President Wilson's Message

on Advertising

Contained in the following

letter to the President of

the Associated Advertising

Clubs of the World

October 11, 1915.

THE WHITE HOUSE

Advertising is a factor of constantly increasing

power in modern business and it very vitally affects

the public in all its phases, particularly since the

mediums for the dissemination of advertising have in-

creased so remarkably in recent years. For business

men, therefore, it is of the utmost importance that

the highest standards should be applied to advertis-

* the Associated Advertising Clubs to establish and en-

force a code of ethics based upon candid truth that

shall govern advertising methods, and the effect of

country. It augurs permanence and stability in in-

dustrial and distributive methods because it means

good business judgment, and more than that, it indi-

cates a fine conception of public obligation on the

part of men in business, a conception which is one of

the inspiring things in our outlook upon the future

Cordially and sincerely yours,

minute file colored in minum

TISE BER DE ADEA!

Woodno Wilson

its work should be of the greatest benefit to the

The country is to be congratulated on the work of

My dear Mr. Houston:

ing as to business itself.

of national development.

WASHINGTON

HERE'S A **CHEW THAT**

"American Navy" is Rich in **Quality and Fruity** in Flavor

TASTIEST TOBACCO MADE

Do you chew tobacco? If you don't you're missing a lot of wholesome enjoyment and healthful satisfaction. If you do, what form of tobacco do you use? A plug is the only chew that perfectly retains all the natural juices of the leaf.

the leaf.

American Navy is a high-grade "scrap" chew in plug form. It's made of the same type of leaf as "scrap," but the leaves used are whole instead of "entires". of "cuttings.

of "cuttings."

And being pressed close, the sweet, mellow, fruity flavor of the leaf runs evenly through every last juicy chew of the American Navy plug.

American Navy represents the highest form of plug tobacco production—the very best chew that can be made from rich, ripe tobacco leaf—the last word in tobacco satisfaction.

American Navy is so carefully and painstakingly made that not one drop of the leaf's rich, natural juice escapes from the plug.

from the plug.

American Navy is the money's worth chew-and more! In 5c and 10c cuts.

Try it.

Take a glass of Salts to flush Kidneys if your back is aching.

Noted authority says Uric Acid from meat irritates the Bladder.

Meat forms uric acid, which excites efforts to filter it from the system. Regular eaters of meat must flush the kidneys occasionally. You must relieve

Regular eaters of meat must flush the kidneys occasionally. You must relieve them like you relieve your bowels, removing all the acids, waste and poison, else you feel a dull misery in the kidney region, sharp pains in the back or sick headache, dizziness, your stomach sours, tongue is coated and when the weather is bad you have rheumatic twinges. The urine is cloudy, full of sediment; the channels often get irritated, obliging you to get up two or three times during the night.

To neutralize these irritating acids and flush off the body's urinous waste get about four ounces of Jad Salts from any pharmacy; take a table-spoonful in a glass of water before breakfast for a few days and your kidneys will then act fine and bladder disorders disappear. This famous salts is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to clean and stimulate sluggish kidneys and stop bladder trritation. Jad Salts is inexpensive; harmless and makes a delightful effervescent lithia-water drink which millions of men and women take now and then, thus avoiding serious kidney and bladder discases.—Adv.

What Dyspeptics Should Eat

'Indigestion and practically all forms of stomach trouble are, nine times out of ten, due to acidity; therefore stomach sufferers should whenpossible, avoid eating food that is ever possible, avoid eating food that is acid in its nature, or which by chemical action in the stomach develops acidity. Those sufferers who have been obliged to exclude from their diet all starchy, sweet or fatty food and are trying to keep up a miserable existence on gluten products should try a meal of any food or foods in moderate amount, taking immediately afterwards a teaspoonful of bisurated magnesia in a little hot or cold water. This will neutralize any acid which may be present, or which may be formed, and instead of the usual feeling of uneasiness and fullness you will find that your food agrees with you perfectly. Bisurated magnesia is doubtless the best food corrective and antacid known. It has direct action on the stomach; but by neutralizing the acidity of the food contents, and thus removing the source of the acid irritation which inflames the delicate stomach lining, it does more than could possibly be done by any drug or medicine. Do not dose an inflamed and irritated stomach with drugs, but get rid of the acid—the cause of all the trouble. Get a little bisurated magnesia from your druggist, eat what you want at your next meal, take some of the bisurated magnesia as directed above, and note remarkable results. acid in its nature, or which by chem-

Are You Weak, Nervous Exhausted?

Don't feel like working, everything going wrong? Digestion poor, blood impoverished, cannot sleep?

Dr. Emerick's Body Builder a Reconstructive Tonic, is prescribed by the famous Dr. EMERICK for these conditions. Valuable after a severe sickness. Price \$1.00, prepared by the Dr. M. L. Emerick Co., Ridgway, Pa. Sold in Harrisburg at Gorgns' Drug Store.

DO YOU KNOW YOUR HUSBAND **CLOVERINE TALCUM**

on his face after shaving?
All barbers use this Talc. because they have and it the best and THEY KNOW what good alc. is. Why not keep a box in your own home?

Try Telegraph Want Ads



SYNOPSIS CHAPTER I—Alan Wayne is sent away from Red Hill, his home, by his uncle, J. Y., as a moral failure. Clem runs after him in a tangle of short skirts to bid him good-by. CHAPTER II—Captain Wayne tells

Alan of the failing of the Waynes. Clem drinks Alan's health on his

Clem drinks Alan's health on his birthday. CHAPTER III—Judge Healey buys a picture for Alix Lansing. The judge defends Alan in his business with his

CHAPTER VII—Alix leaves Alan on the train and goes home to find that Gerry has disappeared.

CHAPTER VIII-Gerry leaves Pernambuco and goes to Firanhas. On a canoe trip he meets a native girl.

CHAPTER IX-The judge fails to trace Gerry. A baby is born to Alix.

CHAPTER X-The native girl takes Gerry to her home and shows him the ruined plantation she is mistress of. Ger-ry marries her.

CHAPTER XI-At Maple house Col-lingeford tells how he met Alan-"Ten Per Cent Wayne"-building a bridge in Africa, CHAPTER XII-Collingeford meets Alix and her baby and he gives her encour-agement about Gerry.

CHAPTER XIII-Alan comes back to town but does not go home. He makes several calls in the city.

CHAPTER XIV-Gerry begins to improve Margarita's plantation and builds an irrigating ditch.

CHAPTER XV-In Africa Alan reads Clem's letters and dreams of home.

On the farther side of the great trunk of the tree was the master's kitchen, three stones and a half-circle of forked sticks driven into the ground. On the sticks hung a few pots and pans, a saddle of buck, bits of fat and a disreputable looking coffee-bag. Bé-tween the stones was a bed of coals. Before them crouched a red-fezzed

Zanzibari. From under a second tree, fifty yards away, came the dull, rhythmic pounding of wooden pestles in wooden mortars. The eye could just distinguish the glistening naked torsos of three blacks in motion. They were singing a barbarous chantey. At the pauses their arms went up and the pestles came down together with a thud. The blacks were pounding the kafir corn for the men's evening meal.

Down the river and almost out of sight a black, spidery construction reached out over the water-Alan's latest bridge. Men swarmed on it. Six o'clock and there came the trill



PARKER Gave Himself Up to Memory.

cleared. A babble of voices arose. There was a crackling of twigs, a shuffling of feet, here and there a high, excited cry, and then the men poured into camp. A din of talk, held in check for hours, arose. Glistening black bodies danced to jerky, fantastic steps. Songs, shouts and impatient cries to the cooks swelled the medley of sound. Through the camp stole the acrid odor of tolling Africa.

Behind the men marched the foreman, McDougal; behind him came Alan. At sight of him the Zanzibar sprang into action. He poured a tiv

of hot water into the bath tub and laid out an old flannel suit. Beside the suit he placed clean underwear, fresh socks and, on the ground, a pair of slippers.

Alan stripped, bathed and dressed. The Zanzibari handed him a cup of hot tea. By the time the tea was drunk the table was freshly laid and Alan sat down to a steaming bowl of broth,

and dinner. After dinner McDougal joined him for a smoke. For a full half hour they sat wordless. Darkness fell and brought out the lights of their fitfully glowing pipes. From the men's camp came a subdued chatter. The men Dr. Haupt.

lit fires a fire for every little group. The smell of the wood fires triumphed over every other odor.

McDougal had met Alan first in a bare room at an African seaport. The room was furnished with a chair and a table. At the table sat Alan, busy with final estimates and plans for supplies for his little army. The interview was short. McDougal had asked for a defends Alan in his business with his employers.

CHAPTER IV—Alan and Alix meet at sea, homeward bound, and start a firtation, which becomes serious.

CHAPTER V—At home, Mance Sterling asks Alan to go away from Alix. Alix is taken to task by Gerry, her husband, for her conduct with Alan and defies him.

CHAPTER VI—Gerry, as he thinks, sees Alix and Alan eloping, drops everything, and goes to Pernambuco.

CHAPTER VI—Alix leaves Alan on CHAPTER VI—Alix leaves Alan on control of the serior of the story he told the next morning before the resident magnitude.

"Aweel, your honor, it was this way: I went into Mr. Wayne's office and asked him for worruk and he said, Get out."

asked him for worruk and he said, 'Get out.' I asked him again and he said, 'I'll give you two to get out—One—Two,' and with that he cooms on to the table and flying through the air. I had joost considered that it was best I should let him hit me first aince that I might break him with justice when he struck me face with both fists, and his knee in the pit of me stummick. And that's all, your honor, savin' the Kafir that I woke up to find watering me and a rose bush, turrn by turrn aboot."

"I suppose," said the magistrate. covering his twitching mouth with his hand, "that was the Kafir I signed a hospital pass for last night.

'It may weel be," replied McDougal

dreamily. "It may weel be."
"Well, McDougal, I think this is a matter that can be settled out of

McDougal held up a vast hand in interruption. "Begging your pardon, your honor, there'll be nae settling of this matter out of coort between Mr. Wayne and mysel'. Aince is enough. Justice and the prisoner in the dock

surrendered to laughter. M stood grave and unperturbed. McDougal "What I meant," said the magistrate when he recovered, "is that Mr, Wayne will probably give you a job

and call it all square."
"That's it," said Alan. "I asked Mr. Wayne for worruk and if it's worruk he is giving me I'll nae be denying it is a fair answer," replied McDougal, and forthwith became Ten Percent Wayne's gang boss and understudy in the art of driving men with both fists and a knee.

McDougal knocked out his third ipe. "The de'il of a country is this," he said; "in the seas of it a life-pre-server holds you up handy for sharks and in the rivers does swimming save your life? Nae. It gives you a meal to the crocs."

They had lost a black that day. He had slipped from the bridge into the of a whistle. Suddenly the bridge was water. He had started to swim to shore and then suddenly disappeared in a swirl. Conversationally, McDougal limited

himself to a sentence a day in which he summed up the one event that had struck him as worthy of notice. Having delivered himself of his observation for the night he lit his pipe once more and relapsed into silence.

McDougal's was a companionable si-lence. Alan could feel him sitting there in the dark, raw-boned and dour but ready at the word of command. It was after eight when Alan called for a light and drew from a worn let-ter case the correspondence that a runner from the coast had brought in

that day. He glanced over official communications, blue prints and business

letters and stuffed them back into the leather case. One fat letter, noteper size, remained. "McDougal," said Alan, "hush up the camp—tell 'em it's nine o'clock."

McDougal arose and picking up a big stick strode over towards the men. The stick was so big that he had never had to use it. At the mere sight of it

the men desisted from clamor, dance and horse-play.

Alan drew the fat letter from its envelope and for the second time read,

Dear Alan: As you see, this is from New York. We came down yesterday. All summer I have been watching for my second self because I'm just about grown up now—outside, I mean—inside is different somehow—and three days before we left I really caught her looking at me while I was sitting on the old stone bench down by the pond.

down by the pond.

I jumped up and ran after her all the way down Long Lane and up the Low Road to where the red cow broke her leg that time and there I lost her. I didn't find her again and had to come away without her and now I feel so queersort of half-y, just like you.

Somehow I can't blame her. She didn't want to leave the Hill in the gorgeous month so she just stayed behind. Do you remember—

This is the gorgeous month when leafy fires
Mount to the gods in myriad summer pyres...?

A few hours ago when I was doing my mile on the avenue I almost got run down and Mam'selle gave me an awful scolding for being so absent-minded. It was a true word. I was just that—absent-minded-because my mind was off chasing that other half. And then I came back and there I was on the avenue with people staring at me more than they ever have before. I suppose it was because I was out of breath with chasing in my mind. Good-by, Alan. CLEM.

Introducing the series of copy to Advertise Advertising, by the Associated Advertising Clubs of the World (headquarters, Indianapolis). Write for interesting booklet, written for buyers like yourself.

Plate by Mound City Engraving Co., St. Louis

Business Gaining Fast on the avenue is almost got run down and Mam'selle gave me an awful seolding for being so absent-minded. It was a true word. I was just that—absent-minded the was off chasing that other half. And then I came back and there I was on the avenue with people staring at me more than they ever have before. I suppose it was because I was put to the religroph washington, D. C., March 2.— A steady and substantial increase in general business throughout the Philadelphia Reserve Bank district during the past month is noted in the month by bulletin of the Federal Reserve Back district during the past month is noted in the month by bulletin of the Federal Reserve Back during the past month is noted in the month by bulletin of the Federal Reserve Back during the past month is noted by the Treasury bepartment late yesterday.

Rossnere, Pa., March 2.—Lewis L. Beattle was married Tuesday evening to Eva P. Steigelman, formerly of Eva P. Steige