

SOUTH BEND NEWS-TIMES

THE NEWS-TIMES PRINTING CO., PUBLISHERS.

210 WEST COLFAX AV.

Entered as second class matter at the Postoffice at South Bend, Indiana

SUBSCRIPTION RATES.

Daily and Sunday in advance, in city, \$5.00 per year...

If your name appears in the telephone directory you can telephone your want ad...

CONE, LORENZEN & WOODMAN Foreign Advertising Representatives

SOUTH BEND, INDIANA, SEPTEMBER 25, 1915.

HONEST ADVERTISING AGAIN.

It is encouraging to observe the Ad-Sell league, reorganized Thursday night, for the coming year, taking the stand that it is for honest advertising.

Article IV, Sec. 4.—The name of any member of the league who makes, publishes, disseminates, circulates or places before the public or causes directly or indirectly to be made, published, disseminated, circulated, or placed before the public any advertisement of any sort which contains a representation or statement which is untrue or deceptive or misleading, may be brought before the board of governors; and, if the member is found guilty of any of the above offenses, his membership in the league may be forfeited.

Which is rather far-reaching for anyone who values his membership in the league. We trust it will not serve to break up the league altogether, which, but for the improvement that has been made in recent years, would look like a quite unqualified certainty.

And as the confidence grows, advertisers realizing the superior effect of it, naturally feel the necessity of protecting it. It is a confidence that should not be allowed to be imposed upon by a few advertising slysters who care nothing for truth, but are humbugs without reserve.

"You can fool all of the people some of the time, and some of the people all of the time, but you can't fool all of the people all of the time," said Abraham Lincoln in one of his debates with Stephen A. Douglas, and time has proven the correctness of it.

Putnam T. Barnum also said, "The American people like to be humbugged," which has been proven true, but it is an adage that depends constantly upon a new grist of fools—the newborn of the everyday. Men and women object to being stung twice by the same bee in the same place, and successful business in these latter days, depends not only upon the getting of new customers, but upon being able to hold them. It is here that honest advertising counts. It begets confidence and the future is secure.

Uncle Sam is making real progress in chemical lines. The famine in dyestuffs which has so greatly inconvenienced American industries since the war began is already finding relief. The First National exposition of Chemical Industries at the Grand Central palace in New York shows that about 50 important colors are now being produced in quantities that will soon make the United States independent of Germany.

At present everything tends to encourage the development of the busi-

Germany first cut off the nation's food supply. The utmost efforts of the relief commission and the utmost generosity of the outside world will be required to keep the nation from starving next winter.

"The problem becomes more difficult every day," says the chairman of the commission. "The number of destitute has increased from 1,000,000 last October, to 2,750,000 in June, and now grows at the rate of 200,000 a month. And our resources, large as they are, can not keep pace with the need if the charitable public loses interest in our work."

It is surprising, too, to hear that out of the \$50,000,000 spent for the first eight months of the commission's work, the people of the United States only contributed \$6,000,000 in money and food supplies. This, to be sure, is a large amount, perhaps the largest ever given by one nation for any philanthropic purpose.

"The continued support of America," says Chairman Hoover, "is necessary, too, to provide the commission with the moral prestige it now possesses in the sight of the warring powers." That support, both in money and in sentiment, should be as generous now as it was last fall.

Editor News-Times: I'd like to see the same privilege of securing a loan extended to Germany that is given those British and French commissioners. Why not?—A pro-German reader.

No privilege has been extended to anybody. Germany is as free as anybody to borrow in America. In fact, it is estimated that Germany has already borrowed some eight million dollars over here. There is much stir over this Franco-British commission's visit because it proposes to get a vast sum out of American banks and spend it on American material and wages.

John Wanamaker, jr., of Philadelphia, member of Union League, Raquet club, and all that, has been sued by Lucille Storer, of New York city, for \$100,000 breach of promise of marriage damages, and the courts have got to decide a nice question, because the suit is based on Johnnie's not having married her "within a reasonable time," as he promised.

Now, what, in the name of the little god Cupid, is an unreasonable time between asking the girl and leading her up to be shackled in the holy chains of matrimony.

Lucille swears that Johnnie proposed on June 11, 1912. Is there three years and a quarter unreasonable? Remember that Johnnie is a Philadelphia and, hence, what might look like three hours to you might wear the aspect of three years to him.

John D. Rockefeller, when urged to comment on the allies' war loan, replied in verse, as follows: "A wise old owl lived in an oak, The more he saw, the less he spoke; The less he spoke the more he heard, Why can't we all be like that bird?" Oh, well, we can't all be Rockefeller.

THE MELTING POT COME! TAKE POTLUCK WITH US.

IN a moment of aberration from business the other day we played George O'Neill's course at Beverly. In the morning we took a nibble at it, by going over the first nine holes, and let it soak in our mouth. It felt such a good flavor that we tried 18 holes after lunch, and then as a sort of dessert ordered nine more. By that time the sun was down and the candles refused to work in the dark. All of which is intended to convey the meaning that Beverly is so fascinating we had to be pried loose, associated with the further significant fact that Beverly is George O'Neill's course, and George O'Neill is going to build the South Bend links.

O'NEIL had there what he will have here, something to work with. Nature had done a lot for Beverly, from the golfing and scenic standpoint, but it might have been wasted by a bungler. O'Neill used every natural feature at Beverly and may be trusted to do the same here. He can have his head when he comes here.

THE significance of fire prevention day, scheduled for Oct. 9, is caution. If inflammable material is exposed to fire it will burn, as sure as you're a foot high. It is therefore imprudent to put matches and gunpowder in the same package. If the matches should become irritated the powder will go off and start something.

Does He Expect to Come Back? (Washington Post.) For Rent—Furnished. Calumet, Ill. Thirteenth and Clifton Streets, N. W. Apply on premises. W. J. Bryan.

What the Papers Say MILITARISM OR DEMOCRACY. (Kalamazoo, Mich., Gazette.) When the preparedness extremists talk about universal military training for the United States, what do they mean? Conscription? If they mean a military conscription, why not say conscription?

THE TERRIBLE STRAIN. A correspondent, recently returned from Europe, says Germany has commenced to want for ammunition. He points to the Russian campaign as proof of this, claiming that the Austro-Germans are moving forward much slower than they did; that they still have the wonderful fighting machine and that the change of pace is due to delay in getting munitions.

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Furnish Your Yard The finest house must have furniture— The finest grounds must have shrubs and trees— THE QUEEN OF ALL ORNAMENTAL SHRUBS IS Lakewood Japanese Barberry (Berberis Thunbergii) Every yard needs more Barberry. Plant between October 10 and November 20 for best results. Book your order now—Motor delivery to South Bend, Mishawaka and Elkhart free. Plants are delivered the same day they are taken out of the ground—All Lakewood Barberry is guaranteed to grow as it is native grown and acclimated. We retail Barberry at wholesale prices in St. Joseph and Elkhart Counties. Telephone your order now—Bell telephone Osceola No. 929. Lakewood Barberry Farm The largest Barberry farm in America. Jefferson Road, Opposite Osceola, Indiana. Fifteen carloads ready for Fall delivery at 15c to 25c the plant—usual 35c and 50c sizes. All stock State inspected and guaranteed.

You Pay Less For It Here, Investigate. The Feistkorn Co. 120 N. MAIN ST. EYES EXAMINED and Readings referred without the use of drugs, by H. LEMONTREE South Bend's Leading Optometrist and Manufacturing Optician. 225 1/2 S. Mich. St. Open till 6 p. m. Home phone 6501. Sundays from 9 to 10:30 a. m. by Appointment.

CLEAN THE ELECTRIC WAY After vacations are over and the more strenuous task of house-keeping is again taken up, what a relief it is to know that with the aid of electricity the housecleaning "bug bear" is forever eliminated and brooms are banished to the basement where they properly belong. Think of the hard labor of sweeping and dusting which one of these little life savers absolutely obviates to say nothing of the better, cleaner and more sanitary conditions of the atmosphere of the home where used. The cost to operate a vacuum cleaner is 3/4 of a cent an hour and once purchased it will last indefinitely with proper care. Indiana and Michigan Electric Co. 220-222 West Colfax Ave. Bell 462 Home 5462 USE ELECTRICITY THE QUALITY LIGHT