

LONDON STILL WAR-SHORN OF ITS SOCIAL ACTIVITIES

London—The first summer of the after-the-war era is passing as a mere ghost of the old London social season which formerly for three months after Easter transformed Belgravia and Mayfair into a spectacle by day and night.

In other years, before the war wrought its changes, the early weeks of summer saw the great London houses thrown open for entertaining on a scale which no other European capital knew. Their blazing windows at night told of receptions and dances on a grand scale. Court was held at Buckingham palace with an array of uniforms and jewels making an unsurpassable show. By day the entire west end was packed with cars and carriages taking the women of society about for their calls and shopping.

There have been four blank years from 1915 to 1918, and now most of the establishments of the dual and old landed families who were the pillars of the declining regime are closed, or their lives are ordered to a quiet and subdued tone. Not a few, bear the sign "For Sale," or "To Let," testifying to the devastation of old fortunes through war taxation or the retirement of families in mourning.

Nearly all of the social fixtures are missing this year. No courts

are being held at the palace for that presentation to royalty of debutantes and others which gave them the formal seal of rank among the socially elect. One big garden party is to take the place of these. The shepherding of the exclusive world into the royal enclosure at Ascot races has been almost the only semi-official gathering of society, and pressure upon the Lord Chamberlain's office for admission consequently has been more fierce than heretofore.

To the stranger London may seem lively and even gay, but it is a restaurant and theatergoing liveliness like the customary life of New York and Paris. The war profiteers are spending recklessly in their way, but among old fashioned people there is a general sentiment that display is not in harmony with the times, and for many it would be impossible if they desired it.

Humor in Advertising Swells Bank Accounts

Henry J. Heinz, pickle magnate, began the surplus of his backyard garden which he managed enough to cultivate in piping times of peace. When he died he was the employer of thousands of men and women and the proprietor of a business which yielded him such profits that he was a very wealthy man.

The late T. A. Snyder of Cincinnati, who had been a business man, a small way marketing tomato catsup which his wife made and which the neighbors esteemed. He retired from active participation in business when he was not an old man and devoted himself to yatching, travel in foreign countries and to motorboating when morning became a National pastime. He did not grow as rich as Mr. Heinz.

Mr. Heinz, like Mr. Snyder, no doubt owed his inspiration to domestic success in the treatment of the garden. He had one advantage over Mr. Snyder. The name "Heinz" in connection with pickles happened to be a household name of the American people and Henry Heinz was recipient of a great deal of highly profitable advertising for which he did not cost a cent.

The comic opera song "Heinz is Pickled Again," did not bear directly upon the qualities of the pickles Mr. Heinz sold, but it did not cost a cent nearer the Heinz stock in trade than it came to the famous peck of pickled peppers Peter Piper pecked.

Nevertheless, a ditty dealing with the name of Heinz, which cost nothing, net wept or honored, upon the musical comedy stage was good advertising for a good business man. The "ditty" cost nothing, but it was adapted easily to the mood of current humor and the phrase flowed freely from pen and tongue with benefit to its originator.

The career of Henry J. Heinz illustrates the power of advertising. It illustrates also the great value of a good household product, and which transcends the common purpose of advertising and achieves popularity which results in its being repeated gratis until it becomes a part of the speech and writing of the period. Pitcher originally, and Fletcher after him, gained a good deal of free advertising by paying for the publication of "children only for it" until humorous repetition spread it far beyond the channels of advertising. It is always well to bear in mind that the more powerful in argument than humor, and that it is true almost equally that nothing is more valuable to advertisers than an idea or a phrase which strikes the public imagination and is employed, not in praise of the wares in behalf of which it was originated, but nevertheless always with indirect or inferential reference to them.

T. A. Snyder was a good advertiser and did a profitable business. Like Henry J. Heinz he capitalized a good household product and made money out of it, but he did not originate an advertising phrase which traveled from lip to lip and from column to column without cost to the business it represented. Neither of these successful men had the benefit of the enormous amount of free advertising which has come to a well-known Detroit manufacturer not as a result of the genius of a phrase maker in the advertising department, but because of a very nearly universal disposition to crack a good-natured joke in commendation of a cheap but effective device. The Detroit manufacturer stands alone as a recipient of free advertising. The experience of Heinz illustrates the happy capitalization of a phrase as well as the capitalization of product. The phrase might not have traveled as far and as long had not the name "Heinz" falling upon the Anglo-Saxon ear caused humorous reaction, and possibly if the late Mr. Heinz had been more self-conscious or less alive to the value of humor as advertisement he might have regarded the humorous employment of his advertisement resentfully. It is not of record that he voiced a protest against a popular disposition which turned money into his coffers.

Pimples and Skin Eruptions Danger Signs of Bad Blood

Avoid Suffering by Heeding These Warnings

Pimples, scaly, itching skin, rashes and burning sensations denote with unerring certainty a debilitated, weakened and impure state of the blood. The trouble is in your blood and no matter how you were infected, you must treat it through the blood. It is a blood disease. You must use S. S. S., the standard blood tonic, if you expect certain relief. For purifying the system, nothing is equal to it. The action of S. S. S. is to cleanse the blood. It soaks through the system direct to the seat of the trouble—acting as an antidote to neutralize the blood poisons. It revitalizes the red blood corpuscles, increases the flow so that the blood can properly perform its physical work. The dull sluggish feeling leaves you—the complexion clears up. Even long standing cases respond promptly. But you must take S. S. S. Drugs and substitutes won't do. Get S. S. S. from your druggist. If yours is a special case and you need expert advice, write to Medical Adviser, 257 Swift Laboratory, Atlanta, Ga.

DARLING HAIRNETS AND WAVE SETS

POSSESSING REMARKABLE BEAUTIFYING PROPERTIES YET ABSOLUTELY SAFE TO WEAR. THEY DO NOT RESTRAIN YOUR YOUTHFUL APPEARANCE. ASK YOUR FAVORITE DEALER FOR "DARLING" HAIRNETS AND WAVE SETS. 35c a BOX.

OR WRITE ADOLPH KLAR, 221 FOURTH AVENUE, NEW YORK, N. Y.

Store Open Saturday Evening Until 9 P. M.

ASTRICH'S

308 MARKET ST.

July Clearing Sale Of Skirts

Tomorrow Is the Last Day of this Great Sale

In an effort to reduce our stock to a minimum, prior to inventory, we are placing on sale our entire stock of SKIRTS and have reduced them to rock bottom Clearing Sale Prices.

- Figured Silk Poplin, Khaki-Kool, Checked Serge, Striped Silk Skirts—regular \$5.00 values. Sale Price, **\$2.98**
- White Cotton Gabardine, Poplin and Pique Skirts, with pockets and neat button trimmings—purchased specially for this sale. Also Silk Poplin Skirts in Navy and Gray—\$5.00 values. Sale Price, **\$3.98**
- White Cotton Gabardine and Pique Skirts, Navy and Copen Silk Poplin; Navy and Black Gabardine and Pique Skirts—values to \$6.98. Sale Price **\$4.98**
- White Washable Satin and Cotton Gabardine, Cotton Poplin and Pique—Navy, Black, Checked Gabardine and Poplin Skirts—Navy and Copen Checked Silk Poplin—Plaid Poplin and Checked Silk Taffeta Skirts—values to \$7.50. Sale Price **\$5.98**
- White and fancy Washable Satin Skirts—Navy and Plaid Silk Poplin, and Navy Cotton Gabardine Skirts—values to \$8.98. Sale Price **\$6.98**
- Navy and Black Poplin, Men's Wear Serge and Gabardine Skirts—regularly \$8.98 to \$10.00 values. Sale Price **\$7.50**

- Black Silk Poplin, Navy Plaid Crepe, Checked Silk Taffeta and White Washable Gabardine Skirts—regularly \$9.00 values. Sale Price, **\$7.98**
- Black Silk Poplin Skirts with neat check of Black Silk Satin. Also Plaid Serge Skirts—\$10.00 values. Sale Price, **\$8.98**
- Black Silk Taffeta—Navy and Black Wool Poplin and Black Broadcloth Skirts—fancy Silk and Novelty Cloth Skirts—values to \$15.00. Sale Price, **\$10.00**

All our better Skirts are now offered at greatly reduced prices. Wonderful bargains at

\$12.50 \$15.00 \$16.50 \$18.50 \$22.50 \$25.00

Warblers All Kinds

Not taking into account the human beings who are sometimes referred to as warblers, you will find on looking into a bird book that there are many kinds of warblers, ranging alphabetically all the way from bay-breasted warblers to yellow-rumped warblers, says the American Forestry Association, Washington, which is conducting the national bird-house building contest. If you had a collection of them all together they would take in about all the colors of the rainbow, yellow, orange, chestnut, black, white, green, gray, brown and other colors with numerous shades entering into their beautiful plumage.

A QUEER ACTING BIRD

The yellow-breasted chat is an eccentric bird both when it is singing and in flying, says the American Forestry Association, Washington, which is conducting the national birdhouse building contest that is arousing great interest among school children in this phase of outdoor life. When these birds sing their musical effort seems to require a great deal of flirting of the tail and twisting of the head; and even when they are flying the tail jerks up and down giving them a strange appearance. The song of this bird is scarcely worthy of the name, having been called a "series of grotesque syllables."

EXCELS THE NIGHTINGALE

The hermit thrush is declared to be the most talented and brilliant singer in the world, not even excepting the nightingale, says the American Forestry Association, Washington, whose national bird-house building contest is arousing great interest among school children in bird life conservation. As musicians all the thrushes are gifted but the hermit thrush is the prize singer of the tribe. The tail of this little bird is a flash of bright brown, much brighter than the back and head, while the breast is quite heavily spotted with black. It winters in the Gulf states.

CHILDREN ERECT MEMORIAL

A beautiful means of honoring a dead playmate was adopted by the pupils of a fourth-grade school in Louisville, Ky., when they planted a tree in the school yard in memory of their former companion, and this is in line with the nation-wide planting of memorial trees for soldiers and sailors which was suggested by the American Forestry Association of Washington. The organization advocates also the planting of trees on any other suitable occasion and points to the fact that many persons and events can be most appropriately remembered in this manner.

BOLSHEVISM AND THE HEBREWS OF RUSSIA

My M. M. VINAVER.

The entire Russian Jewry struggle against Bolshevism. This is true not only with regard to the bourgeoisie but to the democratic classes of the Russian Jewry as well. It is sufficient to say that not a single Jewish Socialist faction has joined the Bolsheviks. All political factions of the Russian Jewry are struggling against Bolshevism.

The great majority of the Jewish population, including many of the poor, are being classed by the Bolsheviks with the so-called bourgeoisie, and every place where the Bolshevik rule, the Jewish population, not to speak of very insignificant exceptions, is suffering and starving.

The Bolshevik regime has destroyed the industries and the trades and the Jewish population, which made its living mostly through participation in the industrial and commercial life, is suffering probably more than other nationalities. At the same time, the Bolsheviks are persecuting all religions, and the Jewish religious institutions have suffered from their despotic rule not less than the institutions of the Christian religion.

The anti-Semites are making very wide use of the fact that Protzyk is a Jew, but the participation of several Jews among the Bolsheviks in the Russian Jewry, in its overwhelming majority, struggles actively against Bolshevism. It is significant that Bolshevism spreads mostly in Central and Eastern Russia where the Jews constitute an insignificant minority.

In certain circles in Western Europe and, I believe, in the United States, there is a belief that political reaction in Russia is inevitable after the elimination of the Bolsheviks. This opinion is probably due to the



For Occasions and all Occasions

Summer work or summer play calls for refreshment. Whether it be an after-movie treat,—for your daytime or evening's guest, or for the children after a hard romp, Sheboygan Ginger Ale is the refreshment all want. So deliciously cooling and satisfying—plainly beneficial because of its contents.

Prepared under ideal conditions from water that is purest and best suited to the purpose, sweetened with fine syrup and crowned with the flavorful essence of genuine imported Jamaica Ginger—an exquisitely blended.

Served at leading fountains, cafes, hotels, town and country clubs and on dining cars. Phone your grocer or druggist for a case.

Bottled only by SHEBOYGAN BEVERAGE CO., Sheboygan, Wisconsin
Sheboygan Root Beer, Sarsaparilla, Lemon, Cream Soda, or Orange Flavored, if you prefer that flavor

Witman Bros., Distributors Harrisburg, Pa.

"Harrisburg's Dependable Store"

Our Sale---What It Means

A sale at Wm. Strouse & Co.'s means one thing---Reduced Merchandise in order "to Clean House" for the coming season. The buying public of Harrisburg appreciates the fact that a SALE here means a SAVING---The two words are synonymous. Not that we are the only store where things are "on the level"---We do not make such an unwarranted statement, but there are so many stores where the public is faked---that it is up to the Honorable merchandising establishments to "show the true colors of Dependability"---It has been this that has made Wm. Strouse---Harrisburg's Dependable Merchant---

A Special Lot of All Wool Suits \$16.75

Suits that sold as high as \$35.00 but have been carried over a season 'which makes them all the more worth while' and which we are selling at a price which brings astonishment to the faces of all who see them---You'll appreciate this money-saving event---if you get here in time, and if you are one of the lucky ones you'll look well---at little cost for the entire season---Remember! \$16.75.

Every Palm Beach Suit \$11.95

Underwear Shirts Hosiery

are all Reduced---and the savings are big. The people have come to our store in great numbers, because their friends have told them of the Big values---compare these prices with other stores

\$2.50 Shirts Now	\$1.85	\$1.00 Underwear	75c
\$3.00 Shirts Now	\$2.15	\$1.50 Underwear	\$1.15
\$3.50 Shirts Now	\$2.65	\$2.00 Underwear	\$1.45
\$4.00 Shirts Now	\$3.15	\$2.50 Underwear	\$1.85
\$5.00 Shirts Now	\$3.95	\$3.00 Underwear	\$2.15
\$6.50 Shirts Now	\$5.45	\$3.50 Underwear	\$2.65
\$7.50 Shirts Now	\$6.45		
\$9.00 Shirts Now	\$7.85		

ALL STRAWS 1/2 PRICE

Our Boys' Department

is having a special sale of ALL WOOL SUITS at \$4.95---the former prices range from \$7.50 to \$10.00---Mothers will agree that it's a remarkable value---and one never surpassed

All Boys' Straws 1/2 Price

310 Market St. **Wm. Strouse** Harrisburg, Pa.