

NEWS FOR To-mor-row

IT'S A FACT
You Can Save From
\$5.00 to \$15.00 on a Coat Suit

NEWS FOR To-mor-row

Tomorrow Brings 450 More Women's Suits, Coats and Dresses at Prices Seriously Reduced

\$10.50 and \$12.50 New Cheek Flare Model Misses' Suits; \$4.98 sizes 16, 18 and 38—to-morrow

\$9.50 Spring Women's Coats to-morrow \$12.50 Spring Women's Coats to-morrow \$27.50 Women's Coat Suits to-morrow
\$4.98 \$5.98 \$14.98

\$22.50 Women's Suits to-morrow \$20.00 Women's Suits to-morrow \$18.00 Women's Suits to-morrow
\$10.98 \$9.98 \$8.98

Manufacturers' Relief Sale Will Be Most Interesting To-mor-row \$8.50 and \$10.00 Silk Poplin Dresses for \$4.98
The cost of the silk alone in this garment is worth fully our sale price.

	<p>P. N. Corsets \$2.00 values to-morrow \$1.95</p> <p>P. N. Corsets 98c values for 39c</p> <p>\$16.50 and \$18.50 Silk Dresses, \$11.98</p> <p>\$1.50 Waists, to-morrow 85c</p> <p>RA CORSET STYLE 1598 \$1.00 Waists, to-morrow 59c</p>	
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James H Brenner
UNDER PRICED STORE
6 SOUTH FOURTH ST.

STATE REJECTS 4 CONTRACT BIDS

Will Ask For New Tenders For Improvements in Eastern Counties at Once

Two contracts were awarded by the State Highway Department late yesterday for highway construction and bids on four other proposed pieces of work were rejected because they were too high. These bids were received on Monday and ordered checked, the awards being made to-day.

The first contract awarded was on State Highway Route No. 131, Section 2, in Concord and Aston townships, Delaware county, this being a portion of the old Baltimore Pike. The contract called for a reinforced cement concrete pavement 19,233 feet in length, or 3.64 miles, and was awarded to Dwyer and Company, of Philadelphia, at their bid of \$68,533.21. This firm was the low bidder.

The second contract awarded was on State Highway Route 131, Section 7, in London Grove and Penn townships, Chester county, for a reinforced cement concrete pavement 10,344 feet in length, or 1.96 miles. Awarded to D. E. O'Con-

nell and Sons, of Avondale, at their low bid price of \$44,156.73.

The bids for Section 4 and Section 5, on State Highway Route 131, the former in Birmingham township, Delaware county, and the latter in Pennsylvania and Connet township, Chester county, were rejected because the bids submitted were deemed too high. The bids on the two State-aid applications advertised, one in Nether Providence township, Delaware county, and the other in Whitmarsh township, Montgomery county, were rejected for the same reason.

First Deputy State Highway Commissioner Joseph W. Hunter, acting commissioner, approved the recommendations of W. B. Usher, chief engineer, on these awards. It was announced that the sections where the bids were rejected would be re-advertised in the near future, together with some additional work on State Highway Route 131 and some other construction.

A. G. EBERLY SERIOUSLY ILL IN NEW YORK HOSPITAL
Mechanicsburg, Pa., May 19.—It was reported here this morning that the condition of A. G. Eberly, a well-known Mechanicsburg businessman, who has been in Bellevue Hospital, New York city, for some time, was very serious and his death may be expected at any time. Mr. Eberly went to New York on a business trip and was taken ill with heart trouble while there. He is a member of the firm of Eberly & Orris, manufacturers. Mrs. Eberly is with him at the hospital.

British Soldier Exchanging Hats With a Russian



How well the British fraternize with the new Russian soldiers in France is illustrated in this photograph of a Cold Stream guardman exchanging his cap for that of a Russian. This photograph was taken in Paris before Russian soldiers, recently sent to France, were moved to the battle line.

EXPLAINS POLICY ON ADVERTISING

Walter Flanders, President of Maxwell Co., Says Name Will Stand For Value

Some striking comments on the fundamental value of honesty in advertising are contained in a statement by Walter E. Flanders, president of the Maxwell Motor Company, just issued to the company's dealers and representatives. The statement is a concrete explanation of the aims behind the company's advertising policy.

In view of the national movement in the direction of sincerity and truth in advertising, Mr. Flanders' remarks have a profound and timely interest. While his views necessarily relate to the Maxwell Motor Company, they may easily be taken to apply generally to national advertising of any character. No strain on the imagination is required to give his remarks a broad application, so that, liberally construed, they strike at the very root of what those who have the best interests of advertising at heart have been agitating for a long time.

Among other things he says: "The public has its introduction to a business house largely through the medium of advertising. In this as in other instances, the first impressions exert great influence and the line of least resistance is to have those first impressions favorable. If our advertising contains exaggerated, sensational or untrue statements, the public will inevitably conceive a corresponding impression of the company behind that advertising. And we can't afford to put any such obstacles in our own path, even though they do exclude a few unsuspecting people and momentarily stimulate our sales. We are going to be in business a long while and a lasting foundation cannot be built on mere stratagems.

"Maxwell must mean something. It must make known that behind the car there is an institution—not a dealer or a salesman or any other representative—but an institution; a big, healthy, permanent, institution possessing aims and ideals, whose product naturally will reflect its good name."

Speaking of the "institutional" idea behind the Maxwell advertising policy, Mr. Flanders says: "Institutional merchandising, which includes advertising and selling, is not an idle theory. It is not vague sophistry. It is a real and urgent necessity. The biggest and best known industries in the world are founded on it and have their whole being in it. They are not mere businesses. They are institutions—national or international in their scope and their present eminence was attained through the character and ideals they possessed and that they made known to the public."

"Maxwell has started to institutionalize. Maxwell advertising will create and indelibly impress on the popular mind a definite and distinctive idea—a recognized standard of value, utility and excellence that will suggest itself with the word Maxwell—an unconscious appreciation of the ideals, the methods, the sincerity, the vast resources, the integrity, the very spirit of the Maxwell Motor Company."

On the subject of truth in advertising, the statement reads: "An essential element of institutional advertising is truth. Unless you can accept as literally and wholly true the statements made in Maxwell advertising, you cannot do justice to the Maxwell Motor Company—you cannot truly reflect the Maxwell organization and you cannot have the necessary confidence in the ideals and honesty of the Maxwell Motor Company. Let us have this clearly and definitely understood by every man now and for all time.

"Wherever you see a Maxwell advertisement—no matter whether it is a national weekly, standard magazine, trade publication or local newspaper—you know or should know that you can pin your faith to it and assure your prospects, your neighbors and your friends, that every word of that text is fact.

"We make an honest product and we insist that honest methods be employed by us and all of our men in selling it. This, then, will be the expression of truth in Maxwell institutional advertising."

HOW TO PROTECT ROSE BUSHES FROM THE ROSE APHIS

Plant Louse Sucks Sap From Tender Portion When New Growth Starts

When new growth starts on the rose bushes in the spring, and throughout the summer and fall, the young growth and the flower buds and stems of rose bushes are often covered with a small green or pinkish plant-louse, known as the rose aphis, which sucks the sap from the tender portion of the plant and causes an unhealthy curled condition of the foliage and disappointment in the number and quality of the flowers produced.

The rose aphis passes the winter in the egg stage on the stems and dormant buds of the rose bushes, according to A. D. Hopkins, Forest Entomologist, U. S. Department of Agriculture. The insects hatching from these eggs reach maturity in about 15 to 20 days, all being wingless. They are pear-shaped and either bright green or pinkish in color, and at the stage they begin to produce living young, each individual in course of about 20 days producing 50 to 100 young, which, on maturity are either winged or wingless and in turn give rise to pinkish. Thus the tender growth soon becomes crowded with various sizes, colors and shapes of aphides, and, to insure their progeny with an adequate food supply, the wingless mothers migrate to less crowded growth and the winged ones fly to other rose bushes, each starting a colony for herself. In favorable weather conditions, especially in a humid atmosphere, many generations may thus follow one another, covering every bit of green vegetation on the bush with their bodies, their cast skins, honeydew and the resulting sooty fungus. It can easily be seen that, had every aphid produced in the course of a season lived its full life, the progeny of a single overwintering egg would run into millions.

The presence of aphids on the rose bushes is an indication that the aphids are present, because the ants collect the honeydew from the aphides and, to a certain extent, protect the aphides from their insect enemies.

Natural Control
As above indicated, the rose aphis thrives best in cloudy, humid, warm atmosphere, hence with the appearance of a hot and dry spell they often disappear as suddenly as they appeared.

Aside from a variety of causes, like driving rains, winds, etc., which decimate its numbers considerably, the rose aphis is attacked by other insects which either devour them or develop from eggs deposited in their bodies. Ladybirds, lacewing flies, and the larvae of two-winged flies called syrphus flies are among the former and a number of species of tiny wasp-like insects represent the latter parasites. Sometimes these natural agencies of control are sufficient to keep the aphides so reduced in numbers that they do little or no harm. Notwithstanding the effectiveness of natural checks, however, their intermittent character unfortunately renders their help often too late to save the flower crop. It is always advisable, therefore, to watch rose bushes for aphides and to apply remedies as soon as they are discovered.

Remedies
Fortunately the rose aphis readily succumbs to artificial methods of control, and, with the different styles of spray pumps on the market, there is no excuse for allowing roses to suffer from these insects.

The simplest, most commonly used, and often quite effective remedy is to turn a fine but forceful stream of water on them by means of a garden hose. Applied often enough this gives satisfactory results.

Solution of fish oil or cheaper grades of soap are often useful as a prompt remedy. The soap is used at the rate of 1 pound to 4 gallons of water. To make the solution, shave the soap into the water and dissolve by heating, adding the fish oil afterwards to make up for evaporation.

The best remedy for the rose aphis is 40 per cent nicotine sulphate (a liquid which can be purchased in most hardware stores) diluted at the rate of one part to 1,000 to 2,000 parts of water, with fish oil soap or laundry soap added at the rate of one pound to 50 gallons of the spray mixture. The sulphate is from 1 to 2 gallons of water and then add one-half ounce of laundry soap. One spraying is usually 100 per cent effective, but if the first application has not been thoroughly made, a second one may be necessary.

In order to prevent the possible development of mildew as a result of frequent spraying it is advisable to make the applications in the early morning so that the spray will dry off the plants promptly.

The spraying device to use depends on the amount of spraying necessary. A cheap atomizer, such as can be bought in any seed store, is quite satisfactory for small plants and gardens. Good knapsack and barrel pumps are available for commercial growers.

HAMPTON INSTITUTE
[Hampton, Virginia.]
Hampton Institute trained the late Dr. Booker T. Washington. To-day it is sending Major Robert R. Norton, another graduate to take up Dr.



When the Arch Gives

Here's a fair Comparison

When The Arch Gives Way

the foot is greatly weakened. This causes annoyance, exhaustion and pain. Many people believe they have rheumatism, when, in fact they are suffering from broken-down arch and nothing more.

The Miracle Shoe
works wonders with the feet. It relieves the arch of all strain. Its built-in support holds the arch in its natural position, makes walking easier and prevents the fatigue felt by persons who have weak ankles and arches.

The Miracle Shoe
creates and conserves foot energy. It is handsome in appearance and always in good taste. The price is \$6. On sale at

Bowman & Co.
Popular Dept. Store
314-316-318 Market St.



NUXATED IRON

Increases strength of delicate, nervous rundown people 200 per cent in ten days in many instances.

\$100.00 FORFEIT

Ask your doctor or druggist about it. Croll Keller, G. A. Groggins always carry it in stock.

CHARLES H. MAUK
FUNERAL DIRECTOR AND EMBALMER
1745-47 N. SIXTH ST.
THE OLD AND RELIABLE HOUSE.

Bowman's

BELL-1891-UNITED FOUNDED 1871



Copyright 1916. A. B. Kirschbaum Co.

An Open Letter to Harrisburg Clothes Buyers

STRANGE, is it not, that so many clothiers are silent these days on the question of all-wool!

The trouble with the part cotton idea is that once you consent to the adulteration of a fabric you can never tell where the cotton leaves off and the wool begins.

Even a ten per cent. mixture of cotton is enough to give to a suit that tell-tale cheap, cottony appearance.

This store, for its part, refuses to ally itself with makers who give more thought to maintaining profits than to maintaining standards. We stand side by side with the house nationally known for its unflinching advocacy of the all-wool principle--the celebrated makers of

Kirschbaum Clothes

And when we say that every garment bearing the Kirschbaum label is pure wool, we do not mean 50 per cent. cotton, 25 per cent. cotton or 10 per cent. cotton.

We mean pure wool and nothing else.

More than that—in the tailoring, in the linings, in the finish of Kirschbaum clothes—you will find the same conscientiousness, the same steadfast principles which are required to maintain an all-wool standard in these uncertain days.

Garments of worsteds, of serges, of cassimeres, of homespun in every variation of style from radical to conservative, at

\$15, \$20 and \$25

<p>Smart Straws \$1.00 to \$3.00</p> <p>Every man will want to be "in the swim" and wear a new straw on Sunday. Yachts, turbans, telescopes, alpines and optimos.</p> <p>Panamas in a variety of \$2.50 and \$3.50 choice shapes</p> <p>BOWMAN'S—Second Floor.</p>	<p>The Finest Shirts We Know Here at \$2.35</p> <p>On all sides we've been told they are in a class of their own. A mixture of madras and silk. Stripes are wholly mannish—colors help to make them so.</p> <p>Silk Shirts, \$6 to \$7.</p> <p>BOWMAN'S—Main Floor.</p>
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A Boy Wants Boys' Clothes

Mind you, clothes that were made for a really truly boy. Mother's delight is seeing them stylish; but don't overlook the wearing qualities that are found in our clothing for boys.

<p>Norfolk Suits—in five different models; strongly sewed throughout; well lined. Blue serges; gray, tan, brown and green cassimeres, in sprinkled mixtures, checks and overplaid. Sizes 6 to 18. Many have an extra pair of knickers.</p> <p>Prices—\$2.95, \$3.50, \$3.95, \$4.95, \$5.95, \$6.95 to \$12.50.</p> <p>Top Coats and Reefers—of blue serge, Shepherd checks; gray and brown mixtures; pleated and gathered belted backs. Sizes 2 to 10. Priced at \$1.95, \$3.45 and \$4.95.</p>	<p>Headwear for boys 2 to 18 years of age. Straw, serge, cloth, duck, linen, Palm Beach and Panamas. Prices range from 50c to \$2.98. Caps at 25c and 50c.</p> <p>Sport Collar Blouses in white madras, striped percales and blue chambrays; sizes 6 to 16; 50c 75c and \$1.00. Link collar attached and neckband blouses at same prices.</p> <p>Boys' Shirts—sport collars, neckbands and link collars in white, stripes and solid colors; sizes 12 to 14; 50c, 75c and \$1.</p> <p>BOWMAN'S—Second Floor.</p>
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Washington's work at Tuskegee. For nearly fifty years Hampton has been sending into the South and West bands and an instruction farm of some 600 acres. Whatever work the Hampton School needs to have done, the students are usually prepared to do.

Nearly nine thousand graduates and former students, who have felt the influence of Samuel Chapman Armstrong and Hollis Burke Frisell, have been spreading the Hampton idea of education—education for service.

This army of leaders has literally transformed the lives of thousands and has brought to hundreds of communities—rural and urban alike—more friendly relations.

Hampton Institute is an industrial

CASTORIA For Infants and Children. Bears the Signature of *Chas. H. Hitchcock*
The Kind You Have Always Bought