



Here's A Valuable Secret, June Brides

Soon you will be making a new home. Maybe you will have to make the dollars go a long way. Whether this is so or not, no money you spend will add to much cheer and beauty to your rooms as the draping of the windows. In making your selection let us suggest that flimsy brass rods will sag, turn black, tarnish and fail to give you the beauty you really want.

Hirsch's Flat Rods

will enable you to have windows draped beautifully. They make possible any draping effect from the simple to the most elaborate. They cost little more than cheap, flimsy rods, but they will last for years—they ARE GUARANTEED NOT TO SAG, TURN BACK OR TARNISH—and you will congratulate yourself a hundred times if you show the good judgment of selecting them.

We'll be glad to show you Hirsch Flat Rods, and tell you why they don't sag, and how they fit all requirements.

We also suggest that you look over our offering in rugs, lace curtains, draperies, wall paper, window shades, etc.

FLETCHER'S

The Store That Pays No Rent

We Watch the Life of Our Customer's Linen

Every housewife is particular about the appearance of her table. Send us your linen and the tablecloths will be returned spotlessly white, with corners and hems ironed straight, and with a finer finish than it is possible to obtain with a hand iron, and as we can hold your patronage only by giving satisfactory service, we will handle your linen very carefully. Let our driver call for your laundry. We are sure to please you.

CLARKSBURG LAUNDRY CO.

That Careful Laundry.
Telephones: Home 125; Bell 186-J. 100 W. Pike St.

Baltimore & Ohio Seashore Excursions

FROM CLARKSBURG TO
ATLANTIC CITY
\$10.00 Good in Coaches Only
\$12.00 Good in Pullman Cars with Pullman Ticket
CAPE MAY, SEA ISLE CITY, OCEAN CITY, STONE HARBOR, WILDWOOD.
JUNE 26, JULY 13 and 27, AUGUST 10 and 24, SEPTEMBER 7.
TICKETS GOOD RETURNING 16 DAYS
Secure illustrated booklet giving full details from ticket agents, Baltimore and Ohio Railroad.

Here's the Best Interior Wall Finish Made

JUST FIGURE OUT THE COST OF KALSOMINING. If you believe in economy don't let another room in your house be kalsomined—it wastes money and it's unsanitary. You know the real cost of kalsomine is not in itself—but in the constant retouching, recasting or washing it off again. Wall paper is even worse.

JOHNSTON'S DULL KOTE PAINT

THE DURABLE, WASHABLE WALL COVERING.
DULL KOTE outwears either wall paper or kalsomine—is much cheaper in the long run and far more sanitary. It gives a rich, velvety finish—glossless and un fading—which lasts for years and is as EASILY WASHED AS TILE. Coming in liquid form, ready for immediate use, your painter will find DULL KOTE mighty easy to apply. It dries perfectly flat—no trace of laps or brush marks—a hard, non-porous, elastic film. That is why it is the only sanitary wall covering.
LEE & PARR HARDWARE CO.
434 W. PIKE ST.

leaped from dozens of miles up and down the abrupt peaks, the benial Italian colonel accompanying the correspondent remarked that in no other war had such fighting ever been, that neither the armies of Hannibal, nor Caesar, nor Napoleon ever dared engage in such work, that their armies, which did go over mountains not half the height, were hardly larger than a regiment of Alpine troops as today organized, that above all they did not winter in the mountains nor deal with heavy artillery, nor drag up to these fastnesses pound by pound, plank by plank, piece by piece, their food, their supplies, and the guns and ammunition.

These conditions are not limited to the Adamello region, but repeat themselves on two-thirds of the Italian front, or over a line of 275 miles of mountain chains from the Swiss frontier down to the banks of the Isongo river from which can be seen the "bitter" blue of the Adriatic, as the poet d'Annunzio described it. Along this line titanic struggles take place daily of which the outside world never hears. It took five days for the correspondent to slowly climb the Adamello crest and in this period the Italian succeeded in blowing off the top of another mountain called Cold Lana, which suddenly burst into the air with its defenders who were on their side trying to explode a mine which would blow to pieces the Italian troops.

RECRUITS

For the English Armies Are Obtained through Great Advertising Campaign.

LONDON, June 28.—When the British government at the beginning of the war covered the bill-boards of the country with its now famous appeal for recruits, "Your King and Country Need You," it embarked on an advertising campaign of such a nature and extent as has never before been undertaken by any nation.

The first advertisement has grown into scores, dealing with a wide field of subjects, from pleas for army volunteers and loans of money, to condemnation of extravagance in the purchase of too many boots and stockings by my lady. It is said that there is scarcely a home in the British Isles that has not been reached by some of the display advertisements which have been kept running in fifteen hundred newspapers and spread on myriads of billboards. After nearly two years of experiment officials emphatically declare that it pays for a government to advertise. It is estimated by some that billions of dollars have been raised in loans in this way and that nearly five million recruits have been drawn to the colors by the printed appeals.

To one man is said to belong the credit of originating and carrying out this novel and elaborate campaign. He is Sir Hedley LeBas, head of a large publishing house in London, who received his title recently as a mark of honor for the services which he had rendered his country. During an interview with a representative of the Associated Press Sir Hedley was asked how large a staff was required to conduct such a great business for the government. He smiled and replied:

"In getting subject matter for the advertisements I have called on various journalists and others for assistance. As to my regular staff, he is in the next room and I assure you he is a very busy young man."
It was Sir Hedley's way of confirming what had already been said by others—that the bulk of the work had fallen over to other hands and he has been devoting almost his whole time to putting before the public the telling advertisements which his training as a publisher has enabled him to produce.

It was some two years before the war began that Sir Hedley conceived the idea of advertising extensively for recruits. During a conversation with Colonel (now General) Seely, who was secretary of state for war, the colonel asked how Sir Hedley, as a former soldier and a business man, would go about to raise 35,000 recruits needed for the army. Sir Hedley instantly replied that he should advertise. The proposition was novel but it interested the colonel and ultimately the recruits were advertised for with amazingly good results. The war office was so pleased with this campaign that when the war broke

J. R. PRATT WAS A SUFFERER FOR TWENTY YEARS

But Nerv-Worth Soon Made Him Feel "A" Right." He Told Bure Drug Store.

Below is a strong local endorsement of Nerv-Worth which Druggist Burke is selling in unheard quantities.

These words of praise were given to the Burke store by Mr. J. R. Pratt, of 502 East Pike street, of this city. It is of a character that confirms the claim that Nerv-Worth is the world's greatest nerve tonic.

"For the last twenty years I have been bothered with stomach trouble and nervousness. I couldn't sleep at all. Rolled around all night.

"I have doctored with several doctors and specialists and never any results, and I had to be careful what I'd eat.

"But I have taken two bottles of Nerv-Worth and I am feeling all right—a great deal better, and can eat anything and sleep.

"I AM SURE I WILL BE ENTIRELY CURED.

"I recommend it to all people with stomach trouble.

"Yours truly,
"J. R. PRATT."

Your dollar back at the Burke drug store if Nerv-Worth does not help YOU.—Advertisement.

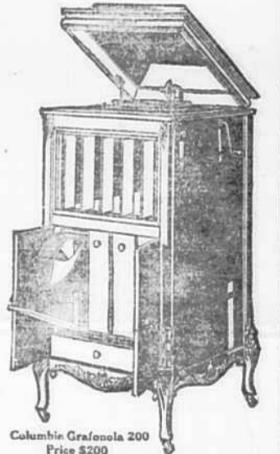


Rousing Patriotic Records for the Fourth

A FIRE with the pride and spirit of the nation, played and sung with a martial vigor that makes the echoes ring, these records will awake a responsive thrill in the heart of every real American.

Hear them and you'll know how truly inspiring our Country's songs can be:

- A-5573—Patriotic Medley (Bernstein) One Step 12 inch—Prince's Band \$1.00—Brulante (Winne) One Step—Prince's Band
- A-1685—Star Spangled Banner (Key) Margaret Woodrow Wilson and Chorus of Mixel Voices. 10 inch—\$1.00—Medley of Patriotic Airs... Columbia Band
- A-2023—Young America (We're Strong For You) 10 inch—Powerless Quartet 75c—We'll Never Let Our Old Flag Fall, Albert Wiederhold and Broadway Quartet.



The records above are only a few of the splendid patriotic selections listed in the big Columbia record catalogue. Get a copy from your dealer today, and make sure you'll have the right music for the Fourth.

Columbia Records in all Foreign Languages. New Columbia Records on sale the 20th of every month. This advertisement was dictated to the Dictaphone.

COLUMBIA

GRAFONOLAS and DOUBLE-DISC

RECORDS

FOR SALE BY
C. F. ZARUBA, 221 S. Third St. HOME FURNISHING CO., Main St.
HEDGES & OYSTER COMPANY, PALACE FURNITURE & PIANO CO.
LUMBERPORT, W. VA. 168-170 W. Main St.

out it was decided to advertise again and Sir Hedley was called upon to engineer the work.
At first the advertisements were very conservative in tone and before Sir Hedley was able to broaden the scope of his work and get new business on a "paying" basis he encountered much opposition from many sources, not excluding members of parliament.

"It was hard to bring the conservative British mind to accept such a radical departure," said Sir Hedley in discussing this point. "Many declared that it was undignified for a government to advertise, and others who were willing to see some advertising done held that the displays should be couched in the most dignified and stereotyped form. The idea of a government telling a woman that she was buying too many hats and expensive clothes—something which we have been doing recently—shocked them, but gradually we were given more leeway and the results have justified the course followed. My idea is to put out advertisements that have in them what you Americans

call "punch." Successful business men conduct their concerns that way. Why shouldn't a government do the same?

Sweden's peat fields are estimated to cover nearly 9,900,000 acres. Guinea pigs do not come from Guinea, nor are the yplgs.

Back of every 5¢ bottle of CARBONATED GRAPE SMASH

is our name—our reputation—and our GUARANTEE. Grape Smash is delicious. But it is MORE. It is WHOLESOME, HEALTHFUL and PURE. It is made CLEAN.

Drink carbonated Grape Smash because it is bottled right here by us. Drink it also because it is Nature's most delightful beverage. ONE bottle, at any store for 5 cents, and YOU'LL be enthusiastic, TOO.



COCA-COLA BOTTLING WORKS
Clarksburg, W. Va.