

BEST IN THE LONG RUN



Why the Scotch Highlanders Wear Kilts

BECAUSE the Highland Scot, wading through the wet weather of the mountains, found kilts kept drier. Before the Roman soldier, himself a Kiltie, came, Lowland and Highland folk wore Kilts.

When modern life turned the Lowlands to trousers, the wet mountain heather held the Highlands to Kilts.

But his wet weather, had GOODRICH been founded, wouldn't have worried the Highlander.

GOODRICH SERVICE VALUE TIRES

Goodrich would have met his needs with Hipres boots and waterproof garments, just as Goodrich met the need of the automobile for the right rubber tire.

Twenty-two years Goodrich has shaped the destiny of automobile tires, bringing them from crude, clumsy affairs, to the graceful GOODRICH SERVICE VALUE TIRES.

And all Goodrich inventions were directed toward one end, SERVICE VALUE to the user.

For Goodrich recognizes but one tire value; what a tire is worth to the motorist on his car and on the road, in comfort, economy, and long mileage.

Goodrich manufacture puts SERVICE VALUE in Goodrich Tires, both SILVERTOWN CORDS, and BLACK SAFETY TREADS, and Goodrich Test Car Fleets prove it is there.

Demand the SERVICE VALUE TIRES.

THE B. F. GOODRICH RUBBER COMPANY
Cincinnati Branch: 1110 Race St., Cincinnati, Ohio

THE CITY OF GOODRICH - AKRON, OHIO.

BRINGING UP SOLDIERS BY HAND.

(John Francis Farrell in the Courier-Journal.)

Can I raise my feeble voice in indignant and righteous protest against the growing evil of treating our soldiers as babies and sucklings? Can I register an emphatic demurrer to the tendency to appraise our fighting forces as minors, incompetents, weaklings and children, requiring guidance, guardianship and innumerable restraints designed to keep them pious, pure, patriotic and proficient?

The average soldier is human. His whims and wishes, his fancies and foibles measure up to those of the commonplace citizen. The country's need is the first, the vital, and the all-consuming consideration. He goes where directed, obeys all commands and fights and dies like a true American.

Everywhere our eyes are offended by pleading cries to protect and save the soldier from infamy and sin; to shield him from the pitfalls of perfidious purveyors of alcoholic poison; to bar him from the captivating charms of wily women, and to shut him off from the nefarious spell of dice, cards and casino! Verily, the soldier must personify the saint and the evangelist. He must be a devout, abstemious Puritan, separated from the lure of the world and the dire designs of the devil.

Where do you half-baked, half-bred citizens get the idea that a soldier must be bred on buttermilk and beans? Why do you pray and cry and beg for tobacco, candy, papers, caps, sweaters, etc., when billions are gallantly voted for powder and dynamite?

No real man and soldier wants your marshmallows and your mittens. All he expects is a square deal, creature comforts and an even break.

All this hot-air and hubbub about the scarlet madonna and the demon booze—the seductive poker chip and the peril to "morale" is shallow bunk pure and simple. A lot of fortunate fat-heads are flourishing on velvet carpets while a million "common folks" are doing the hard (and dirty) work in the trenches.

I recommend:

First—That any soldier, anytime, anywhere, get a drink if he wants it.

Second—That the Government supply sufficient tobacco for all needs, as well as gloves, sweaters, etc.

Third—That our soldiers be treated as men and not as boobs and bobolinks.

THE FOURTH LIBERTY LOAN

The campaign for the Fourth Liberty Loan will begin September 28 and close October 19. The result of the loan will be watched with keen interest in Europe, not only by our associates in the war against the Teutonic powers but by our enemies. It will be regarded by them as a measure of the American people's support of the war.

The Germans know full well the tremendous weight and significance of popular support of the war, of the people at home backing up the Army in the field. As the loan succeeds our enemies will sorrow; as it falls short they will rejoice. Every dollar subscribed will help and encourage the American soldiers and hurt and depress the enemies of America.

The loan will be a test of the loyalty and willingness of the people of the United States to make sacrifices compared with the willingness of our soldiers to do their part. There must be and will be no failure by the people to measure up to the courage and devotion of our men in Europe. Many of them have given up their lives; shall we at home withhold our money? Shall we spare our dollars while they spare not their very lives?

"THE AMERICAN'S CREED"

"I believe in the United States of America as a Government of the people, for the people, by the people; whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign nation of many sovereign States; a perfect union, one and inseparable; established upon those principles of freedom, equality, justice and humanity for which American patriots sacrificed their lives and fortunes. I, therefore, believe it is my duty to my country to love it; to support its Constitution; to obey its laws; to respect its flag and to defend it against all enemies."

A Parisian has invented roller skates propelled by a one-quarter-horsepower gasoline motor, the fuel tank being carried on the wearer's belt.

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Values up to \$10.00
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TO THE YOUNG MEN OF AMERICA

"How can I render the most valuable service to my country during the period of the war?" Every young man over eighteen is asking himself this question.

The War Department has just offered a new answer to the question. They say: "Enter college if you are fitted to do so, or return to college if you are already enrolled, and enlist in the Student Army Training Corps."

By enlisting in the Student Army Training Corps you will become a member of the United States Army. You will receive a uniform and be given military drill under different officers detailed by the War Department. During the early part of your course you will receive ten hours of military instruction a week, six of which you will be drilled rifle practice and other outdoor training and four of which will be academic work, for which military credit is given, such as mathematics, English, foreign languages, history, science, etc. You will be carefully rated both by the college authorities and by the military officers who will help you to discover a special line of military service for which you have the greatest capacity and preference. Later in your course you will have an opportunity to specialize in a branch of training designed to fit you to become an officer of field artillery, medical or engineer officer, an expert in some technical or scientific service, and so on.

During the summer you will have an opportunity to attend a summer camp for intensive military training. Your traveling expenses to and from camp will be paid and you will be on active duty under pay and subsistence by the War Department.

As a member of the Students' Army Training Corps you will be subject to call to active duty at any time in case of emergency. If you desire to enter active service before completing your college training, transfer to active duty may be arranged through military channels with the consent of the military officers at the college and of the college officials. It will be the policy of the Government, however, to allow you to remain in college until you complete your course.

Previously there have been two methods by which a young man might enter the National Service. He might either enlist voluntarily as a private in the army or a seaman in the navy, or he might remain in civilian life until called to active service at the age of twenty-one under the Selective Service Law. The Student Army Training Corps repre-

sents a third method of entering the service which has special advantages for young men fitted to go to college.

For further information concerning the Student Army Training Corps apply to any college which you desire to attend or to the Committee on Education and Special Training, War Department, Washington, D. C.

THE NEW CALOMEL IS HARMLESS AND DELIGHTFUL

All Sickening and Dangerous Qualities Removed—Medicinal Virtues Vastly Improved—New Variety Called "Calotabs."

Science has given us smokeless powder, colorless iodine and tasteless quinine—now comes nausealess calomel, a new variety known as Calotabs, that is wholly delightful in effect, yet more effective than the old style calomel as a system-purifier and liver-cleanser.

Your doctor prefers calomel above all other medicines, as it is the best and only sure remedy for biliousness, indigestion and constipation. Now that calomel is delightful to take, everybody is asking for the new variety, Calotabs. One tablet at bedtime, a swallow of water—that's all. No nausea, no griping, no danger. Next morning you wake up feeling fine, your liver cleansed, your system purified. Eat what you please—no restriction of habit or diet.

Calotabs are sold only in original sealed packages, price thirty-five cents. Your druggist recommends and guarantees Calotabs.

(adv)

THREE LIBERTY LOAN CAMPAIGNS IN NEXT YEAR.

Three Liberty Loan campaigns, each for \$5,000,000,000 or more, are planned by the Treasury Department within the next year, according to information from Washington. As has been officially announced, the first campaign will open September 28 and the other two will probably follow in February and June. This programme will be necessary, it is explained, to provide the \$16,000,000,000 which officials estimate will be required in addition to the \$3,000,000,000 provided by the new Revenue Bill now being drafted.

TO IMPROVE YOUR DIGESTION.

"For years my digestion was so poor that I could eat only the lightest foods. I tried everything that I heard of to get relief, but not until about a year ago when I saw Chamberlain's Tablets advertised and got a bottle of them did I find the right treatment. Since taking them my digestion is fine."—Mrs. Blanche Bowles, Indiana, Pa. (adv-ug)

The salary of the President of Switzerland amounts to \$2,200 a year, with an additional \$3,000 for expenses.

The Pendleton Shop

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may both derive satisfaction by having their worn and soiled garments cleaned by us. The cost is nominal, while the pleasure of wearing old clothes that have the appearance of new, in conjunction with the knowledge that you are effecting a great thing, must surely satisfy you. A phone brings us.

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