

"Count Them On
The Streets Of
Harrisburg"

Overland

ADVERTISING

—Steadily and everlastingly keeping at it—has increased Overland production to the point that Overland can offer *MORE CAR* for *LESS MONEY* than any other manufacturer.

It's backed in Harrisburg by

Overland SERVICE

all and we'll tell you more about it.

Open Evenings

The Overland-Harrisburg Co.

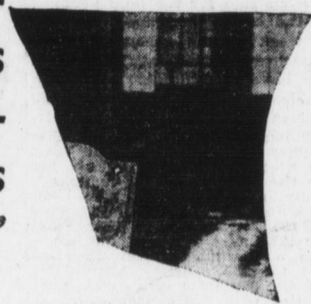
212 North Second Street



Win a Box Seat to This Great Show

In each one of the advertisements on this page is a part of a picture which, when cut out and correctly put together, will reproduce one of the posters advertising the show, "It Pays to Advertise," which comes to the Orpheum Theater, April 26th. Cut out these parts, arrange them so as to make the complete picture, paste them together and bring or send to the Telegraph "It Pays to Advertise" Contest Editor before Tuesday noon, April 25th. For the neatest and nearest correct solution the Telegraph will give two box seats to the show Wednesday night, for the second and third neatest and nearest correct solutions the Telegraph will give each winner two parquet seats to the Wednesday night show, and the fourth neatest and nearest correct solution the Telegraph will give one parquet seat. The correct solution and the names of the winners will be announced on Tuesday, April 25th.

Truthful advertising has contributed largely to our success and honest, conscientious, sincere service at moderate prices has made that "success" possible.



J. J. Belsinger

205 LOCUST STREET

Prescription Opticians

Examining Optometrists

Opposite the Theater Where You'll See

"It Pays to Advertise"



LE: Oh you don't, eh? I guess you do—if I say "The Store for er and the Boys" you know what store I mean. You're on to "B. V. D." refers to. You know that "Mallory" means the in men's hats; that "Emery" stands for the best shirts; that er-Rochester" means the highest pinnacle of good clothes con- tion. The word "Arrow" conveys to you the latest word in r style and fit. "Everwear" means men's sox that wear forever. t about "Brighton?" I'll bet you're wearing "Brighton" gar- this minute. And to-night you'll go to sleep in a pair of tless" pajamas. And how about "Wesco Fifteens" — I see re wearing one now! And furthermore, you know that The New e of Wm. Strouse carries all of these nationally advertised es and furnishings for men. You don't read advertisements? don't know what any of them mean?

ONEY: Why I know what they all mean.

LE: You bet you do. Say what kind of garters do you wear?

ONEY: Why let me see—Brighton.

LE: Exactly—what do you know about 'em—nothing. Are they better than any other garter? You don't know—I don't know all my life every magazine I've looked into has had a picture of a s leg with a certain kind of garter on it, Brighton, so when I go a store to buy a pair of garters, I just naturally say Brighton, o you. What do you know about Mennen's Talcum Powder— ing, except that it has the picture of the homeliest man in the d on the box and it's so impressed your imagination you just anically order Mennen's. If I say to you "Arrow," you don't e it's a corset, do you? If I say Gossard you don't think it's a r; and what about the well-known and justly famous B. V. D.'s? don't read advertisements? Bosh!

ONEY: But

LE: No "but" about it—advertising's responsible for everything. n Bryan advertised the Grape Juice Highball, do you know that le went up 652 gallons a day?

ONEY: How do you know it was 652?

LE: I'll let you into a little secret. I don't know—I don't know a min' think about grape juice—and as long as my health and gth keep up, I hope I never will but if I said I'd read in a news- r that the sale had gone up 652 gallons you wouldn't have ted it.



Only nationally-advertised articles of known merit are given prominence in the popular play

"It Pays to Advertise" "His Master's Voice" and "Steinway"

stand out big in "It Pays to Advertise" just as they do in the everyday life of every music lover. They represent every- thing desirable in their respective fields and years of consistent advertising has demonstrated that "It Pays to Advertise" articles of real merit such as Steinway, Mehlin, C. M. Sigler Pianos and Victor Victrolas.

C. M. Sigler, Inc.

Pianos SIGLER BUILDING 30 N. 2nd St. Victrolas HARRISBURG PENNA.
The Exclusive Victor Store



It Pays To Buy Milk With This Label

For years we have advertised that this label stands for pure milk from tested cattle. Every step from milking to bottling is guarded by science. The P. M. P. label on the cap of your milk bottle is assurance of proper pasteurization and safeguards your family against impure milk. We are sole distributors for Bonnymead and Certified Milk. Our wagons deliver to all parts of city and Steelton.



Pennsylvania Milk Products Co.

2112 Atlas Ave.

Bell Phone 26

C. V. 179-W

Our Low Prices on Rugs

A car ride of 15 or 20 minutes will save you 15 or 20 per cent. The regular everyday prices at Hoff's are usually the lowest and February sale prices of city furniture stores. We are also agents for many of the leading advertised articles such as Whittall Rugs, McDougall Kitchen Cabinets, Macy Cases, Deltax Grass Rugs, Gibson Refrigerators, with "Bolite" lining, from \$25 to \$35; other refrigerators at \$20; Twin Pedestal Diningroom Tables from \$20 to \$30; Torrington Vacuum Sweepers, \$7.00; Lady Torrington, \$7.50.



HOFF

Fourth & Bridge Sts.

FRONT---MARKET

MOTOR SUPPLY CO.

CLAIMS

Their phenomenal growth of two years to the position they now hold is due to honest publicity, backed by such merchandise as, Bosch Magnetos, Zenith Carburetus, Goodyear Tires, Hess-Bros. Bearings, Mobiloils, Leak Proof Rings, Gabriel Smothers, and Atwater Kents Ignition Systems.

Signed

Troy B. Wilder
Pres

