has been elected president of the Child Federation to succeed Edward W. Bok.

—E. T. Stotesbury, the banker, has arreed to help raise \$500,000 for a children's hospital.

—Wilbur Zimmerman is the new president of the Tioga businessmen's organization.

—C. S. Salin, prominent Delaware countian, is head of the Delaware county Firemen's Association.

—Colonel E. C. Shannon, of Columbia, commanded the Fourth Regiment in the South Bethlehem military demonstration.

—Emerson Collins, the new Deputy Attorney General, made Republican speeches in the West in the McKinley campaign.

DO YOU KNOW

That Harrisburg is making steel for cars for Siberian railroads?

HISTORIC HARRISBURG This city was one of the first Central Pennsylvania towns to undertake cotton manufacture.

Forgetting

A large percentage of people use their memories to "forget with."

with."

Is your business or your product one that you can chance having put out of mind?

Don't you need the reminder of newspaper advertising? Don't you need the same advertising to tell new people your story?

Don't you want your business to march forward instead of backward? Are you not taking too much for granted when your advertising does not appear in this newspaper.

The time to advertise is now.