

ADVERTISING IS SAID NECESSARY

Frank Stockdale Addresses Many Businessmen at His Second Lecture

That advertising is essential to success in retailing was emphasized last night by Frank Stockdale, retailing expert, who delivered the second of his series of three addresses in Fahnstock Hall. More than 100 Harrisburg merchants attended the meeting, and more are expected for the closing lecture to-night.

Advertising must be handled properly, said Mr. Stockdale, and not just inserted from force of habit or because somebody else is doing it. There's no point in it that way, but proper display advertising is worth incredible profits. One fault in merchant advertising is the concentration for Saturday's sales. If the sales were kept scattered throughout the week by well regulated advertising, a much more efficient and economical establishment would be maintained.

According to Mr. Stockdale, a

merchant should observe four essential points and be well versed in them: Buying, selling, profit figuring and managing. There are very few merchants who are both good buyers and good sellers. Either they show too much enthusiasm in their buying, or not enough in their selling. Buying should be done in cold blood and selling with all the enthusiasm and earnestness you possess. Never show too much interest in goods until they're yours; then go to it!

The final address will be delivered this evening at 7.30 on the subject "Salespeople of To-day and Tomorrow." Salesmen and women are especially invited to come this evening with the merchants.

FINED FOR SPRAYING
Charged with spraying trees without a permit, J. R. Snaveley, 125 Liberty street, was fined by Alderman Landis yesterday afternoon, after information had been made against him by City Forester L. G. Baltimore. Snaveley had applied for a permit, but is alleged to have declined to use a preparation approved by the Forester.

AIRPLANES SMASHED
Two of the Army photographic planes, members of the flying circus which visited Harrisburg several days ago, were smashed at York yesterday.

Boy Scout News

TROOP ELEVEN TO EAT CORN ON COB

Pictures of Camp to Be Shown at Next Meeting of Unit

Troop 11 will be the guests tomorrow afternoon at a cornroast at Spooky Hollow. All who intend to go should be at the church at 4.15. At our last meeting on Monday evening, Mr. Looker, who was the chef at camp this summer, was given a pocketbook containing \$17 as a gift from the boys. A motion was made to thank Mr. Bailey for our fine camp site and for the many nice things he did for us, and also to Mr. Singer, of the Atlantic Refining Company, for hauling all our baggage up and down in his large trucks.

Mr. Manser is going to have slides made from camp pictures to be shown at our next entertainment. If you have any negatives bring them along to the meeting.

C. L. REBUCK, Scribe.
TROOP 20
For the benefit of those who do not seem aware of the fact, I would like to state that Troop 20 still meets at Fifth Street M. E. Church at the same old time, 7.30. There are still some faithful and old members who come to every meeting, but there are also some who are almost strangers. If you have any complaints to make, bring them along with you and tell us about them.

To-night all the members should be present as plans will be discussed for taking an overnight hike, night hikes and all-day hikes. We expect to have soon contests in signaling, knot-tying, first aid, stalking, tracking, running and jumping.

There will be some vacant offices within a short time and those who expect to get in the running should come early and avoid the rush. Now let's try to get the membership to-night 100 per cent in order to get ready for our share in the coming Scout week as faithfully as we helped in the big Victory bonfire.

J. EDGAR SELLERS, Assistant Scoutmaster.
TROOP 19
Hello, fellows! Our troop is going for a cornroast at Mr. Mitchell's farm and there's a prize for the fellow who eats the most corn. This is going to be good fun, so don't miss it.

EDWIN PAUL, Assistant Scribe.
TROOP 9
The Scouts of Troop 9 were very busy the beginning of this week showing delegates to the Odd Fellows' convention over the city. Many of them took part in the large parade on Wednesday afternoon, and were invited to the ball in the evening.

Don't forget to come to the meeting to-night. We have something very important to do.
HARRY COOPER, Scribe.
TROOP 18
Troop 18 opened its fiscal year September 8 with a report on the troop's summer camp. The camp was pronounced a success. Most of last year's members were present. Isaac Dougherty and Fred Singleton were named as applicants.

After the meeting a reception was held by the troop in honor of Alfred Lee Klaer, son of our scoutmaster, and one of our first-class Scouts, who is attending to study theology at Lafayette University. All members of the troop are requested to be present at the meeting for Monday, September 22 when the troop will elect officers for the coming year.

MEYER GROSS, Assistant Secretary.

Grows Big Sunflower in His Backyard



H. S. Barr, 1332 North Second street, is very proud of a crop of sunflowers which are in full bloom in his yard. Mr. Barr's brother grew a monster radish, and not to be outdone, the sunflowers were produced by the up-town man. The plants measure twelve feet eight inches in height, and have fourteen flowers; the flower in the picture has a circumference of eight inches and the flower itself measures eleven inches in diameter.

Tech Boys Lining Up to Support Athletic Teams

The Athletic Association of the Technical High School will begin a campaign for members in an effort to get 100 per cent of the students of the school backing the athletic teams of the Walnut street institution. Jesse F. Rees of the faculty will launch the campaign. He has appointed a student from each section of the school to take care of the membership in his own section. The workers are: Seniors—Section B, Aldinger; section S, Morgan; section P, Houston; section U, Ward; section V, Rich; section W, Crisswell. Juniors—section A, Crist; section B, Ray; section C, Keller; section D, Gilbert; section E, Davs; section F, Rice; section G, Dickinson; section H, Tempilar; section I, McHolland; section J, Hefelinger; section K, Minnaugh; section L, Roth. Sophomores—section 1, Ford; section 2, Packer; section 3, Manges; section 4, Zarkov; section 5, Bloom; section 6, Shultz; section 7, Foose; section 8, Bogar; section 9, Hassinger; section 10, Singleton; section 11, Hobbitt; section 12, Kilmedinst; section 13, Spitz.

James W. Campbell has been elected to the head of the English Department of the school, for the ensuing year. Members of the orchestra will meet with Prof. George W. Updegrave next Monday afternoon to organize for the year.

WEST END GRID PRACTICE

A practice is to be conducted by candidates for the West End Athletic Club eleven this evening. The men are requested to report on the grounds at Fourth and Seneca streets as early as possible Friday evening. Several new candidates have been rounded up by Manager Pickinger during the past few days, including Hall, a Bucknell University varsity player.

Stars Participate in Big Athletic Event

Philadelphia, Sept. 12.—Star athletes from nearly every state in the union were entered for competition in the two days' track and field meet for the National A. U. championships which started to-day at Franklin Field. The entry list was one of the largest in the history of the games, 248 men being listed for the junior, 248 and 171 in the senior meet.

Nineteen events were on each day's program and the contestants included many stars. The sprint events to-day brought together a great field, including Henry Williams, Spokane A. C., the Pacific coast champion; Dan Taylor, Meadowbrook Club, Philadelphia; A. B. Reed, West End House, Boston, and Walter Downey, Boston A. C., winner of the sprints at Camp Dix. In the quarter-mile dash the entries included Earl S. Dudley, Jr., Boston A. A.; A. Bartky, University of Chicago; Elmer Smith, University of Pennsylvania; and C. N. O'Leary, Boston A. A. James Connolly, of the Boston A. A., was the favorite in the mile run. Connolly defeated Joie Ray at the Meadowbrook games here last June.

"Brackey" Was Here With Famous Chocolate Team

Manager John Brackey with the Klein Chocolate Company team, was in Harrisburg to-day enroute to Williamstown. The game this afternoon is a part of the home coming welcome to the team in that town. Tomorrow Klein will play the Ephrata team at Palmyra, where there will be another celebration. On Sunday the Storage Yard team of Marietta will entertain the Klein team in an afternoon game. Manager Brackey is still sore over the treatment he received at Parkersburg. He will have something to say later.

DEMOCRATIC CRAB SUPPER

Members of the Central Democratic Club to-night will be the guests of Dr. G. W. Hartman, candidate for Mayor, at a crab supper.

RIGG'S DISEASE OF GUMS

Don't Lose Your Teeth. Make Disease Healthy and Teeth Tight With This New Prescription. Instant Relief.
If you have Pyorrhoea or Riggs Disease and your teeth are loosening or if your gums are receding or are sore and tender, inflamed or bleeding, spungy or flabby, or if they discharge pus, do not give up in despair and decide that you must have your teeth pulled and wear a set of false teeth all your life.

A prominent New York Dentist has discovered a new prescription—Ephitol—which works wonders in just such cases and it is sold here in Harrisburg at once jars by H. C. Kennedy, Geo. A. Gorgas and other leading druggists on an absolute guarantee that it corrects your trouble and makes your gums sound and healthy and teeth tight. The money you paid for it will be refunded.
Scores of people in Harrisburg, are using Ephitol now and say it is wonderful. Glen Stiner says: "My gums were sore and badly inflamed. I used Ephitol a short time and all my troubles disappeared and my gums are healthy and well." Ephitol works quickly. Its promptness, certainty and ease in overcoming diseases of the gums are a revelation to those who try it.

Boy's Arm Broken in Father's Corn Sheller

His arm caught between a belt and pulley of a corn sheller yesterday, Raymond May, 12 years old, was brought to the Harrisburg Hospital with both bones of one of his arms badly shattered and the bones exposed by a deep flesh wound. He refused to take an anesthetic while the surgeons dressed the injuries. The boy had been assisting his father operate a corn sheller when the belt flew from the pulley. His arm was caught when he attempted to replace it.

TO HOLD PICNIC
The Sunday School of St. Andrews Church, John F. O'Neill, Superintendent, will hold its annual picnic at Paxtang Park tomorrow.

WOULD HONOR T. R. Roosevelt Memorial Committee
At a meeting of the Theodore Roosevelt Memorial Committee last night in the rooms of the Backenstoss Realty Company, it was decided to observe the Colonel's birthday here with a fitting memorial. Other preliminary plans were taken up last night, and it was decided to hold another meeting next Friday evening.

Horlick's the Original Malted Milk—Avoid Imitations & Substitutes

NOTICE!!!

Our Store, at 1308 North Third, street, is now prepared to serve you with a complete line of Staple Groceries at GREATLY REDUCED PRICES.

The Great Atlantic & Pacific Tea Co.

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

You'll be proud to own this wonderful instrument. Its tone—pure, vibrant, rich and true—is matchless for beauty.

Hear the Sonora and no other phonograph will satisfy you.

See our superb line
Prices \$50 to \$1000

JOHN BROS.

13 N. Fourth Street

Tried and True KING OSCAR CIGARS

offer the satisfaction of quality and the solace of dependability. Regularly good for 28 years.

7c at Your Dealer

JOHN C. HERMAN & CO.,

Makers, Harrisburg, Pa.

Buehler Bros

432 Market Street License No. G-35305

Specials for Saturday, September 13

Morning Specials Until 12 Noon

Picnic Hams, any size, lb. 28c
Sliced Bacon, lb. 35c
No. 5 lb. Pails Compound used as lard \$1.50
Sirloin and Club Steaks, lb. 25c
Choice Veal Chops, lb. 25c
Choice Chuch Roast, lb. 18c
Top Rib and Fleshy Boil, lb. 16c
Small Fresh Hearts, lb. 12½c
Fresh Beef Kidneys, lb. 15c

All Day Specials

Sliced Liver, 2 lbs. for 15c, lb. 8c
Butchers Bologna, Garlic links, Frankfurters and Fresh Sausage, lb. 22c
B. B. Special Butterine, 2 lb. roll, 65c, lb. 33c
English Corned Beef, lb. 15c
Pure Lard, lb. 36c
Cleveland Bologna, lb. 25c

65 Markets in Principal Cities of 15 States
Main Office, Chicago, Ill.
Packing House, Peoria, Ill.
All Meats U. S. Government Inspected
All goods purchased guaranteed or money refunded

First Anniversary of Great St. Mihiel Drive

To-day is the first anniversary of the St. Mihiel drive, the first All-American offensive which clipped the troublesome St. Mihiel salient out of existence and straightened out the line, at the same time showing William that the Yanks had arrived.

Soldiers in Siberia Must Have Music

Wherever the American soldier serves he wants music. In every place he has served he has had music. Now in Siberia he wants his band, and so there is a chance to enlist for musicians in the 31st Infantry band, for service in that country. Men who enlist for this duty will sign up for a period of three years. They will be sent immediately to Fort McDowell, California and then embark for Siberia. Bandmen in the A. E. F. in France and England had a wonderful experience. In Siberia, offers even greater prospect for interesting travel. Quiet and strange customs, manners and people are to be seen, and vast distances of country of great beauty. Though abounding in plentifully—stocked virgin forests, a wealth of prolific agricultural districts, and great fields of precious mineral deposits, the country also has some populous cities which always astonish Americans, who think of Siberia as a desolate, barren waste. An enlistment as a bandman, or a radio operator, is rife with opportunity, to travel, to study conditions, and perhaps prepare oneself for a future position, as commercial representative for big business, which is bound to tap this treasure house as soon as peace and stability come.

Use McNeil's Cold Tablets. — Adv.

LIVINGSTON'S

7 AND 9 SOUTH MARKET SQUARE

Friday & Saturday 500 Brand New Fall & Winter DRESSES

We Place on Special Sale

500 Georgette Blouses
New Fall Styles in the Latest Fashions and Shades
Values to \$5.00

Slip-On Sweaters In Wool, new Creations. Colors are Rose Tan, Gray Garnet, etc.; \$5.00 Value

Colors ARE--- Navy, Plum, Black, Tan, Taupe, Reindeer, Gray, Sand, in the newest creations—in sizes to fit everyone.

Materials ARE--- Tricotine, Paulette, Wool Jersey, Tricolette, Satin, Serge, Taffeta, Crepe de Chine, Silk Jersey, etc.

Dresses \$20.00 \$14.98 For Fri. and Sat.
Dresses \$35.00 \$26.98 For Fri. and Sat.

Dresses \$30.00 \$22.50 For Fri. and Sat.
Dresses \$40.00 \$32.98 For Fri. and Sat.

Just Arrived---400 New Fall Skirts
\$7.50 Skirts, \$4.98
\$8.75 Skirts, \$5.98
\$10.85 Skirts, \$6.98
\$12.50 Skirts, \$7.98
\$15.00 Skirts, \$9.98
\$18.00 Skirts, \$11.98

Checks—Stripes—Bars—Pleated Styles—Etc.
Every Color Every Style New Creation

A Shower of Real Money-Saving Values in Our Men's and Boys' Dept.
For Friday and Saturday We Place on Special Sale
500 Pairs of Men's Trousers \$1.98
In sizes 30 to 44 waist. Regular \$3.00 value at
Don't Miss These Values

MEN! Your New Fall Hat IS HERE FOR YOU
\$3.00, \$3.50 and \$4.00 Hats
New Styles—New Shades
For Friday and Saturday, Special \$2.49

Just Arrived---400 New Fall Skirts

Checks—Stripes—Bars—Pleated Styles—Etc.
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