

MERCHANTS TOLD TO ADVERTISE

Chamber of Commerce Lecture Draws Many Businessmen and Their Employes

"Advertising" was the keynote of the lecture of W. H. Farley to the businessmen and their clerks at the Y. M. C. A. auditorium last evening.

He emphasized the need of system in all stores, saying the shiftless methods of the old corner store are rapidly becoming a thing of the past.

In addition to the lecture, which was illustrated with slides, there was a three-reel film on the "Troubles of a Merchant and How to Stop Them."

CASCARETS SELL TWENTY MILLION BOXES PER YEAR

Best, safest cathartic for liver and bowels, and people know it.

They're fine. Don't stay bilious, sick, headachy or constipated.



Enjoy life! Keep clean inside with Cascarets. Take one or two at night and enjoy the most contented liver and bowel cleansing you ever experienced.

QUIT MEAT WHEN BACK HURTS OR KIDNEYS BOTHER

Says Uric Acid in meat clogs Kidneys and irritates Bladder

A glass of Salts is harmless way to flush Kidneys, says Authority

If you must have your meat every day, eat it, but flush your kidneys with salts occasionally, says a noted authority who tells us that meat forms uric acid which almost paralyzes the kidneys in their efforts to expel it from the blood.

To neutralize the uric-acid, to cleanse the kidneys and flush off the body's urinous waste get four ounces of Jad Salts from any pharmacy here; take a tablespoonful in a glass of water before breakfast for a few days and your kidneys will then act fine.

Jad Salts is inexpensive; cannot injure, and makes a delightful effervescent lithia-water drink.—Adv.

CATARRH VANISHES

Here is One Treatment That All Sufferers Can Rely Upon

If you want to drive catarrh and all its disgusting symptoms from your system in the shortest possible time, go to your druggist and ask for Hyonol.

TRAINING CAMP TRAPSHOOTING

Instruction Given in the Captions and Aviation Schools

Philadelphia, Nov. 13.—The value of trapshooting and the use of the shotgun in modern warfare has been recognized by the United States Government.

The importance of shooting from an airplane is brought home to us every day from the European front.

Shotgun is Valuable In order to accomplish this in the most desirable way, we have reached the conclusion that the shotgun would be the best adapted for our purpose.

The schools are located at San Diego, Cal.; San Antonio, Tex.; Mineola, N. Y.; Essington, Pa.; Fairfield, Ohio; Wichita Falls, Tex.; Houston, Tex.; Waco, Tex.; Mt. Clemens, Mich.; Ran- more Hill, Belleville, Ill.; Fort Sill, Okla.; Hampton, Va.; Dallas, Tex.; Memphis, Tenn.; Lake Charles, La.

In answer to the above request the gun and ammunition companies offered the services of professional trapshooters as instructors for whatever length of time the Government desired them.

Camp Meade Boys Hear Madame Schumann-Heink

Camp Meade, Md., Nov. 13.—Mme. Schumann-Heink sang to one of the most responsive and appreciative audiences of her career last night in the auditorium of the Y. M. C. A.

At the conclusion the applause was so great that the prima donna was forced to bow several times in acknowledgment. The same ovation was tendered to the cellist after he had concluded his final rendition.

Men Needed More in Army Than Church, Says Pastor

Philadelphia, Nov. 13.—"Young men are worth more to their country in the Army than sitting in church," the Rev. Dr. Charles E. McClellan, pastor of Fairhill Baptist Church, Fifth street and Lehigh avenue, expressed this sentiment yesterday to a group of Baptist ministers in the Roger Williams building.

SOLDIERS ELECT BURGESS

Hazleton, Pa., Nov. 13.—Thirteen votes cast by members of Battery A, at Camp Hancock, Augusta, Ga., all of them for Henry Martin, candidate on the True American ticket at the recent election, make Martin the next burgess of West Hazleton.

BANS KREISLER CONCERT Lancaster, Pa., Nov. 13.—Fritz Kreisler, who was booked for a concert in the Keystone Concert Company course, will not be allowed to appear here, the concert having been canceled when it was learned that he was sending money earned in this country to Austria.

Widely-Known Drug Clerk Now in U. S. Service

John M. Vogel, Ph. G., of Williamsport, who for the last two years has been in the employ of George A. Gorgas, druggist, enlisted two months ago in the United States Navy and was entered as pharmacist mate, first class.

He is now located at the League Island Navy Yard, Philadelphia. Mr. Vogel is a graduate of the Philadelphia College of Pharmacy. His home is in Williamsport.

FOOD PRICES TO BE KEPT WITHIN REACH OF ALL

Summary of Government Control Issued by State Public Safety Committee

Following the announcement that food retailers guilty of profiteering face the prospect of having their supplies cut off, Howard Heinz, food director of the State Public Safety Committee and Federal food administrator for Pennsylvania, today issued a summary of the Federal food regulations which control all phases of food handling.

All of the wholesalers, jobbers, re-

tallers, cold storage and warehouse men as well as manufacturers of food products in Pennsylvania are vitally interested in the rules.

A few of these regulations are radical and at variance with certain trade customs but the most radical and abnormal of all things is war and the entire plan is a war measure.

The objects

The three principal objects sought by the government are: 1. To limit the prices charged by every licensee to a reasonable amount over expenses and to forbid the acquisition of speculative profits from a rising market.

2. To keep all food commodities moving in as direct a line and with as little delay as practicable to the consumer.

3. To limit as far as practicable contracts for future delivery and dealings in future contracts.

It is naturally assumed in the beginning that representatives of the Food Administration have the right to inspect premises and all property

stored by a dealer. The dealer himself is protected by a rule which forbids any representative to divulge information so that it may fall into the hands of a competitor.

Price Regulation

In the matter of regulation of prices the broad principle is held out that no licensee shall import, manufacture, store, distribute, sell or otherwise handle any food commodities on an unjust, exorbitant, unreasonable, discriminatory or unfair commission profit, or storage charge.

No licensee shall buy or sell any food for his own account, unless he is also regularly engaged in, and holds himself out to the trade as conducting the business, otherwise than on a commission or brokerage basis, or less he uses such commodities in manufacturing.

The regulations make it an illegal act to allow waste, or wilfully permit deterioration of food products. This will have the effect of stopping

what was said to have been a common practice in destroying a surplus of green foods and vegetables in order to hold up the price. Except in the case of certain specified articles, it is illegal to have in one's possession more than a sixty days' supply of food products.

Boosting Membership in Lemoyne Red Cross Unit

Lemoyne, Pa., Nov. 13.—A drive which it is hoped will bring splendid results in boosting the membership will be made by the newly-organized Red Cross Auxiliary in the Lemoyne High school and higher grades.

Although a large number of women turned out to sew-to-day, marking the second week of the work here, many more are needed. Officers of the auxiliary sent an appeal over the town through those who attended this afternoon in an effort to double the attendance on Thurs-

day afternoon and Friday evening. Plans for a publicity campaign to interest more women in the work will be made at a meeting of the executive committee on Friday afternoon.

UNION SERVICE AT LEMOYNE

Lemoyne, Pa., Nov. 13.—Churches of the borough will hold a union service on Wednesday evening, November 23, in the United Brethren Church. The Rev. L. P. Drush, pastor of the Church of Christ, will preach the sermon.

CHURCH EXPOSITION

New Cumberland, Pa., Nov. 13.—The exposition held under the auspices of Baughman Memorial Methodist Church will commence Thanksgiving Day and continue three evenings. The women of the congregation will assist.

TEACHERS' TRAINING CLASS

New Cumberland, Pa., Nov. 13.—A teachers' training class was organized at the Church of God on Sunday afternoon. The Rev. C. H. Heiges was appointed teacher.

"The Water of Eternal Youth"

The beauties of the Austrian court used a lotion which was so effectual in keeping the face smooth and free from wrinkles, even in the aged, they named it the "water of eternal youth."

Some one recently has divulged the secret of this wonderful, though exceedingly simple, wrinkle lotion, which in her gratitude she has similarly dubbed a preserver of youth: One ounce of pure sassafras (powdered), dissolved in a half pint witch hazel—that's all there is to it. Any woman can get these ingredients at her druggist, put them together, and use the solution with entire safety.

The Autobiography of GOV. PENNYPACKER

Will be published for the first time, as a serial in the Philadelphia

Evening ILLUSTRATED Ledger

More than an autobiography—it contains the stirring personal memoirs of a fighting Pennsylvanian. It is the intimate history of all his encounters with other prominent men. Friends and foes alike are described with a frankness that reveals the late Governor's remarkable insight into the hidden motives of his associates.

The autobiography will be published in full. Shortly after Governor Pennypacker's death, a number of prominent Pennsylvanians, including Governor Brumbaugh, Hampton L. Carson, George Wharton Pepper, Mayer Sulzberger and others, addressed a letter to his family, requesting that no part be omitted out of a desire to avoid controversy or to protect the sensitive feelings of those bruised by Governor Pennypacker's blunt frankness.

This request has been granted. Beyond the verification of certain names, dates and minor incidents, there has been no editing. Whatever or whoever may be maimed, the Autobiography goes forth unchanged.

The wide range of interesting experiences covered by Governor Pennypacker's narrative is suggested by the following excerpt from his "Foreword":



"I HAVE been brought into relations with the Presidents, from Lincoln to Roosevelt; with the Generals Grant, Sherman, Hancock, Sickles, Howard and Sheridan, and have corresponded with Darwin, Le Comte de Paris, DeHoop, Scheffer, Bayard Taylor and Lloyd Mifflin. I have made addresses at Stony Point and at Gettysburg. I have presided over the Law Academy, the Historical Society of Pennsylvania, the University of Pennsylvania, a court, and the Commonwealth. I have walked one hundred and seventy-five miles on a stretch and have ridden down Pennsylvania avenue from the Capitol to the White House at the head of ten thousand men. I have carried on my back at one time twenty pounds of putty and at another a musket. I have made pills in Kensington, thrown a load of wood into a Chestnut street cellar, kept the books of an oil company, mowed weeds in a meadow, gathered a great library, written eighty books and pamphlets, tried men for murder and sent sixty-six criminals to be hanged. Therefore is this story begun."

Publication will commence in the issue of the Evening Ledger for Saturday, November 17, and will continue daily for about four months

In order to be sure of obtaining all installments, mail the coupon below.

COUPON
EVENING LEDGER, Box 1526, Philadelphia.
I inclose \$2.00. Send the Evening Ledger daily for the period of Gov. Pennypacker's Autobiography (about 4 months) to
Name Postoffice
R. F. D. or Street State
If desired for longer or shorter period, remit at the rate of 50c a month.