

How You Will Enjoy Reading by the Rayo Lamp

No tired eyes or eye strain from its soft yet brilliant, steady glow, which floods the center table so that all the family has a good light by which to read, sew or study.



For Best Results Use Perfection Oil

STANDARD OIL COMPANY (AN INDIANA CORPORATION) Chicago, Illinois

DEFENDS POPULAR REMEDIES

Speaker Says Newspapers Should Investigate Merits of Medicines Before Barring Advertisements.

That an organized attempt has been made to blacken the reputation of the popular family remedies of this country, and to mislead the newspaper publishers into rejecting the advertising of such medicines, was the charge made by Carl J. Balliett, of Buffalo, N. Y., at the convention of the Advertising Association at Detroit.

Mr. Balliett is a director of the Proprietary Association of America, which includes in its membership two hundred firms which make the popular prepared medicines of America.

Mr. Balliett pointed out that it is the duty of the newspaper publisher to refuse the advertising of any fake or fraudulent medicine, just as it is his duty to refuse any fake or fraudulent advertisement, but it is not right to shut down on all medical advertising because there have been some fakers, any more than it would be right to refuse to publish all department store advertising because certain stores have made a practice of lying about bargain sales.

Disease and death are mysteries. People who are perfectly well are skeptical. They laugh at the time-worn patent medicine joke, just as they laugh again and again over the many variations of the operation joke.

"The operation was a success but the patient died." This so-called humor has perhaps hurt the medicine business with well people, but when the hitherto healthy man feels a severe pain or illness, he immediately wants medicine, and will bless the cure whether it be at the hands of a regular doctor, a homeopath, an osteopath, a Christian Scientist or patent medicine.

There is nothing more deadly than disease; nothing more honorable than to cure it.

Mr. Balliett refuted the idea sought to be spread about that patent medicines are unpopular by showing that from 1900 to 1912 the amount of prepared medicines consumed in America increased from \$100,000,000 to \$160,000,000 annually.

He showed that, although the American Medical Association is trying as an organization to exterminate so-called patent medicines, the family doctor, individually, is not fighting them but prescribing them. He estimated that 40% of the prescriptions written by doctors today include proprietary medicines.

The writings of Dr. Harvey W. Wiley, he said, have also aimed to destroy confidence in proprietary medicines; but that Dr. Wiley's ideas are not infallible is shown by cases where his analyses were entirely wrong.

Mr. Balliett mentioned a case where, with all the power of the Government, he fought a preparation as being dangerous to health, and was ingloriously walloped.

There has been spread the idea that a clever faker can mix a few useless ingredients and, by smart advertising, sell tons of it and win sudden wealth;

whereas, as a matter of fact, the medicine business is notoriously difficult, and, where there has been one success at it, there have been a hundred failures. Any medicine which has no merit cannot live, because persons who are duped into buying it once will not buy it again, and the profit from advertising a medicine can only come from repeat sales to the same, satisfied people.

Therefore, any medicine which has been on the market for a number of years, and is still advertised, must have merit behind it to account for its success.

In conclusion Mr. Balliett declared that no newspaper is doing justice to its readers in the matter of medical or other advertising, unless it investigates, not only the wording of the advertisement offered for publication, but the merits of the article advertised.

He pointed out that the few newspapers who have been deluded into the policy of barring out medical advertising have adopted this general policy, rather than to form an investigation bureau of this kind which could, in a constructive and useful effort, investigate and decide what is a good product and what is a fraud, in not only the medicine business, but in every other business which advertises its wares to the public.

The audience seemed to agree with Mr. Balliett's ideas on the subject and the chairman decided the question at issue in his favor.

HAD CEASED TO BOTHER HIM

Self-Possessed Young Person Took Extreme Measures With Head-gear That Offended Him.

There is a certain young woman of Brooklyn who possesses a hat of which she is inordinately proud. It was a small hat originally, but the owner had increased its proportions materially by the addition of willow plumes attached to wire backbones.

Now, she wore this hat to a musty festival not long ago, and she felt very much dressed up. As she leaned over her chair, she felt a gentle tugging at the aforesaid hat from behind.

So she turned and said to a self-possessed young man in her rear: "Does my hat bother you?"

"Not at all," said the young man. She of the hat thought it over for a while. It occurred to her that perhaps she had been ungracious. Accordingly she turned again, this time with this query:

"Perhaps the plumes interfere with your view of the stage?"

"At first they did," confessed the self-possessed young person, "but I bent 'em down."

Of Like Nature. "What do you think of this swell press story?" "It's a gem."

Aches and pains would not be so bad if they didn't get busy at the wrong time and in the wrong place.

With Least Exertion

To do one's best work with comfort, body and brain must be in good condition. That requires proper food—food that contains all the elements that build brain and brawn.

Grape-Nuts

Is that kind of food!

Made of wheat and barley, it contains all the nutriment of these most nourishing grains, including those vital mineral salts—phosphate of potash, etc.—that are discarded in making white flour.

Long baking breaks down the starch cells of the grain and makes this food easily digestible by the most delicate stomach.

Economical, appetizing—

"There's a Reason" for Grape-Nuts

Vom Schauplatz des europäischen Völkerkrieges.

Trotz der überaus schwierigen Aufgabe, gleichzeitig auf verschiedenen Kriegsschauplätzen gegen einen der Zahl nach weit überlegenen Gegner den Offensivkrieg zu führen, sieht die deutsche Sache doch auf allen Linien gut. Die Verbündeten sind in dem Vorstoß der deutschen Truppen in das Herz Frankreichs wohl verzögert, aber nicht aufgehalten.

Von Küttich hinunter bis jenseits des Seineufertes von Tropes hatte sich der deutsche Anprall als unüberwindlich erwiesen, und Franzosen, Belgier und Briten slogen vor den eisernen deutschen Regen gleichermaßen wie Spreu auseinander. Es ist abern, die deutsche Schlachtlinie an der Lise als die Frucht einer deutschen Niederlage zu bezeichnen; sie vertritt vielmehr eine folgenreichere strategische Maßregel, die durch die Anspannung der deutschen Kräfte in einem Zweifrontenkrieg veranlaßt worden war.

Als Anfangs September die deutschen Truppen ihren rechten Flügel, der mit unüberwindlicher Gewalt bis Paris vorgedrungen war und die Engländer und Franzosen wie Spreu in die Hände vor sich hergehoben hatte, zurückzog, erhob sich bei den Alliierten ein Triumphgeschrei. Doch daselbe verflüchtete bald, als sich die vermeintliche Furcht als ein meisterhafter Rückzug in eine uneinnehmbare Verteidigungsstellung der Deutschen erweisen offenbarte. Und diese mit dem strategischen Gesicht gewählte Stellung haben die deutschen Streiter von Mitte September bis heute gegen die anstürmenden Alliierten behauptet. Die deutschen Heere haben sich das Gesetz des Handelns auch nicht einen Augenblick aus der Hand nehmen lassen; immer waren sie es, die dem Gegner die Bewegung vorstrebten, und die eigene Initiative der Verbündeten ist stets zu schanden geworden, ob sie sich nun in Frontangriffen oder in flankenmanövern verhielt.

Eiderlich wäre Frankreich schon vollständig abgetan, wenn nicht die bedeutenden Truppenverbände (5 bis 6 Armeekorps) nach dem östlichen Kriegsschauplatz aus politischen Gründen nötig geworden wären. Deutreich war in Gefahr, von den übermächtigen Russen erdrückt zu werden. Es zum Frieden und zum Abfall von Deutschland zu zwingen, soll im Plane der Alliierten gelegen haben. Der deutsche Kaiser erachtete es darum als seine Pflicht, dem Bundesgenossen in Galizien Luft zu machen, indem ein gewaltiger deutscher Vorstoß gegen die Russen in russisch Polen unternommen wurde.

Von vielen Seiten ist diese Sandlungsbewegung des deutschen Generalstabes getadelt worden. Da er den Sieg auf dem westlichen Kriegsschauplatz bereits in der Hand hatte, hätte er auf keinen Fall die Abgabe von Truppen nach dem Osten zugeben dürfen, wenigstens nicht, bevor in Frankreich ein ganz entscheidender Schlag gefallen wäre.

Deutschland hatte sich aber veranlaßt gesehen das Hauptgewicht seiner Waffen nachdrücklich auf den östlichen Kriegsschauplatz zu verlegen, weil es galt, zunächst die Befreiung der Provinz Ostpreußen von den russischen Barbaren und sodann einen entscheidenden Schlag gegen das russische Reich in Waffenbrüderchaft mit dem österreichischen Bundesgenossen zu führen. Und ohne Zweifel wird ein durchschlagender Erfolg der deutsch-österreichischen Waffen von weittragender Bedeutung, von wesentlichen Einfluß auf die in Aufbruch stehende Revolution, sowie auf andere bisher gegen die russischen Herrschaft drohende Staaten sein. Weist dieser Erfolg aber aus, so ist allerdings das Ende des Krieges zunächst unabsehbar, wenn es nicht etwa gelingt, John Bull in seinem eigenen Lande den Todesstoß zu versetzen.

In ihrem wochenlangen Verteidigungskampfe in Frankreich haben die Deutschen eine solche hohe physische und moralische Heberlegenheit über die Alliierten bewiesen, daß jeder Gedanke an die Möglichkeit eines Unterliegens als Kleinmüt zurückgewiesen werden muß. Tatsache ist, daß die zahlenmäßig weit überlegenen Alliierten absolut keinen Vorteil erringen konnten.

Nach dem Eintreffen von Verstärkungen aber tritt sofort der alte Offensivgeist in Erscheinung, dem die Verbündeten vergeblich handgelenkt sich bemühen. Wir sehen das an der Pfier, bei Ypres und Lille. Die Linie zwischen dem Kanal und Lille stellt den Punkt dar, an dem die Schlachtfrent der Verbündeten jedenfalls aus dem Angeln gebrochen wird.

Zwischen erlitt der Hauptfrontenfried John Bull, in seinen Kolonien, besonders in Skandinavien, aber auch in Indien verbreitet dürfte. Daselbst wird sich bezüglich Deutschlands wiederholen, sobald deutschseits die Eroberung Barfiquais gelingt.

Reinigkeiten von der Bundeshauptstadt.

Der Präsident nicht für Spezial-Sitzung des Kongresses.

Washington. Der Auszug von Kongressmitgliedern aus Washington scheint beendet. Unter den wenigen, welche hier geblieben sind, befinden sich einige Abgeordnete aus dem Süden, die in Fühlung bleiben wollen mit den Führern der Administration zu dem Zweck Hilfsleistungen zu fördern, wenn der Kongress in Dezember wieder zusammentritt. Die am Samstag durch den Abgeordneten Herrn ausgesprochene Meinung, es würde eine Extrasedion in November einberufen werden, hat lebhaften Disfussionen hervorgerufen. Präsident Wilson hat die Meinung Herrn's nicht kommentiert; in Administrationstreifen wurde aber gesagt, der Präsident beabsichtige nicht den Kongress zurückzuberufen.

Niedrige Zunahme der Ausfuhr von Lebensmitteln.

Washington. Der Export in Lebensmittel hat in dem Monate September im Vergleich mit dem vorigen Jahre eine niedrige Zunahme erlitten. Während im September 1913 Produkte im Werte von \$38,786,624 ausgeführt wurden, betrug dieser Export im September d. J. sich auf \$68,490,889. Weizen wurden im September d. J. 26,000,000 Bushel ausgeführt, wovon Frankreich 7,572,000 faufte, England 6,640,000 Bushel, die Niederlande 2,200,000 Bushel und das übrige Europa 5,390,000 Bushel. Mehr als 2,500,000 Bushel wurden nach Kanada ausgeführt, während Brasilien 580,000 Bushel erhielt. Mehr als 70,000,000 Pfund frisches Beef wurden im September d. J. ausgeführt, einmal so viel wie im September 1913; 3,000,000 Pfund Büchsenfleisch wurden ausgeführt, admtal so viel wie im September letzten Jahres. An Zucker wurden 52,290,773 Pfund verhandelt, gegen 5,924,540 Pfund im September vorigen Jahres. An fossigen Lebensmitteln steckte sich die Ausfuhr im September; Mais 1,152,043 Bushel (670,464); Safer 10,780,165 Bushel (318,928); Sofergrünte 2,842,222 Bushel (624,823); Reis 10,443,817 Pfund (1,486,995); Lachs 4,569,811 Pfund (2,849,669); Gerste 3,750,000 Bushel (200,000). Eine merkliche Abnahme ergab sich in der Ausfuhr von Rindfleisch und Schafen.

Weizenerte der Welt.

Washington. Nach den statistischen Berichten des Internationalen Instituts für Ackerbau in Rom, die herübergefabelt wurden, wird die Getreideernte in Deutschland und Rußland dieses Jahr geringer sein als im vorigen Jahr. In Preußen wird die Weizenerte dieses Jahr auf 91,000,000 Bushels (85 Prozent der letztjährigen) veranschlagt; Roggen 334,000,000 (90.6 Prozent weniger) Bushels; Safer 410,000,000 Bushels (90.7 Prozent weniger); Gerste 82,000,000 Bushels (81.2 Prozent weniger). In Japan wird die diesjährige Weizenerte auf 17,808,000 Pfund veranschlagt oder 13 Prozent größer als die vorjährige.

Kriegs-Anleihen in Sicht.

Washington. Die hiesige Regierung nimmt den Anleihen der kriegführenden Mächte gegenüber den Standpunkt ein, daß solche Anleihen als Privatgeschäft der betreffenden Mächte zu betrachten seien und daß die amerikanische Regierung sich nicht einzumischen habe. Diese Erklärung wurde aus autoritativer Quelle gegeben, nachdem bekannt geworden war, daß deutsche Finanziers eine Anleihe in diesem Lande planen ähnlich der \$10,000,000-Anleihe, welche von der französischen Regierung mit der National City Bank in New York und in ihr verbundenen Banken abgeschlossen worden ist.

Diese Erklärung der Washingtoner Regierung mag dazu führen, daß Rußland in den Ver. Staaten für etwa \$50,000,000 Borräte lauft, und Deutschland vielleicht in gleicher Höhe oder sogar für einen noch höheren Betrag Einläufe macht.

Vier Millionen arbeitslos.

New York. Nach den Berichten von autoritativer Seite sind in der Eisen- und Stahl-Industrie vier Millionen Menschen arbeitslos oder nur teilweise beschäftigt. Die Eisen- und Stahlwerke in dem Chicagoer Distrikt sind ungefähr zu 25 Prozent ihrer Kapazität beschäftigt. In dem Pittsburg-Distrikt sind 100,000 Eisen- und Stahlarbeiter ohne Beschäftigung, denn die dortigen Werke sind nur zwischen 25 und 40 Prozent ihrer Kapazität tätig.

Put That Pain to Use

The network of nerves in your body, like the network of wires in a burglar alarm system, gives quick warning when anything is going wrong inside. Looking at it in this way a pain is a useful alarm. Now, kidney weakness is a dangerous thing—a condition not to be neglected—and it is wise to know and pay attention to the early alarm signals of sick kidneys.

Backache is a common warning of congestion or inflammation in the kidneys. It may be dull, nagging pain, or a sharp twinge when stooping or lifting. There are likely to be disorders of urination, dizziness, headaches, and drowsy, despondent, tired feelings.

It is very hard to strengthen weak kidneys at first, but neglect invites rheumatic or neuralgic attacks, gravel, dropsy, and fatal Bright's disease. As a special medicine for weak kidneys Doan's Kidney Pills have been used for years all over the civilized world, and surely are considered reliable. The patient can always help the medicine immensely, however, by dieting lightly, using little or no liquor, tea or coffee, keeping regular hours and drinking lots of pure water.

True Picture Tells a Story



"I can hardly straighten up."

As to Doan's Kidney Pills, read the following enthusiastic endorsement by one who has tested them.

GAVE UP HOPE Weak and Discouraged with Kidney Ills

William Hough, 316 Alderman St., Detroit, Mich., says: "I think I contracted kidney trouble in 1863 when I was in the army. The secretions from my kidneys contained a thick, white sediment and the passages were accompanied by terrible pain. The flow was scanty and the passages too frequent. My back and limbs were stiff and lame and my arms were all crippled up. The joints in my fingers were swollen. I could hardly move my fingers or limbs. I got so bad I couldn't do any work and was laid up. I doctored, but physicians gave me only temporary relief. I didn't think I would ever get better and was discouraged. One day a druggist told me to try Doan's Kidney Pills and I used half a box. I soon felt better and by the time I had used two boxes I was able to go back to work. I kept on taking them and enjoyed the best of health. I have been feeling in good shape ever since and a short time ago when I was advised for an increase in pension the physician said my kidneys were in the best of shape. Doan's Kidney Pills have worked wonders for my case and I am anxious to have others profit by my experience. I shall be pleased to give Doan's Kidney Pills my endorsement, whenever a favorable opportunity occurs."

DOAN'S KIDNEY PILLS. "When Your Back is Lame—Remember the Name" Sold by all Dealers. Price 50 cents. Foster-Milburn Co., Buffalo, N. Y., Proprietors

TWO WAYS TO LOOK AT IT

If Customer Was in Luck in Getting Hat to Fit Him, How About the Shop Keeper?

After playing a matinee performance recently in Omaha, relates a popular actor, I discovered my hat was missing from my dressing room. This was really a serious loss, for, being possessed of an exceptionally large head, it is not unusually necessary for me to visit every hat shop in the town before I can find a hat to fit. Finally, after a lot of effort and determination, I found a hat shop where they had just one hat that would fit me. I inquired the price of it, and the shop keeper answered with an encouraging smile that it was five dollars. It struck me that the hat wasn't worth that, being somewhat out of date, I offered him two and a half.

"Two and a half!" he exclaimed, shrugging his shoulders. "Why, you ought to be mighty glad to get that even for five dollars. Where will you be able to find a hat large enough to fit your head?"

"That may be true," I answered, "but where will you be able to find a head large enough to fit your hat?" I got the hat for two and a half.

Important to Mothers

Examine carefully every bottle of CASTORIA, a safe and sure remedy for infants and children, and see that it bears the Signature of J. C. Fletchering In Use For Over 30 Years. Children Cry for Fletcher's Castoria

Shadowing a Shadow. A very stout old lady, going through the park on a very hot day, became aware that she was being followed by a tramp.

"What do you mean by following me in this manner?" she indignantly demanded. The tramp slunk back a little, but when the stout lady resumed her walk he again took up his position directly behind her.

"See here!" she exclaimed, angrily, "if you don't go away I shall call a policeman."

"For heaven's sake, kind lady," urged the tramp, looking at her appealingly, "have mercy and don't call a policeman. You're the only shady spot in the whole park."—Harper's Magazine.

St. Simon's Skeleton. The duke of Portland has presented to the British Museum of Natural History the skeleton of the famous racehorse St. Simon, till now preserved at Welbeck, and it will eventually be exhibited beside the skeleton of St. Simon's son, Persepolis, now shown in the museum. It is of interest to note that the first four horses in the recent Derby were all descendants of St. Simon. Other famous racehorses of which the skulls and, in some instances, the skeletons are preserved in the museum are Stockwell, Ormonde, Bend-Or, Royal Hampton and Donovan.

A woman's idea of economy is to trade some old thing she needs for some new thing she has no earthly use for.

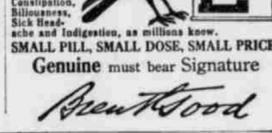
It's a homely girl that a photographer cannot pose to look pretty.—Deseret News.

Sure, Mawruss! Credit Man—No, we can't sell you those goods on four months' time. Isaac—Vy not? I gits you my note. Credit Man—But your notes do not sell on the street. Isaac—Mine gracious no; or I would go home and make notes instead of clothing.—Boston Transcript. Had No Objection. Dance? Youth—Can I have this dance? Proud Beauty—Why, certainly. I don't want it. Mixed Metaphor. "Why do you want to run an automobile?" "To keep in the swim."

Don't Persecute Your Bowels

Cut out cathartics and purgatives. They are brutal, harsh, unnecessary. Try CARTER'S LITTLE LIVER PILLS

Purely vegetable. Act gently on the liver. Eliminate bile, and soothe the delicate membrane of the bowels. Cure Constipation, Biliousness, Sick Headache and Indigestion, as millions know. SMALL PILL, SMALL DOSE, SMALL PRICE. Genuine must bear Signature



Rheumatism Muscle Colds

"It is easy to use and quick to respond. No work. Just apply. It penetrates without rubbing."

Read What Others Say: "I have used your Liniment very successfully in a case of rheumatism, and always have a bottle on hand in case of a cold or sore throat. I wish to say I think it is one of the best of household remedies. I would not have used it only if it was recommended to me by a friend of mine who, I wish to say, is one of the best boosters for your Liniment I ever saw."—J. W. Fuller, Denver, Col.

"Just a line in praise of Sloan's Liniment. I have been ill nearly fourteen weeks with rheumatism, have been treated by doctors who did their best. I had not slept for the terrible pain for several nights, when my wife got me a small bottle of the Liniment and three applications gave me relief so that I could sleep."—Joseph Tomblin, 615 Converse Street, McKeesport, Pa.



SLOAN'S LINIMENT

Good for Neuralgia, Sciatica, Sprains and Bruises. All Dealers 25c. Send four cents in stamps for a free TRIAL BOTTLE. DR. EARL S. SLOAN, Inc. Dept. B Philadelphia, Pa.

Rather inquisitive. "One ticket to Lemont." "Single?" "None of your business."—Life. Red Cross Ball Blue makes the laundress happy, makes clothes whiter than snow. All good grocers. Adv. Its Qualities. "Big cargo of cork, wasn't it?" "Sure; can't sink money on that."—Baltimore American. WHY NOT TRY POPHAM'S ASTHMA MEDICINE Gives Prompt and Positive Relief in Every Case. Sold by Druggists. Price \$1.00. Trial Package by Mail 50c. WILLIAMS MFG. CO., Props., Cleveland, O.

ABSORBINE

Will reduce Inflamed, Strained, Swollen Tendons, Ligaments, Muscles or Bruises. Stops the lameness and pain from a Splint, Side Bone or Bone Spavin. No blister, no hair gone. Horse can be used. \$2 a bottle delivered. Describe your case for special instructions and Book 2 K Free. ABSORBINE, JR., the antiseptic liniment for mankind. Reduces Strained, Torn Ligaments, Enlarged Glands, Venas or Muscles, Heals Cuts, Sores, Ulcers, Allays pain. Price \$1.00 a bottle at druggists delivered. "The Absorbine" from W. F. YOUNG, P. O. F., 310 Temple Street, Springfield, Mass.

SPECIAL TO WOMEN

The most economical, cleansing and germicidal of all antiseptics is

Paxtine

A soluble Antiseptic Powder to be dissolved in water as needed. As a medicinal antiseptic for douches in treating catarrh, inflammation or ulceration of nose, throat, and that caused by feminine ills it has no equal. For ten years the Lydia E. Pinkham Medicine Co. has recommended Paxtine in their private correspondence with women, which proves its superiority. Women who have been cured say it is "worth its weight in gold." At druggists, 50c. large box, or by mail, The Paxton Toilet Co., Boston, Mass.

Weak Heart

Many people suffer from weak hearts. They may experience shortness of breath on exertion, pain over the heart, or dizzy feelings, oppressed breathing after meals or their eyes become blurred, the heart is not sufficiently strong to pump blood to the extremities, and they have cold hands and feet, or poor appetite because of weakened blood supply to the stomach. A heart tonic and alterative should be taken which has no bad after-effect. Such is

Dr. Pierce's Golden Medical Discovery

which contains no dangerous narcotics or alcohol. It helps the human system in the constant manufacture of rich, red blood. It helps the stomach to assimilate or take up the proper elements from the food, thereby helping digestion and curing dyspepsia, heart-burn and many uncomfortable symptoms, stops excessive tissue waste in convalescence from fevers, for the run-down, anemic, thin-blooded people, the "Discovery" is refreshing and vitalizing.

In liquid or tablet form at most drug stores or send 50 one-cent stamps for trial box to Dr. Pierce's Medical Institute, Buffalo, N. Y. Read Chapter VII on Circulatory Organs in the "Medical Advice"—A French cloth-bound book of 1000 pages sent up receipt of 31 one-cent stamps, address as above.

PATENTS

WATSON E. CALHOUN, Trade-Mark Agent, D. J. Lockhart, Agent, and others. Best results.

W. N. U., DETROIT, NO. 46-1914