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MONDAY EVENING, APRIL 16

One has to have his little footstool of elevation among his fellows, even if it is a mighty queer one, or he loses his self-respect, and self-respect is the best jewel we have.—Mary E. Wilkins.

TIME GROWS SHORT

IF the sentiment which seems to prevail among the members of the Legislature regarding final adjournment indicates the probable action of the law-making body as to the date, there yet remains less than a month, perhaps, for the transaction of the important business that must have consideration. There is no general demand for an increase of the laws, but there are certain measures which should have prompt attention. Among these is the joint resolution providing a constitutional amendment to enlarge the home rule of cities and other municipalities. This resolution is still hanging fire in committee without any good reason for the failure to give it a place on the calendar.

It is intimated that certain selfish corporate interests are opposing the proposition on the score that it might interfere with their plans to exploit communities for their own benefit. Should this be the case then it is about time for the municipalities to get awake to their own welfare, for this is a reasonable proposal based upon the right of communities to determine for themselves the sort of government which they prefer. It is understood, of course, that all local charters would have to be in conformity with the provisions of the constitution.

Senator Beideman's bill to create a single council, comprising one representative from each ward in cities of the third class, is opposed by many of these cities and it is said the Legislature will probably determine that the various amendments to the Clark act which have been suggested by representatives of the third-class cities, should be adopted pending a further report of the commission plan of government.

Whatever shall be done in this direction it is quite evident to all thoughtful citizens that it is necessary to bring about an improvement in local administration. Harrisburg is a fine example of the deficiencies and shortcomings of the present scheme. No argument is required to enforce the need of reform.

Maybe Hindenburg meant the Germans were retreating to an English victory.

IMPORTANT WORK AHEAD

THERE is so much to be done by the Committee of Public Safety appointed by Governor Brumbaugh, including the supervision of the work of local committees in all parts of the Commonwealth, that citizens generally should be ready at all times to co-operate in the important measures which will be adopted to conserve the interests of the nation and put into effect various plans for the national defense. This is no time for laggards and as soon as the local organization shall have been perfected all citizens ought to be ready to give their aid in every possible way.

The Red Cross needs you now. Pay your dollar and then persuade somebody else to do likewise.

CAMP CURTIN MEMORIAL
THE proposed Camp Curtin memorial is in line with the sentiment of the country and there should be no doubt of the prompt approval of the measure by the Legislature. Long ago this sacred patriotic shrine should have been properly marked by the Commonwealth.

What will YOU do for your country?

CAPITOL PARK
THE several bills providing for the things necessary to be done in the treatment of the Capitol Park zone are understood to have been carefully prepared and will be introduced this week. These bills are said to be in harmony with the thought of all who favor the permanent improvement of the Capitol Park area. Governor Brumbaugh is properly urging the necessary grading and planting this year so that no time may be lost in starting the growth that will convert the present unsightly conditions into a beautiful park.

All who have studied the proposed plan submitted by the distinguished landscape engineers enazed by the

Board of Public Grounds and Buildings are more than pleased with the scheme of treatment outlined and which will be followed as soon as the Legislature shall have made an adequate appropriation.

It is quite necessary to do the grading so that the planting of trees and shrubbery may not be delayed. This grading will include the terracing along Walnut and Third streets, which highways will be increased in width by the elimination of the present brick sidewalks and the establishing of walks under the trees in the park at the top of the terrace.

All out for the big patriotic parade. Reading had 20,000 in line, and we can't take second place to Reading.

CALL TO SERVICE

THE President, in an address to the people of the country as a whole, and the Governor, in a message to the people of Pennsylvania, almost simultaneously have issued urgent calls to national service. Both appeal to the very best there is in American citizenship—just now, above all other times, it must be one for all and all for one if the nation is to come through triumphant. Every man and woman owing allegiance to the United States must lend a hand in the emergency. None is exempt.

We are slowly awakening to the gravity of the situation that has been thrust upon us. We are beginning to understand that each of us, whether or not we shall don the uniform of the army or navy, must "do his bit"; that the safety of the nation does not lie solely with the government, but as well with the individuals that make up the government. We had come too much to look toward the forces at Washington and the officials at Harrisburg to perform all the services of government for us, but we are now at a time when each one must become a voluntary contributor to the efficiency of the government. For the sake of the country as a whole we must be content with small profits and reasonable wages. The man who tries to take advantage of the war to extract high prices from his customers or extortionate wages from his employer is at heart a traitor to his country, and he will be looked upon as such by his fellows. It will go ill with the man who uses the necessity of the present moment to better his own condition.

We are setting out upon a holy war. We have taken up the sword in the cause of humanity. No great benefit for the common people of any country has ever been achieved without sacrifice. It must be so with us. Unless we have the will to deny ourselves some of the luxuries in which we have been indulging; unless we conserve our provisions and our resources as a whole; unless we co-operate to increase our personal efficiency and thereby the products of our industries and our farms; unless we live in harmony together and all work consistently and everlastingly toward the common goal of national triumph, the conflict in which we have engaged will be prolonged and each of us will suffer accordingly.

By doing now and with all the might there is in us those things which the President and the Governor have urged us to do, we shall not only display our own patriotism and thus influence those about us, but we shall materially lighten the task of the men in the trenches, help shorten the period of the conflict and thereby save the lives of thousands of men who are facing shot and shell along the far-flung battle lines of the world.

Thousands of able-bodied men will not be permitted to go into the army. They will be kept at home in order that their skilled hands may minister to the men in the trenches and to the needs of our allies beyond the seas. To these the government should award some badge of service, that they may be known and honored among their fellows as servants in the great cause, and so differentiated from the "slackers" who would save their precious necks at the expense of personal disgrace. The soldiers of the field and factory, of the steamship line and the railroad, should have his official recognition as well as the soldier in uniform.

To the Legislature—Come across with that \$2,000,000, and do your political bickering another time.

THE ASH NUISANCE

WE can imagine City Commissioner Gross buried under an avalanche of complaints of outraged property-owners growing out of the general protest over the ash nuisance, which has been permitted to continue practically all winter. What Commissioner Gross and every other commissioner in authority ought to do is to enforce the law upon all offenders and conserve the interest of the community rather than the interest of those who are exploiting the community for their own benefit.

"To Helena with the Kaiser" is the sentiment of a Harrisburg minister, but there are those of us who would spell it otherwise.

THE BATTLE OF THE LINKS

COL BOGEY WAS PUT TO ROUT YESTERDAY AT THE 13TH HOLE BY MAJOR STANCE-42 INCH BRASSIES FOUNDED THE COLONELS' PARTISANS UNTIL HE WAS FORCED TO RETREAT IN GREAT DISORDER



Politics in Pennsylvania

By the Ex-Committeeman

The national crisis is not to be permitted to interfere with the manufacture of campaign thunder by the Democratic state machine and it is now the plan of the State ringmasters' committee to take out of cold storage another proposed law designed to make trouble for the Republicans and to upset the present systems of appropriating money if possible. The Democratic bosses and legislators have been pointing with considerable eagerness to the differences among the Republicans lately and insisting that it is dreadful to have anything but harmony at this time.

To-day it is announced that the ringmasters will present another of the series of tried and rejected bills as a contribution to the general disturbance. The bill to be presented will be that to regulate the appropriation of money to hospitals, a scheme which has been a Democratic pet for years and which has been presented, talked about and then disregarded by the Democrats themselves as was demonstrated a few years ago when it was found that Democratic lawmakers were about the biggest grabbers after hospital appropriations in the Legislature.

The appearance of Auditor General Powell before the joint appropriation committee to-morrow is being awaited with interest at the Capitol. Mr. Powell's terms of office expire to-night, but it is understood to be the desire of the committee to ask him some questions regarding the audit of the books, the employment of a squad of young men to separate the elements and correspondence and other things. Other State officials will be heard if any time is left after Mr. Powell's departure.

The general plan of the elections committees of the Legislature is to pass only the primary date bill. Several suggestions for changes in the form of the ballot will be allowed to go over.

Republican members of the Legislature who have been so long regaled with accounts of the harmony existing in the Democratic party, were considerably amused to-day by the "warning" issued to Congressman H. J. Steele, of the East-Bethlehem district, by A. Mitchell, newspaper editor. The Palmer newspaper was forced to accept Steele's nomination and renomination as Palmer's successor because the voters insisted on it, but did so with baseness. Now it is finding fault with Steele's attitude on national questions and solemnly "warning" him that he must be good. Whether it is Palmer's plan to run again in the district upon C. R. Woodruff for register of wills; Ernest L. Tustin for recorder of deeds, and George W. Porter for receiver of taxes. The Ledger article intimated that Register James D. Sheehan would be turned down and the Vanc candidates fought all along the line.

According to some articles from Wilkes-Barre, a better printed in the newspapers there is a division in the State administration forces in Luzerne over patronage, and it may be reflected in the primary fight for county offices this year. It would also seem that some appointments sought in Luzerne have not been going that way.

Spring Fret

I do not feel like fighting, Fritz, and say unto him, in self-defense. But he will shoot my peace to bits. If I don't teach that guy some sense. And think of it! He chooses spring to sail in and upset my plan; Just when the birds begin to sing. And I get strong with Mary Ann! The fishing and the swimming, too. They're doing good—and there's the game! Old Fritz, you don't know what you do—the way you spoil sport is a shame! Doggone you, Fritz, anyhow! You ivory head; you heart of stone! You've got me peeved—I'll teach you, now. To let a peaceful guy alone! —Chicago News.

HOW ADVERTISING HELPS THE PUBLIC

RETAIL ADVERTISING
By P. S. FLOREA, Secretary-Manager Associated Advertising Clubs of the World

Within two or three weeks, recently two important things happened in the advertising profession, and they have such a direct and important bearing upon the interest of the public that they will be found of interest to everyone who must buy things and that, of course, means all of us. The first of these two was a decision on the part of the Associated Advertising Clubs of the World to make a most searching investigation into the relationship between advertising and the cost of living, and the other was the adoption by the committee in charge of building the program for the great annual convention of the Associated Advertising Clubs, in St. Louis, June 2 to 7, of the slogan, "Advertising Lowers Cost of Distribution."

The underlying thought of the entire advertising club movement that has been built upon the proposition that advertising can only grow—in fact, that it can only survive—is that it benefits the public; and that the whole great movement known as the Associated Advertising Clubs has as its very foundation the thought of making advertising even a greater economic force than it has been. Advertising men have known that advertising reduces the cost of manufacturing things, and that it brings down selling costs, both as this has to do with the manufacturer and the

retailer. They propose now to gather information, classify it in the form of definite evidence and have it ready for presentation. For the purposes of this article, and one that is to follow, I shall consider only the influence of advertising on retailing, and will show some of the ways in which it brings down the cost of doing business, to the benefit of the public as well as the business man.

Clerks Sell More Goods
Without advertising, a merchant can eventually build reputation for his store among those who chance to come into it, and among their friends, so that they will have confidence in him and in his clerks or salespeople, so that they will buy goods more readily, having greater confidence. But that takes years and years.

Through advertising, salespeople sell more goods in a given number of hours because, through advertising, the merchant has made the public know that it is safe to buy from him, and the salespeople do not have to argue the merits of the goods. All wool is all wool and fast colors are fast. The simple result is that each sales person sells more goods in a given number of hours and his or her salary is distributed over a greater number of sales, so that the cost of selling the goods is actually reduced.

The American Navy

I saw a band of stalwart young fellows who had just enlisted in our fighting navy. They held up their heads, and had a right to hold them a little higher than when they offered themselves to the recruiting officer.

The American navy! Ah, my lads, the chronicles thereof outnumber in thrills five hundred to one the most dramatic exploits recorded in the novels of Cooper and Stockton.

Think of that youngster, then under thirty, John Paul Jones. "What ship is that?" demanded the captain of the British Drake.

"Then answered the intrepid Jones: "The American sloop-of-war, the ship Ranger. We are waiting for you. The sun is little more than an hour from setting. It is therefore time to begin." "Time to begin! And when that hour of sunset vanished this American sea rover was master of his foe.

And then that even more classic reply from the sinking Bon Homme Richard: "Have you struck your flag?" shouted the English commander. "No," replied Jones. "I haven't yet begun to fight!" and away an immortal victory—Gerard in the Public Ledger.

Act, and Act Now!

The planting season is already well advanced. There remain not more than a few weeks for getting the seed into the ground. The period may be counted in days.

The farmers, handicapped by shortage of seed and of fertilizer, are now faced by lack of labor. They cannot get the help they must have to prepare the ground and provide for the fall harvests. These facts are of vital moment to every American. They are of paramount importance to every soldier of the allies, to every worker in the shops and laboratories who labors for the downfall of Prussian autocracy. They are the prime factors in the struggle in which the United States has entered. Unless they are faced and the problems they set are solved now the outlook will be dark.

Despise Not the Poor

My brethren, have not the faith of our Lord Jesus Christ, the Lord of glory, with respect to persons. For if there come unto you assembly a man with a gold ring, in goodly apparel, and then come in also a poor man in vile raiment; and ye have respect to him that weareth the gay clothing, and say unto him, sit thou here in a good place; and say to the poor, Stand thou there, or sit here under my footstool; are ye not then partial in yourselves, and are become judges of evil thoughts?—James 1: 10, 11.

Labor Notes

Toronto (Canada) cigarmakers ask increased wages.

Japanese laundry workers at Fresno, Cal., have organized.

San Francisco has a Japanese Federation of Labor.

California's new child-labor law exempts newsboys.

Frisco upholsterers demand a minimum of \$5 a day.

Public employment bureaus in California filled 3,123 positions last month.

City firemen at St. Paul, Minn., have formed a union.

Oregon's Legislature killed a 48-hour law for women.

Teamsters at Toronto have been increased \$1 a week.

Deaths in California building industry total 1,500 a year.

Kansas has strengthened its child labor law.

A workmen's compensation act has been passed in Missouri.

Frisco's Teamsters' Union has more than 3,000 members.

South London, England, is to have women lamplighters.

Japan has 330 girls' high schools, educating over 83,000 girls.

Over 600 cafes are now catering to British war workers.

Female messengers have proved a big success in New Brunswick, N. J.

French and Italian bakershops of San Francisco are practically all unionized.

Frisco union machinists have established a minimum wage of \$4.50 a day.

OUR DAILY LAUGH



WELL KNOWN PEOPLE
—P. V. Hoy, elected head of the Norris-town fire department, has headed that organization for eighteen years.
—Ex-Judge Dennis Bauman, of Lehigh, has just celebrated his 98th birthday.
—The Rev. D. J. O'Mahoney, who has just taken charge of a church in Philadelphia, was one of the first priests to volunteer for religious work in the Philippines after American occupation.
—James B. Neale, named as a justice in Schuylkill county the other day, is a wealthy mine owner and has some most interesting developments, too.
—Thomas A. Fernley, elected secretary of the American machinery and supply companies' organization, is a Philadelphian.



DO YOU KNOW
—That Harrisburg can supply machinists for almost any kind of work?
—Historic Harrisburg
The Capitol Park was a drill ground for organizations formed for the war of 1812.
—The River Basin
The dam at Paxton street has done wonders for our river basin. From time to time there have been suggestions made to clear the river of dangerous rocks as far north as the Rockville Bridge. At least two channels should be cut to Rockville. This would furnish a fine run for motor boats. Every person who owns a fortunate enough to participate in the Rockville Carnival last fall will be heartily in favor of such a movement.
—Facts and Figures.



THE BROKEN ENGAGEMENT.
"Why did you pass him up, Ethel? I thought you liked him?"
"It liked him well enough, but I couldn't go through life with him. I didn't care for the make of his car."