

# WORLD NO PLACE FOR PESSIMISTS

### Dr. Madison Swadener Talks on "Is Life Worth Living" at Ad-Sell Banquet—Papers as Aid in Getting Results.

Pointing to the inventions and discoveries which have revolutionized the mode of living and packed the experiences of ten of the Colonial years into one of the 20th century, as evidences of the initiative in man which puts the zest into life, Dr. Madison Swadener, of Indianapolis, delivered a powerful inspirational address to the members of the Ad-Sell league at the monthly banquet in the Oliver hotel Tuesday night.

Optimism was the keynote of Swadener's address. "It's bad weather for the pessimist" was the theme of the discourse which was delivered in the form of an answer to the question "Is Life Worth Living."

It was "Goshen Night" for the league and the Goshen delegation had manifested the spirit of the times as epitomized by Dr. Swadener, in the preparation and presentation of the program of the evening. Goshen dominated the evening.

The main dining room of the hotel was profusely decorated with Goshen pennants and in the Turkish room the Rogers band furnished selections during the dinner. In addition Miss Florence Nightingale Wallam of Goshen sang two songs, accompanied by Mrs. M. C. Dove, jr., drawing such appreciation that she was obliged to respond to encores. Fonic, a character entertainer of Chicago, also contributed several songs and a monologue which were appreciated.

The coming events. Pres. Crowbridge, as toastmaster, gave the members a fore-taste of coming programs in his opening announcement. Gov. James M. Cox will be the principal speaker at the December dinner of the club, when the Mishawakans will have charge of the program. At the January meeting, Barrett O'Hara, lieutenant governor of Illinois, will be the speaker, with the program in charge of the Elkhardtians. The Laporte members will prepare the February program when Charles the February program when Clarence speakers.

An interesting feature of the meeting was an impromptu debate on the relative merits of various advertising mediums which occurred in the discussion following the report of I. W. Ellis, chairman of the club, who is chairman of the committee of the league. The value of manufacturers' co-operation with the dealers in advertising campaigns was also discussed.

Ellis ventured the statement that so-called program advertisements should be classed as "semi-charitable, unproductive and not worth a whoop." In replying W. K. Lamport took issue with Ellis by pointing out the value of "good will" attained through the placing of such advertisement. He admitted results would not accrue to national advertisers.

The importance of local newspaper advertising to supplement campaigns in national mediums was also dwelt upon in the discussion. One member submitted as a concrete example his own experience. He had been moved to ask for a new brand of cigar which was being extensively advertised in a well known national weekly. His regular dealer did not keep the brand, his first impulse was stayed and he was content to let the new brand go untried. Three dealers in his own town were selling the cigar for which he called. A line in a local newspaper announcing this would have clinched the customer so nearly won, he declared.

Edward M. Skinner, credit manager of Wilson brothers, Chicago, who was to have spoken on "The Use and Abuse of Credit," was unable to attend. C. M. R. Hueske, of the Studebaker corporation, who recently returned from South America, in a brief address, pointed out that United States manufacturers are being outclassed by Europeans in the bid for South American business, largely because of the lack of American ships engaged

in the trade and the absence of treaty relations with the various countries. Joseph M. Farrell, chairman of the Goshen committee which prepared the program gave a short talk on the city and its enterprises. The others who helped prepare the program were Mayor S. F. Spohn, R. B. Kelly, George Richardson, John Banta, O. M. Kinnison, George Mutchler, George B. Slate.

# Theatres

### "THE GIRL OF THE WOODS."

This two-reel Victor subject, written by C. H. Hoady, and produced by H. L. Solter, is a remarkably strong and entertaining number. Florence Lawrence, the recent acquisition of the Universal forces, gives us a life-like picture of a girl reared in the wilds. She battles for an existence among the rough men of the community. Her love for the young artist was a real and tragic thing. The background above the ordinary, and the direction good. The story moves smoothly and there is no abatement of interest, the strong personality of Miss Lawrence being shown to the best advantage. A strong feature number. A Keystone comedy "Fatty at San Diego," will also be shown at the Surprise today.

### FRANCIS SAYLES' PLAYERS.

The Francis Sayles' Players, an organization of the east, will open an engagement at the Auditorium theatre next Sunday afternoon, when they will offer for the first time here Chas. Klein's greatest success, "The Lion and the Mouse."

### ORCHESTRA COMING.

The visit of the Cincinnati Symphony orchestra tomorrow night promises to be the great event of the musical season, outside the annual festival. This famous orchestra, under the direction of Dr. Ernst Kunwald, will come direct from Detroit where they play tonight in the great armory, with their entire quota of 85 musicians, and will give probably the best musical program ever presented to a South Bend audience. Emil Herman, violinist, and concertmaster of the orchestra will be the soloist. He will play with the orchestral accompaniment the Bach Concerto for violin and orchestra.

Much interest has been manifested in the event and the tickets have been selling fast. Wednesday the sale is carried on at the Elbel music store. Thursday patrons may get seats at the box office of the high school at the main entrance. The box office will be open all day.

### AT THE ORPHEUM.

For the benefit of the holiday crowds a special matinee will be given Thursday at 2 o'clock, at the Orpheum in addition to the three other regular performances. Good comedy and lots of it, tuneful musical numbers and novel vaudeville specialties will be the features of this program, which had been booked for the last half of the week.

Rice and Cady, experienced German comedians of the old school, but with a new line of patter and songs will make merry with their lively repertoire of songs and nonsense. Rice and Cady begin where Weber and Fields left off and as they know how to sing funny songs their act is always a sure fire hit.

Sharing honors with the human performers are Savoy's acrobatic bull terriers. This act was the headline feature of the recently opened Elkhardt Orpheum and those who saw the bill speak in highest praise of their work. They do not do the ordinary dog tricks but are genuine acrobats performing with intelligence and skill and finish with a football game in which the front rows of the audience always gladly participate.

A new and interesting comedy sketch, "A Lesson Reform," will be presented by Florence Modena and company, which has received excellent notices elsewhere. The well known black face comedian, Arthur Rigby, will present his new monologue, with songs, and the three roller skating ex-

### HARD COLDS

When they first come, the best time to break them up. One standard remedy—Ayer's Cherry Pectoral. Sold for 70 years. Ask Your Doctor.

perts, led by Grace Ayer, will round out a pleasing holiday bill.

### AT THE MAJESTIC.

"Two Merry Tramps" will be the Thanksgiving offering by the Angel Musical Comedy company, at the Majestic beginning Thursday. With Arthur Angel and Frank DeVoe as the merry sons of rest, the fun is bound to be continuous. There is a well connected and interesting story and the lines are witty and amusing. The new song numbers are many and Ivy Evelyn will offer several ballads heard here for the first time. The merry making choristers will add to the enjoyment, appearing frequently in a variety of novel costumes and dances. This is the tenth week of this popular girl-and-music organization and their success has been made by offering a satisfactory brand of humorous theatrical entertainment at small prices.

### NERVOUS AND SICK HEADACHES.

Torpid liver, constipated bowels and disordered stomach are the causes of these headaches. Take Dr. King's New Life Pills, you will be surprised how quickly you will get relief. They stimulate the different organs to do their work properly. No better regulator for liver and bowels. Take 25c and invest in a box today. Recommended by all dealers.—Advt.

Worry is the mother of sick, nervous and troubled mentality, upsets the entire physical system. The body is a network of nerves. Hollister's Rocky Mountain Tea soothes and refreshes the entire system. Try it tonight. Tea or Tablets 25c. Coonley Drug Store.—Advt.

### EYES EXAMINED

And Headaches Relieved without the use of Drugs by



### H. LEMONTREE

South Bend's Leading Optometrist and Manufacturing Optician. 22 1/2 So. Michigan Street. Phone 604. Hours 9 to 10:30 A. M. Sundays from 9 to 10:30 A. M.

# MAJESTIC THEATRE

That Popular Little Playhouse  
TENTH SUCCESSFUL WEEK.

THURSDAY, FRIDAY, SATURDAY.  
The Angel Musical Comedy Co. Presents  
THE BIG LAUGHING SHOW  
"Two Merry Tramps"  
With Those Two Funny Boys,  
ARTHUR ANGEL AND FRANK DEVOE,  
As HAPPY HOBOES—Plenty of Songs and Dances.  
NOTHING SUCCEEDS LIKE A WINNER.

10c ALWAYS THREE REELS OF MODERN MORAL PICTURES 10c

### NEARLY EVERY CHILD HAS WORMS.

Paleness, at times a flushed face, unnatural hunger, picking the nose, great thirst, etc., are indications of

### AUDITORIUM

TONIGHT, MATINEE TODAY.  
Special Matinee Thanksgiving.

### THE HEIR TO THE HOORAH

A Western Play.

SEATS NOW FOR THE WEEK

worms. Kickapoo Worm Killer is a reliable, thorough medicine for the removal of all kinds of worms from children and adults. Kickapoo Worm Killer in pleasant candy form, aids digestion, tones system, overcomes constipation and increasing the action of the liver. Is perfectly safe for even the most delicate children. Kickapoo Worm Killer makes children happy and healthy. 25c. Guaranteed. Try it. Drug stores or by mail. Kickapoo Indian Medicine Co., Philadelphia and St. Louis.—Advertisement.

### AMERICAN THEATRE

SOUTH BEND'S FOREMOST PICTURE HOUSE.

# THE OLIVER TONIGHT

Matinee Daily.

SEE THE SOUTH POLE WITH YOUR OWN EYES!

The World's Most Thrilling Motion Picture Record of Amazing, Astounding, Actual Adventures.

## THE GLORIOUS, UNDYING STORY OF CAPTAIN SCOTT'S South Pole Expedition

By Herbert G. Ponting, Official Camera Artist.

In Louisville, a week ago, the "Herald" said: This is a magnificent exhibition—a moving picture in more than the technical sense. Not alone every grown-up but every child of the age of understanding should see these pictures, for they teach an unsurpassable lesson in courage and sacrifice, in history and geography, and in a branch of zoology hitherto unknown.

PRICES—Balcony, 25c. Orchestra, 50c.

ALL SEATS RESERVED.

DR. ERNST KUNWALD  
Conductor

# STANDARD VAUDEVILLE OF QUALITY.

# Orpheum THEATRE

THURSDAY, FRIDAY, SATURDAY.

THANKSGIVING WEEK—AN ALL-FEATURE BILL!

RICE & CADY Funniest of German Comedians with Bundles of Laughs.	SAVOY'S BULL DOGS Rapid Fire Acrobatic Act with Three Able Assistants.
FLORENCE MODENA COMEDY SKETCH, "A LESSON IN REFORM."	ARTHUR RIGBY WELL KNOWN BLACK FACE COMEDIAN.
GRACE AYER TRIO NOVELTY ROLLER SKATING.	

Evenings 7:30 and 9:00. Matinees Daily at 2:30.  
Big Double Matinee Thursday, 2:30 and 4:00 P. M.

# The SURPRISE THEATRE

THE HOME OF GOOD PICTURES

FLORENCE LAWRENCE Today

In THE GIRL OF THE WOODS..... Two Reels  
Remarkably strong and entertaining story.

FATTY AT SAN DIEGO..... Keystone Comedy  
Special Tomorrow

MISS WINIFRED GREENWOOD  
In THREE HOURS..... American  
Open Mornings and Noon Hour.

AUTO AMBULANCE SERVICE.  
**HIRAM C. KRIEGBAUM**  
FUNERAL DIRECTOR  
898 S. Main St.  
Phone—Home 6605; Bell 6005.

# VERNON

HOME OF GOOD CLOTHES  
C.B. STEED, MGR.

# CINCINNATI SYMPHONY ORCHESTRA

85—MUSICIANS—85  
Under Dr. Ernst Kunwald, Conductor.

# High School Auditorium

THANKSGIVING NIGHT, NOV. 27.  
EMIL HEERMAN, Violin Soloist.

## Tickets Now at Elbel's

Thursday at H. S. Box Office.—\$1.50, \$1.00, 75c.  
(Student Tickets 50c).

# OLIVER THEATER SATURDAY, NOV. 29

Matinee and Night

Return of Last Season's Musical Success

## Immense Company—Special Orchestra

# THE QUAKER GIRL

## WITH VICTOR MORLEY

Three Carloads of Scenic, Mechanical and Electrical Equipment. Stunning Chorus in Latest Paris Creations. The No. 1 and only Company.

### SALE OPENS THURSDAY, THANKSGIVING

