TALK OF TRUTH EMBLEM IN ADS.

Advertising Clubmen, the Guests of Carlock, Favor Distinctive Mark.

"An emblem for the use of Adclub members, typifying truth in advertising backed by the club and guaranteed by it, will put the Adclub on the map and will be one of the greatest things for the local advertiser that has ever been started."

With these words M. P. Carlock, president of the El Paso Adclub, at a dinner given by himself to the directors of the club, Tuesday night, at the Sheldon hotel, exhibited an emblem which he had had designed, showing the state of Texas on a light background, with a star representing El Paso, and the word "Truth" across the state with the torch of truth flaring through it. The greater part of the session was devoted to the discussion of the adoption of such an emblem.

Members Favor Idea.

J. E. Benton, former president, said: "I believe that if the club is to set behind such an emblem it should do so with a full guarantee, as in such a case the guarantee is everything. We must be able absolutely to guarantee the truth of every statement made in the advertising of our members."

"Before the idea is put up to our members," said Scott White, "I believe that we should investigate fully its legal aspects and find out just to what extent we could force members resorting to untruthful advertising to rectify their errors. The idea itself I believe is a splendid one, and will do more good for the buying public than anything which has yet been devised. The adoption of the emblem will make membership in the Adclub worth something, and we can afford to increase our dues."

Strong For Guarantee.

W. R. Schutz advocated the publication of a list of Adclub members, qualified to use the emblem in their advertising, and said he was "strong for the guarantee."

H. B. McClintock said that the emblem would make all advertising more valuable, and was in favor of an ironclad contract with the club to be signed by each member before he would be permitted to use the emblem.

"It will be one of the biggest things in advertising in El Paso," was the opinion of A. H. Fraser.

"The trouble in handling the proposition will come from the small advertiser," said Reuben Weinstein. "It will mean the elimination of fake sales, and the life of the El Paso Adclub."

William R. Winch stated that the emblem would raise advertising prestige 50 percent.

Charles Shaffer was elected business manager of the club. At the conclusion of the dinner, the entire party accepted the invitation of Mr. Winch to see Mary Pickford as his guests.

J. H. Segall, only director not present, was reported sick.

Intimate That Gary System In Schools May Go

Trustees Suspend Election Of 50 Teachers; Reelect Elementary Ones.

While passing on primary school teachers for next session, the city school trustees, in session Tuesday evening, strongly intimated that abolition of the Gary system might be the outcome of its investigation.

After deciding on a number of salary adjustments, increases from $75 to about $100 in nine months' pay being granted, the board reelected for next session the entire teaching staffs of the elementary schools, except special teachers who form the distinctive part of the Gary system.

Haven't Regular Certificates.

As to those, it was decided to suspend action for the time being. They number about 50, it was said, and if the Gary system is abolished, a number of them will have to be eliminated from the system, because they have not regular teaching certificates.

Trustees Roy M. Walker and John G. Lowman were appointed a committee to attend to repairs needed on the roof of the Alta Vista school building, and trustees Walter S. Clayton and Lowman were appointed a committee to attend to improvements at Highland Park school.

The board granted permission to the local Red Cross to use sewing machines at Alta Vista school.

WELCOME WAITS BANKERS, 17TH

Commerce Chamber to Entertain Them at Opening of Federal Branch.

Elaborate plans are being made by the chamber of commerce to entertain the visiting bankers who will be here on June 17 to attend the opening of the El Paso branch of the federal reserve bank of the 11th district, according to reports made at the regular semi-monthly meeting of the commerce chamber directors, Tuesday night. The dinner is to be held at the Paso del Norte hotel and will be the regular monthly dinner of the commerce body.

"El Paso has a wonderful opportunity to be one of the most important transcontinental road centers in the United states," W. G. Roe, president of the El Paso Automobile club, told the directors. Four organizations, the Bankhead national highway, the United States Good Roads association, the Ozark trail association and the Dixie overland highway, are all interested in El Paso. "Now is the time for the chamber of commerce to go ahead and get every road convention next year. This can be done if the chamber will go it and work with its good roads committee," said Mr. Roe.

Can Get Dixie Headquarters.

With reference to the Dixie Highway, Mr. Roe said, El Paso was the center of all new work and this city could secure the headquarters of the association with the expenditure of little effort and he advocated that the chamber of commerce become a member of the four associations and, following this, go after the conventions and headquarters of the Dixie road. El Paso is the logical place for the location of the headquarters, Mr. Roe said, and he told the directors he thought good paved roads running into El Paso would not only give the city a great amount of good advertising, but would also mean that a large number of people would be here every year. Mr. Roe is vice president of the U. S. Good Roads association.

100 Members Wanted.

Mr. Roe told the directors that the chamber of commerce had agreed to secure 100 members for the Ozark trail, aggregating $500 in fees. A letter to this effect from C. M. Harvey was read. Mr. Roe also told of the way the people at the Bankhead convention held at Little Rock, Ark., had stood by El Paso. He said El Paso's big fight was at Texarkana, but after leaving there all of the members of the convention wanted to know what El Paso wanted. The delegates at this convention, he said, spoke more frequently of El Paso than of any other city did of the Texas delegation's desires. At Texarkana, he said, the delegates from Fort Worth and other Texas cities were strong for El Paso and at every good roads convention the El Paso delegation had come home "with the bacon."

Arizona Men to Come.

Following Mr. Roe's talk the directors unanimously voted to take six life membership in the four organizations and to do all they could to assist the good roads committee to secure the different conventions for this city. A convention of the good roads committeemen of Douglas, Tucson and Bisbee, Ariz., will be held in El Paso at an early date and at this convention plans for routing the several roads the better way will be discussed.

Newman Donates 10 Lots.

It was reported that the committee on the Baptist sanatorium had secured about $17,000 for the purchase of the Mt. Franklin County site. A letter from C. M. Newman was read, announcing that the Newman Investment company was donated to the chamber of commerce, ten lots in Mesaing Side addition for the sanatorium fund. It was stipulated in the letter that the lots were being donated to be used to help make up whatever deficit there existed after the committees had completed collections. In event of the total amount being collected, the lots are to be sold and the money received from them to be apportioned to those who subscribed to the fund.

Helping Food Administration.

Following the reading of a letter from H. Work Steele, personal representative of Herbert Hoover, on the staff of S. A. Peden, the directors agreed to furnish $100 a month to help defray the expense of Charles N. Bassett, district food administrator. It was reported at the meeting that Mr. Bassett is paying all his expenses and the directors thought the chamber of commerce should help him.

Ask Help For Council.

Herman Andreas, J. W. Kirkpatrick and O. C. Coles compose a committee to confer with the city and county officials to see if they will assist the county council of defense. It was stated that the county chairman, Winchester Cooley, is at considerable personal expense in connection with his office and an effort is to be made to have the city and county help meet it.

On motion of J. W. Kirkpatrick, seconded by G. A. Martin, it was agreed to have accounts of the chamber audited. Mr. Martin suggested that bids be asked for the work, members of the chamber of commerce only being asked to bid.

To Boost New Tractor.

The Fordson tractor that is being distributed from this city throughout Texas, Arizona and New Mexico will be exhibited at the chamber of commerce building, and posters calling the attention of farmers of the west that the tractor is on exhibition are to be printed and distributed. J. W. Kirkpatrick, the distributor, reported to the directors that he would also handle from this city a large number of other agricultural implements for use with this tractor.

May Make Hay Baler Here.

Herman Andreas told of a hay baler that is to be manufactured soon, probably in El Paso. It is a new invention and will revolutionize the hay baling industry, Mr. Andreas said. The matter was referred to the manufacturing committee.

The directors voted $120 to apply on the bills that were contracted by J. F. Colley and M. Lippman in the organization of company A, First Texas infantry. This money was on hand from a sum granted by the city council several months ago.

Biggest Crop Reported.

W. S. Crombie reported that the farmers of this valley have the biggest crop in history, and suggested the chamber of commerce go on record as advocating the use of valley products for canning purposes. Mr. Crombie said there is a variety of cherries to be secured at Mountain Park that can be preserved without the use of sugar.

Promotes Flag Day Exercises.

Mr. Martin reported that the Flag day exercises, June 14, will be held at night in Cleveland square, under the auspices of the local B. P. O. Elks and the citizens of El Paso and the chamber of commerce are asked to assist.

The application of James D. Lewis, of the Hendricks sanatorium; F. C. Theide Lumber company; F. W. Williams and Sam Lawder for class C memberships were received and approved.

El Pasoans Buying Coal.

El Pasoans are responding wonderfully well to the request of the fuel administrator that they buy their winter's coal now, J. M. Wyatt, fuel administrator, reported. Several of the directors said they had learned coal was short, but the dealers had agreed to deliver it at the prevailing price at the time the coal was ordered.

The directors were invited to be present at the dedication of the swimming pool at Fort Bliss Saturday afternoon at 2:30 o'clock. Special exercises are being arranged.

Those who attended the meeting were O. C. Coles, O. J. Buford, G. A. Martin, M. A. Warner, W. H. Shaffer, J. W. Kirkpatrick, Joseph A. Wright, Herman M. Andreas, John M. Wyatt, W. S. Crombie and T. H. Rogers.

AN ALLEGED BOOTLEGGER IS RELEASED ON BOND

George Berley, arrested here June 6 by the department of justice on a complaint alleging that he had shipped intoxicating liquor into the state of Arizona, in violation of the Reed amendment, has been released on $500 bond, by U. S. commissioner Samuel L. Kelly, for his appearance before the federal court at Tucson, Ariz., on November fourth.

It is alleged in the complaint that Berley shipped liquor to the Byrne Ray-Cadillac company at Tucson, Ariz. According to information received here, the case, and corroborated by the local department of justice, Robt. Byrne, consignee of the shipment, has been arrested at Tucson.

Fear of Being Afraid Is Shell Shock Definition

Eugene, Ore., June 12.—Students of the department of psychology at the University of Oregon are studying "shell shock." Not having any direct experience with it, or opportunity to study actual cases, some of their conclusions are interesting. For instance:

"Shell shock is a combined product of a number of things: Fatigue of military service at the front, lack of perfect adaptation to military life, responsibility, lack of sleep, irregularity of meals and the constant suppression of the fear of being afraid."

Girls As Sheep Herders Since Men Go To War

Cheyenne, Wyo., June 12.—Herding sheep—the loneliest job in the world—is the latest industry to attract women. Wrangling ranchers have given so many men to the war that sheepherders are very scarce. Hence Misses Lulu Munson, Belle Pattison and Grace Keenan, Campbell county lasses, have become shepherdesses at a wage of $60 a month and "found." They have been employed by D. J. Reno, and each girl acts as guardian to 2500 "woollies." These girls are said to be the first feminine sheepherders in the United States.

Barber Talks Himself Out of His Friend Wife

San Francisco, Calif., June 12.—Mrs. Edna Ross sued for a divorce from Frank R. Ross, a barber, and testified that he made married life a burden by his constant talking. The plaintiff alleged that from the time her husband entered their home after work until sleep overcame him at night, he talked continuously, following her as she hurried from one room to another to escape his conversation. The decree was granted.

THE DAILY RECORD.

Deeds Filed.

El Paso County—Laura Odee to United States of America, a tract of land one and three-quarters miles northwest of Clint, $274; June 4, 1918.

Alexander Addition—Edward M. Whitaker to C. L. Galloway, south half of lot 18, in block 169, on North Florence street, $700; December 6, 1917.

Rivera Addition—Mariano Investment company to Porfirio Hernandez, lot 18, in block C, $100; June 8, 1918.

Alexander Addition—Lee H. Orndorff to J. B. Love, lots 17 and 18, in block 224, on North Kansas street, $10; June 7, 1918.

Licensed to Marry.

Teofero Rubido and Juliana Escajida.

Albert C. Emmons and Helen B. Garr.

Store your coal now—it will help the government.

Held Bros. (Inc.)—Phone 38.—Adv.

DON'T DO THIS—

Don't bother your Father and have him come down on you with an unnecessary lecture on thrift and extravagance. He doesn't understand the exigencies of modern city life, and probably would not appreciate your position.

Just come to and leave your Diamond Pin, Watch or other valuable with us and we'll supply the money to tide you over the crisis in your affairs. No red tape or embarrassing questions—just a simple business proposition easily carried out.

Confidential loans at lowest rates on Watches, Diamonds, Liberty Bonds and other valuables.

SECURITY LOAN AND JEWELRY CO.

Be sure of the right place Corner of San Antonio and El Paso Sts.

THE NEW CALOMEL A PERFECT SUCCESS

Calotabs, the newly perfected calomel, is absolutely purified from all of the unpleasant, sickening and dangerous qualities of the old-style calomel. The new Calotabs are rapidly taking the place of the old-style calomel tablets, as they are much more effective as a liver cleanser and system purifier, yet are entirely free from all objectionable qualities.

The new Calotabs are sold only in original sealed packages; price, 35c. Your druggist recommends and guarantees them.—Adv.

Itching Rashes Soothed With Cuticura

All Druggists; Soap 25, Ointment 25 & 50, Talcum 25. Sample each free of "Cuticura, Dept. 2, Boston."

The Big Piano House

Jenkins Piano Co.

211 Texas St.

WHITE SHINOLA FOR WHITE SHOES

A lily white finish that leaves no yellow tinge.

Retains the natural grain of leather. Does not fill the surface of fabric.

ASK NEAREST STORE FOR BLACK—TAN—RED—WHITE SHINOLA

At The WHITE HOUSE Thursday

Anniversary Sale

Continues All Week

EVERYTHING ON SALE

SEE WINDOWS

NOTHING IN THE WHITE HOUSE STOCKS IS RESERVED! No matter how seasonable the article is, no matter how new it is, you'll find it in this sale at practically WHOLESALE COST. During ANNIVERSARY WEEK you may come and select whatever you desire at a price which carries NO PROFIT to us. Once a year "we give our profits to our patrons" to show our appreciation for their loyalty of the past. Thousands of shoppers came Monday and the attendance was almost as large yesterday. Below we feature just a few examples of the sensational values in the various departments. Sale continues all week. Buy now for present and future needs. EVERYTHING ON SALE.

"We Give Our Profits To Our Patrons"

$22.50 to $35 Silk Dresses $13.98

HERE'S an "Anniversary Sale" bargain that is exceptional to say the least. Made of Georgette crepe combinations and crepe de chines in light and dark colors. Some embroidered. All new styles for women and misses. $22.50 to $35.00 values. ANNIVERSARY PRICE..... $13.98 —2nd Floor

$40 To $60 Silk Suits $19.98

LAST CALL for these remarkable suit values. They can't last long at this low price. Made of satins, taffetas, brocaded moire, khaki kool and other silks in beautiful models. All sizes for women and misses. $40.00 to $60.00 values. ANNIVERSARY PRICE..... $19.98 —2nd Floor

EXTRA $2.50 to $3.50 Service Bags $1.48

A wonderful showing of women's silk service bags in new shapes. Fancy materials. Silk linings. $2.50 and $3.50 values. ANNIVERSARY PRICE..... $1.48 —Main Floor

EXTRA $7.98 Silk Skirts $3.98 —Basement

EXTRA Girls 50c Muslinwear 39c —3rd Floor

EXTRA $4.50 To $7 Underwear $3.98

A matchless sale of women's and misses' crepe de chine underwear consisting of gowns, Teddies and petticoats in tailored and lace trimmed models. Up to $7.00 values..... $3.98 —Main Floor

EXTRA $5.00 White Milan Hats $1.98 —Basement

EXTRA $5.00 White Pumps $3.49 —Main Floor

"WE GIVE OUR PROFITS TO OUR PATRONS". EVERYTHING ON SALE.

MAIL ORDERS "Betty — The Shopper" has made our personal shopping service famous throughout the entire Southwest. No matter what you desire—write "Betty."

THE WHITE HOUSE "The Store Of Service"

THRIFT STAMPS When you buy U. S. THRIFT STAMPS and WAR SAVINGS STAMPS you not only help your country, but you feather your own nest. Here's a chance to SERVE & SAVE.

Miner, Hearing Of War, Invests All In Bonds, Then Goes Back to Toil

Reno, Nev., June 12.—For five years Charles McNeale has been working a pioneer claim in the mountains of the Powder river country in Oregon, happily unconscious of the fact that virtually the entire world was at war. McNeale came out of his mountain retreat with $65,000 in gold. On learning the kaiser had made the universe the enemy the prospector attempted to enlist. He was too old. He then invested the $65,000 poke in thrift stamps and Liberty bonds, ordered a grub stake and returned to the hills.

Here's One Man Who Is Too Busy to See Movies

Oakland, Calif., June 12.—There is a man in Oakland who has never seen Mary Pickford smile, who doesn't know what the Charlie Chaplin walk is, and who has never seen Douglas Fairbanks leap from the second story window upon the back of his waiting steed.

James M. Koford, the man who admits only having seen one moving picture in his existence, is not soured at life, neither is he blind. He is assistant district attorney for Alameda county, and declares that the tragedies of real life keep him so busy that he has no time for the ones of reel life.

Lawn Mowers ground and sharpened by experts. Allen Arms & Cycle Co.—Adv.

Maude Dines On $20 And Meshbag, So Her Doctors Are Worried

Atlanta, Ga., June 12.—Mrs. W. W. Suttles, of this city, went to the zoo and got too close to "Maude," the big elephant. "Maude" reached over and picked Mrs. Suttles up with her trunk. Of course, she fainted, dropped her silver meshbag, knitting bag and everything in it. "Maude," seeing the nice looking mesh bag lying so near, gently laid Mrs. Suttles on the ground and proceeded to devour the meshbag, plus $20, the denomination of a bill therein. Now Mrs. Suttles, after recovering from her exciting experience, is trying to figure some way to recover the 20 bucks, while all the zoo specialists are closely watching "Maude" for symptoms of acute indigestion.

A Woman's Message to Women:

(TRADE-MARK)

CINCINNATI, OHIO, April 5, 1917.

"When I received your generous sample for my treatment, I was run-down, almost a wreck, could scarcely do my housework. I felt so bad I felt like giving up. My kidneys were weak, I had pain in side, was terribly bloated, my nerves and balance was gone; I felt your first treatment gave relief at once, and after using a few more treatments the dizzy spells went my back was all gone, the terrible pains in my side and the heavy feeling in my bowels disappeared, and I felt a new man or woman. I cannot express to you how well I feel, I would have had to send for a dropsical mixture, of which we do not know the outcome. If every suffering woman would use your remedy Opaline treatment which I so much owe, there would be fewer miserable children in the world, and there would be more cheerful, happy homes for men. Your remedy is marvelous in its effect on women of female weaknesses, there is always a cloud of gloom, your remedy, we truly a Godsend to suffering women. I feel it my duty to write to you, the charge that have made to me. Please print this if it will help any sufferer to recovery. Wishing you all success,

REV. T. G. CARTER, 203 Russell Ave.

Only A Woman Knows A Woman's Trials and Understands Her Need of Sympathy and Help.

That is why hundreds of women gladly testify to the value of Mrs. Summers' popular Opaline Home Treatment in relieving so much of the misery and suffering known only to womankind.

READER, if you are troubled with some of these special ailments of women—

SEND FOR A FREE TEN DAYS' TREATMENT

with illustrated, descriptive copy of "Woman's Own Medical Adviser," and test Mrs. Summers' Opaline Remedy for yourself, in your own home, without the knowledge or aid of anyone. You can afterward continue it you wish, at about 12c. a week. For twenty-five years women have reported it satisfactory and often superior to vegetable teaics and compounds. It is used by old and young and does not interfere with daily work. Write in confidence as your letter will be opened, read and answered by a woman. For the Free Trial, address,

THE SUMMERS MEDICAL CO., Women's Dept. T South Bend, Ind.

Mrs. Summers' Remedies are sold by many Druggists.

Cultivate To Full Capacity

It is the patriotic duty of everyone who has available ground, or can get it, to cultivate to full capacity. Many thousands of people will do so and be well repaid.

Prudence also sanctions the cultivation of the saving habit. *Start on account with the First National Bank.*

4% Interest Paid on Savings Accounts

THE FIRST NATIONAL BANK EL PASO, TEXAS

BANKING BY MAIL

EL PASO BANK & TRUST COMPANY.

A safe and convenient way to do your banking. We give special attention to accounts sent to us through the mails.

Our free booklet "Banking By Mail" explains our method of handling savings accounts and checking accounts by mail. A post card will bring it and you will be under no obligation.

We operate under the guaranty fund law of the State of Texas.

El Paso, Texas.

4%—Interest Paid on Savings Accounts—4%.