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FAKE WANT AD IMPOSTORS TO BE PROSECUTED

The Inquirer Will Protect Unemployed From Imposition

MAN UNDER ARREST FACES SERIOUS CHARGE

The reputation of The Inquirer as the greatest want ad. medium in Philadelphia places upon the paper the responsibility of jealously protecting the interests of the public who use its columns in their efforts to secure employment or to secure help.

At times there have been persons who, through a misguided sense of humor or from maliciousness, have inserted misleading advertisements in these columns, knowing that there they would be given the widest circulation possible. No effort has been or will be spared to ferret out every case of imposition, and if possible the culprit will be sent to jail and dealt with to the full extent of the law, for it is a criminal offense to place a false advertisement in a newspaper.

A case of this character was aired in Magistrate Eisenbrown's office yesterday. Henry Quenzer was the prisoner and he was held in $500 bail for a further hearing next Monday. The charge against him was malicious mischief, arising from the insertion of a misleading advertisement in The Inquirer. It appeared on July 9, and was for a coachman to drive an English racer. Applicants were to call upon A. M. Hass, 510 Master street.

It read as follows:

> COACHMAN wanted, first-class, to drive double team. English racer. Call between 9 and 10 A. M., Hass, 510 Master st.

It was testified that an investigation showed that the advertisement had been received by Frederick G. Lunbert, who has an Inquirer branch office at 1418 North Fourth street, from Henry Quenzer. Lumbert identified the original copy for the advertisement, as he had written it from Quenzer's dictation.

The witness further showed that he had taken every possible precaution to insure the genuineness and correctness of the advertisement, by re-reading the copy to Quenzer in German, as the latter was of that nationality.

Lured by False Ad.

Having read the advertisement in the paper the next morning, Edward Bunting, of 2530 Dickinson street, and John McCool, of Bryn Mawr, applied at the address given for the position. On seeing Hass, the man named in the advertisement, the latter denied inserting it or authorizing it. He was quite indignant, not only on his own account, but for the sake of the applicants, who were keenly disappointed. Hass threatened to have the author of the advertisement punished, if he could discover his iden-

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tity. Hass, however, failed to appear yesterday in answer to the summons issued, and the case was therefore continued.

Magistrate Eisenbrown said a prima facie case had been made out. A signed statement from Hass, setting forth the facts herein given, was presented.

The Inquirer will not drop the case until the guilty party has received the punishment provided by law for such offenses.

The Inquirer feels deeply for those who are out of work. But when their hopes are falsely raised by an alluring offer of a position, and they have spent car fare that was needed perhaps for hungry mouths at home, or have wasted time in chasing a rainbow, only to be disappointed at finding they were the victims of a joke or something worse, it is a matter of such serious import that none could fail to sympathize deeply with them.

It is to prevent such harrowing experiences as these, and to guarantee to every reader of the thousands of want ads that appear in this paper fair treatment and protection against impostors, that The Inquirer will push more vigorously than ever before its crusade against such heartless or unthinking persons.

Its columns will be protected from impostors so far as business ingenuity can devise, but when that fails, the law will be invoked to punish offenders.

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