

BOOTH TARKINGTON WRITES CAPITALLY IN HIS "SEVENTEEN"

Genuine Humanity and Humor in a New Book Far Superior to "The Turmoil"

OTHER NEW BOOKS

Presumably nothing his friends can do will persuade Mr. Booth Tarkington that he is a great man.

"Seventeen" is a story of a frightful case of calf love, in which, perhaps, the adjective is superfluous.

In sum this book contains far more understanding of life, and more character than "The Turmoil."

In these merry old days of war and international spies and other fascinating matters we might have expected "Spies and Secret Service."

A book on the "Fundamentals of Military Service" (Philadelphia), prepared by Captain Lincoln A. Groves.

The reform of the ballot is the first essential to the restoration of democracy in the United States.

It is not complimentary to Americans for a publisher to assume that we do not know any more about the principles of constitutional government.

The volume, which is entitled "Principles of Constitutional Government," is an excellent handbook for the average citizen.

In "The Meaning of Personal Life," Dr. Newman Smyth (Harper & Bros., New York) has some thoughtful chapters.

Andre Warrod's "Prisoner of War" (C. B. Lippincott Company, Philadelphia) is the diary of a French army surgeon.

"Every Mother's Book and Young Wife's Guide" (Foster & Kelly, Philadelphia) is a useful book.

Burlison Got a Ducking WASHINGTON, July 14.—It leaked out today that Postmaster General Burlison and a party of officials from his department arrived in the Potomac region last Sunday.

IRVIN COBB'S BACK AGAIN



This time he went no farther away than his library study, where he produced "Old Judge Priest" for the George H. Doran Company.

NORTHCLIFFE KEEPS PRIVATE SPY BUSY

How One of His Men Sat Down to Dine With the Kaiser

One of the most illuminating features of the new book "My Secret Service" (George H. Doran Company), written by an anonymous journalist for the London Daily Mail.

The author of "My Secret Service" actually attended the famous banquet at Nish last January, when the Kaiser met Ferdinand of Bulgaria and M. Radosloff, the Bulgarian Premier.

An amusing anecdote of the late Jean Webster is told in a recent study of the author of "Dear George" and "Daddy-Long-Legs" by Montrose J. Moses.

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DIPLOMAT'S WIFE WRITES OF TURBULENT MEXICO

Edith O'Shaughnessy Author of Valuable Book on Southern Nation

In "A Woman's Diary in Mexico" (Harper & Bros., New York), Edith O'Shaughnessy has given a day-by-day recital from the inside of the troubled contemporary period in Mexico.

The author of "My Secret Service" actually attended the famous banquet at Nish last January, when the Kaiser met Ferdinand of Bulgaria and M. Radosloff, the Bulgarian Premier.

Action is the keynote of Zane Grey's new book, "The Border Legion" (Harper & Bros., New York).

VACATION NOVELS

"Another 'Treasure Island'"

By H. DE VERE STACPOOLE Author of "The Pearl Fishers," "The Blue Lagoon," etc. Net \$1.30

DAVENPORT

By CHARLES MARRIOTT Author of "The Column," "The Intruding Angel," etc. Net \$1.35

AT ALL BOOKSELLERS

JOHN LANE CO., NEW YORK

UP THE HUDSON

Advertisement for a train trip from Philadelphia to Reading, Pennsylvania, on the Saturday-July 22 and Thursday-August 3rd and 31st. It mentions a round trip for \$2.50 and a special train leaving at 7:00 a.m.

The "Rising Star" of Rubber



GOODRICH TRADE-MARK

THE "Age of Rubber" is in sight! Hard upon the "Age of Steel," comes this new Epoch in World History.

As the Forests went down before the Woodman's Axe, Steel rose up to take the place of Wood,—with a huge additional field of its own.

As the Ranch, and open Cattle Ranges, yield to the Farm, so the Source of Supply for Leather recedes, while the population, which must wear Shoes, increases.

Here steps in RUBBER,—with a fast-growing production, on Plantations, ready to replace Leather,—in the near future,—at a lower cost, for better service,—plus a thousand uses of its own.

When Raw Rubber reaches that level of Cost which the huge expansion of Rubber Plantations predicates, a myriad uses will be added to those in which the present relatively limited supply is now consumed.

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A table showing estimated production of rubber in tons for various years from 1905 to 1914, categorized by Plantation and Native sources. It shows a significant increase in total production over time.

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That is what lifts the Rubber Industry out of the hard-bound limitations of the Leather-working Industry,—and other Industries dependent upon a receding supply of Raw Material for an increasing Population.

The World should be vastly interested in a Sound, Dependable, and Scientific expansion of the RUBBER Industry.

GOODRICH "Fair-List" Prices

A price list for Goodrich tires, showing different sizes and models (Ford Sizes and Safety-Treads) with their corresponding prices. For example, a 30x3 tire costs \$10.40, while a 37x5 tire costs \$37.35.

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GOODRICH Black "Barefoot" Tires

"TEXTAN" —Does for your SHOE Soles what black "Barefoot-Rubber" does for Goodrich Tire Soles.

- Wears longer than Leather! -Is Non-Slippery! -Is more Flexible than Leather! -Is Waterproof! -Is Lighter than Leather! -Is EASIER on your Feet!

Ask your Shoe Dealer, or Shoe Repairer, for Textan Soles on your next pair of Shoes.