

America's Great Opportunity

In a speech before the Chicago Advertising Club James Keeley, editor of the Chicago Herald, said:

"To-day—pregnant with death and desolation in Europe—is alive with opportunity for America. I do not mean that we should capitalize the distress of any nation or that we should sit like ghouls ready to gobble the funeral baked meats, but that we should seize every legitimate opportunity that time and circumstance place in our path.

"For days every paper has been filled with stories of American citizens stranded in Europe. What I want to do is to point the moral and the way to keep in America at least some part of the \$200,000,000 that is spent yearly by those who go to foreign shores.

"In the last few years the slogan, 'See America First,' has been used by foresighted advertising men and railroads and I think the results have been excellent.

"This European cataclysm gives America a chance to cash in on the pioneer work of those who first proclaimed the sanity and sense of investing the beauties and wonders of our own country. It is a fair estimate that the 100,000 touring Americans now marooned in Europe not a tenth have seen all the worthwhile sights of their own country.

"Americans of means are not to be discouraged from seeing the world. It is a liberal education. But the foundation of such an education should be

a personal acquaintance with their own country, which too often is lacking.

Europe Gets Us All Ways

"Haven't you advertising gentlemen a mission to drive home the fact and isn't this the psychological time to drive the fact home that America is well worth seeing—that its beauties equal those of any spot on the face of the earth; that its natural wonders are not surpassed by those of any land on any continent?"

"Millions and millions of dollars have been spent every year by those who felt that they were not fashionable unless they took a trip to Europe. The Europeans get us coming, going, and there they get the greater percent of the money for going and coming, and you know that they don't overlook an opportunity to get, too.

"The American flag must be restored to the high seas. We must not only carry freight, but we must carry those who insist on foreign travel. Let the profit stay in America instead of going to Hamburg, Bremen, London, Liverpool and Paris.

"And we should not neglect to help those among us in America instead of going to Europe. We should rally to the support of the people of California. They need our assistance. The war will seriously cripple the Panama-Pacific Exposition, which has cost in the neighborhood of \$40,000,000 or \$50,000,000. The exposition needs help from every one in the United States, and I believe from every one in the world.

"I am no advocate of taking what belongs to the other fellow when he isn't looking, but if he will go to war they must expect to take all the consequences. And, besides, the rest of the world cannot go hungry and cannot afford to stop business simply because Europe has gone to war. As she has gone to war, here's our chance.

"Some people figure that we can't enlarge our foreign trade because of the war. I don't know why we can't. During the Napoleonic wars we had much the same situation that we have now—all Europe fighting and America at peace. During fifteen years of those wars our foreign trade increased more than 450 per cent, and the tonnage shipped in American bottoms increased more than 500 per cent. Why can't we do the same thing over again, and when we get the foreign trade this time keep it?"

"However, in the matter of enlarging our foreign commerce we are up against the prohibition. We have lots of stuff to export—grain, other foodstuffs and manufactures—but no ships to carry them. When the European war broke out in 1914, the tonnage of vessels carrying 85 per cent of the export trade of the United States were of foreign register and liable to withdrawal from service because of the war.

"Such a situation is all wrong, of course, and it shouldn't exist if we had such a merchant marine as we once had and ought to have now. If the exports of the United States were carried in ships that flew the flag of the United States all of Europe could go to war and stay at war and our foreign trade would not be tied up in a double bow knot as it is at present.

The Remedy

"Well, what's the remedy? Building up our merchant marine again. Some of our legislative friends in Washington have seen the necessity and risen to the occasion. Others are disposed to haggle, for political advantage, I suppose, maybe for higher motives.

"Anyway, the House took very little time to pass an amendment to our shipping laws, admitting to American registry under easier conditions than have been interposed heretofore. The bill is still in the Senate.

"When it is passed and the statute books Americans will be able to purchase ships abroad to carry the freight now tied up at ocean docks all along the Atlantic because the king spots in Europe are flying at one another's throats.

"And there's money enough in America to buy a lot of foreign ships. Now what new foreign trade can we get when we get the ships to handle it? It seems to me we stand a fair chance of getting a pretty good chunk of the foreign trade of the world. We haven't much of it now, but we ought to be willing to go out after it. The competition of Europe is shut off for the time being, but the people of Asia, Africa, Oceania and South America will continue to want the stuff they have been buying from Europe.

"While this lasts, where will they get it? From the United States, of course, if we are alive and go out after the business in the right way.

"In the ports of the outlying countries I have named the exporters of four European nations do a business of more than a billion dollars a year. In those same countries the United States does about one-thirtieth of that total.

"Europe can't supply that billion dollars worth of goods while she is being torn up by war. Why can't we?"

"Down in South America, Germany controls a large share of the foreign trade. The South Americans like German goods and German ways, and for some other reason or other they don't like the Yankees. Maybe it's because they don't like our 'Big Brother' attitude on the Monroe Doctrine; maybe it's because they don't know us.

"Anyway, now is our chance to make them like us and like our goods and get in the habit of buying them. Our trade in many of the other parts of the world has been hampered by

"The Typewriter of Triple Service"



It Writes, Types Cards and Bills. No extra attachment. Price \$100. For demonstration, see.

Harrisburg Typewriter and Supply Co.
40 North Court Street
Harrisburg, Pa.

We are sole agents for Harrisburg and vicinity for the celebrated

Dr. Reed

CUSHION SOLE SHOE

For Men and Women.

JERAULD SHOE CO.
310 Market Street

Corset and Hosiery Shop

107A North Second Street
Exclusive City Agency

Gossard Corsets

(They Lace in Front)

M. and R. KEEFE
107A North Second Street

Gruen Veri Thin Watches

LADIES', \$17.50 UP
MEN'S, \$25 UP
BRACELETS—WATCHES, \$25 UP

Sole Agent for Harrisburg

P. G. Diener
408 MARKET STREET

WHERE TO FIND

NATIONALLY ADVERTISED GOODS

The World's Best Merchandise
In and Near

HARRISBURG, PA.

Merchandise that will bear national advertising has to have exceptional merit. else the manufacturer could not afford to spend large sums of money for the advertising, and to attach his name and reputation to an article that was not extraordinarily meritorious, for it is the repeat sales that he depends on. It is therefore quite evident that when an article is nationally advertised and nationally sold year in and year out, year after year, it is exceptionally good goods to stand the test and prove worthy of continued sales and growth. It is conceded by experts that when an article is advertised generally—nationally—it is the best possible product. The wise always, in consequence, prefer nationally known goods and ask for what they want by name. Read the magazines and keep posted on nationally advertised goods.

IF IT'S ON THIS PAGE IT'S WORTH WHILE



This motor stands for all you can ask in a motor car.

Chalmers

AND THE

Saxon

Motor Cars May be Seen at the
Keystone Motor Car Co.
1018-1025 MARKET ST.
Robert L. Morton, Manager.

GLOBE WERNICKE

SECTIONAL
BOOK CASES
FILING CASES

Wood and Steel

David W. Cotterel
105 North Second Street

Bowser

OIL
STORAGE SYSTEMS

For All Purposes

S. F. Bowser & Co., Inc.
Telegraph Building
HARRISBURG, PA.



The Stieff Pianos

are known the world over for their sweet and durable tone. Sold direct from factory to home.

CHAS. M. STEFF
24 North Second Street
HARRISBURG, PA.

AMUSEMENTS

Paxtang Park Theater
Vaudeville

FREDO & PRIMROSE
Musical Comedy Artists

Ed. Winchester
Monologist

Annitta
and Her Jestings, Juggler Willish

Fields & Brown
Comedy Conversation

THE THREE KELOES
Comedy Acrobats

TUESDAY
Special Engagement

SOUSA And His BAND
Always The Same



SOLOISTS

Miss Grace Hoffman, Soprano
Miss Susan Tompkins, Violinist

Herbert L. Clarke, Cornetist

HEARD THE WORLD AROUND

Matinee and Evening

WEDNESDAY
LARKIN'S DAY

PHOTOPLAY TO-DAY AND TO-MORROW

THE DRUG TERROR

Admission Until 6 P. M. - 10c
After 6 P. M. - 15c

Children Under Twelve Not Admitted

AMUSEMENTS

Colonial

THE PANAMA CANAL OPENED SATURDAY AND

WE OPEN TO-DAY
BOTH IMPORTANT EVENTS

7 Acts of Best Variety in All the World

INCLUDING

"Hiram on the Farm"
A 20-MINUTE RUBE LAUGH

2 SHOWS DAILY—AT 2:15 AND 8:15
PRICES—Mats., 15c and 25c; Sat-
urdays, 15c, 25c, 35c. Evening,
15c, 25c, 35c, 50c.
Phone Seats held till 1:30 & 7:30 only.

AMUSEMENTS

Colonial

3 FOUNTAIN NYMPHS 3
IN THEIR REFRESHING POOL

The Musical Krelles
CHARLES DICKENS'
David Copperfield

In 7 Reels of Beautiful Pictures with the very scenes that Dickens described.

10c 15c

AT THE VICTORIA

The films comprising the eighth instalment of "The Million Dollar Mystery" will be shown to-day. This instalment is called "The Wiles of a Woman." The remainder of the program is made up of "The Thunderbolt," a Mutual film, and "The Idiot." Also a film of 1,900 laughs entitled "This is the Life." To-morrow there will be shown Detective Hayes featured in a sensational picture called "The Devil's Eye."

THOR Motorcycles

RELIABILITY POWER QUALITY

One and two cylinder models at \$200, \$235, \$250 and \$275. Two-speed equipment \$40 additional.

C. H. UHLER
1317 DERRY STREET

.....The.....

McCaskey Register Co.
Manufacturers of the

McCaskey Account Register
and Sales Pads.

313 Telegraph Building
C. L. Sawtelle, Harrisburg, Pa.
Sales Agent



Victor-Victrolas
AND
Victor Records

SOLD BY
P. M. OYLER
14 SOUTH FOURTH STREET

WE ARE AGENTS FOR THE



SILK GLOVES
AND UNDERWEAR
TREFOUSSE KID GLOVES
MERODE UNDERWEAR
ONYX HOSIERY

The Best Grades Only are Carried In Stock

Bessie E. Poorman
222 LOCUST STREET

THESE NATIONALLY KNOWN ARTICLES OF MERCHANDISE MAY BE FOUND WITH

M. A. HOFF

Whittall Rugs, Royal Arm Chairs, Greenacres Kitchen Cabinets, Notaseme Refrigerators, Macey Book-cases, Congoleum Floor Coverings, Torrington Sweepers, Whiteedge Bed Springs, Ross Cedar Chest.

New Cumberland, Penna.
FOURTH AND BRIDGE STS.

The Stieff Pianos

are known the world over for their sweet and durable tone. Sold direct from factory to home.

CHAS. M. STEFF
24 North Second Street
HARRISBURG, PA.

lack of means to finance it, and by the world's export trade if he goes after it now.

Open Up New Lines of Business

There is nothing like war and necessity to open up new lines and new methods of business. For instance, before the Civil War in this country the shoemakers down in Lynn and the other places in Massachusetts where the shoes come from, all worked by hand. When the shoe-makers went to war—and a lot of them did—there were not shoes enough to go 'round. So somebody invented a machine to make shoes, and one man did the work of a hundred.

"That problem isn't ahead of us now, but it is very much like it. Because all Europe has gone to war and can't furnish the stuff we have been getting from there we have got to make it for ourselves.

"Now here is one of the things I mean: Take cotton for example. We exported in 1913 about \$550,000,000 worth of cotton. The larger part of it went to England and was there made into cotton cloth, a small part of which we bought back from England. We manufacture considerable cotton in this country.

"Why don't we manufacture more of it? Why not manufacture all or nearly all of it, and get the profit now made by the English manufacturer? Of course, we haven't the mills now, and we can't build them in a year or two years, but this war gives us a good chance to start in that direction.

"The basic business conditions in this country are good—so the business experts tell us, and so nearly all the outward appearance indicate. We will have abundant crops beyond question and a bigger demand for them than ever before.

"There is no over supply of manufactured goods. We have been going so cautiously for that. We are a nation of 90,000,000 people or more, and meeting their ordinary necessities is a pretty good basis for big business.

"The Eastern railroads have got some of the freight rate advance they asked for and there is better feeling all around on that account. The railroad strike that threatened will probably not eventuate. It's a good time for everybody who has a job to keep at work.

"So things don't look so bad at home, and this war over in Europe opens up a lot of new avenues of opportunity which the United States has not had before for a century.

MEAT EATING NOT ESSENTIAL NOW

Dr. Dixon Gives a Talk on What Meat Means to the Average Person's Digestion

Dr. Samuel G. Dixon gives some interesting thoughts in regard to eating of meat in his weekly talk. The doctor has been studying effect of various foods for years and this is the way he sums it up:

Ever since man lost the instinct that the lower animals have which enables them to select the foodstuffs that best agree with them, questions of diet have given rise to innumerable arguments. Historians and political economists have discussed the bearing of this important factor in the life of nations. The medical profession has devoted profound research work to determining what foodstuffs are best suited to nourish men in various vocations in different climates. The question of what to eat and how to get it has occupied a large proportion of the thought and effort of mankind and will undoubtedly continue to do so.

The increase in the price of meat during the past few weeks, not to mention the past few months, has set thousands of housewives seeking information as to the relative value of meat as a foodstuff compared with other available commodities.

Albumen or nitrogen is to be found in meat, beans and other vegetables. It can be obtained from meat more easily than from vegetables. This form of nutrition is in greater demand by the growing child or youth than the developed adult. An allowance of two or three ounces of red meat a day according to the amount of physical exercise is all that an adult should eat. With this should have from one to one and a half ounces of fats and 5 1/2 to 6 1/2 ounces of mixed vegetable diet, such as potatoes, white bread, oatmeal, hominy, etc.

Meat once a day is enough for those taking moderate exercise, with eggs, vegetables, bread, and a little sugar and butter or other fats.

Beans make a good substitute for meat or those who can digest them but require as a rule about twice the quantity in weight.

Squash, turnips, spinach, lettuce, etc., can be eaten in moderation according to the degree with which the individual can digest them.

When an excess of meat is eaten the liver, kidneys and other organs are

overworked in burning it up and getting rid of the ashes.

As a people the Americans eat entirely too much meat, particularly in hot weather, and waste much money and health thereby.

There is an odd, but inviting mixture of entertainment at the Colonial this week. Three real live and athletic girls will start the week off by splashing into a tank of water and showing Harrisburg a few dives that haven't been shown before. On the same bill with the divers there will be a dash of Dickens. In fact it will be more than a dash, for in seven reels of beautiful moving picture photography David Copperfield will be paraded on the canvas. These two features ought to combine to make an excellent entertainment. Owing to the size of the Dickens picture, which takes nearly two hours in itself to show, there are but two acts instead of the customary three. On Thursday and Friday of this week "The Greyhound" in five acts will be shown. This is made from a Broadway play that met with great success, and has Elita Proctor Otis in the star part.—Advertisement.

AT THE PALACE—MARY PICKFORD IN "IN THE SULTAN'S GARDEN"

Lieutenant Robins, a young naval officer, and Haydee, a favorite of the harem, become infatuated. A note to Robins asks that he effect her rescue and she attempts to do so.

When Robins succeeds in climbing the wall, he is observed and captured by the Sultan's guards. He is sentenced to be executed at daybreak. Haydee is condemned to be sewn up in a sack and cast into the sea.

However, a servant manages to place a knife in the sack and when the girl is thrown into the sea, she cuts her bonds and swims to a ship. Once aboard, she startles the commander with her story. The commander sends his troops to effect the escape of the condemned officer. There is a dash and a one-sided battle; Robins is freed. But the Sultan's forces are reinforced and the battle continues. Finally, the guns of the ship are turned on the natives and the men gain shelter. On board Robins finds his Oriental sweetheart.—Advertisement.

PALACE THEATER

333 Market Street

OUR PROGRAM TO-MORROW
MARY PICKFORD and KING BAGGOT

In Imp Drama, "In the Sultan's Garden."
Cleo Madison and George Larkin in Gold Seal 3-reel Allegorical Drama, "The Love Victorious."
Robert Leonard and Hazel Buckham in Rex Drama, "Out of the Darkness."
Vivian Prascott and Charlie De Forrest in Crystal Comedy, "Getting Vivian Married."

ADMISSION—ALL SEATS—10 CENTS.
COMING—Wednesday—Mary Pickford, in "Caprice."

See the Million Dollar Mystery Every Monday

VICTORIA THEATER TO-DAY

Million Dollar Mystery
8th Instalment To-day
The Wiles of a Woman
Thunderbolt Mutual
This is the Life
A reel of 1000 laughs

ADMISSION 10c CHILDREN 5c

COMING—TO-MORROW
Detective Hayes in The Devil's Eye