

THE EVENING MISSOURIAN

(MEMBER OF ASSOCIATED PRESS)
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Published every evening (except Saturday and Sunday) and Sunday morning by The Missouriian Association, Incorporated, Columbia, Mo.

Office: Virginia Building, Downstairs
Phones: Business 33; News, 274.
Entered at the postoffice, Columbia, Mo., as second-class mail.

City: Year, \$3.75; 3 months, \$1.00; month, 40 cents; copy, 2 cents.
By mail in Boone County: Year, \$3.25; 6 months, \$1.75; 3 months, 90 cents.
Outside of Boone County: Year, \$4.50; 3 months, \$1.25; month, 45 cents.

National Advertising Representatives: Carpenter-Scheerer Co., Fifth Avenue Building New York; Peoples Gas Building, Chicago.

GET THE FACTORY

Columbia should not fail to take advantage of the opportunity to secure the new factory of the Marx-Haas Clothing Company. According to reports, a guaranty of sufficient supply of labor, especially woman labor, and the right kind of a building are the only requirements sought by the company to insure a factory here.

A census of the city with the view of listing all available labor is under way. But those Columbians, especially the women, who are idle and need work should not wait for the committee to find them. They should report to the Commercial Club at once, not only because they are thus availing themselves of a chance to secure steady employment but also because they will thus help bring to Columbia another financial enterprise.

With the Hamilton-Brown Shoe Company operating a factory here, Columbia should not be satisfied until every possible effort has been made to add to this beginning of an industrial center. Opportunities to secure branch factories are continually opening up, and it is the duty of each citizen to do his part to increase the business capacity of Columbia.

Opportunity is knocking. It depends on the quickness with which the citizens of Columbia respond to the requirements set down by the Marx-Haas Clothing Company whether the factory will be brought here or will be built in some other Missouri city. Let us act quickly.

The war has certainly given the cigarette a strong boost. Before the declaration of war there was a propaganda in almost every state of the union for the elimination of the cigarette. Now we hear from France that next to the munitions of war, the soldiers' cigarettes have been the most effective means of maintaining the drive against the enemy.

People speak of food conservation as though they were martyrs. Yet some men have been trying for years to get their wives to bake them enough cornbread, and to get all the sorghum they wanted.

INDIAN SUMMER

It seems that another common illusion must be shattered by Indian summer, which apparently has nothing at all to do with Indians! The term was not given to a certain season in the autumn by them, and apparently they never even heard of it!

The term came into existence in the United States first in the Middle Atlantic states in 1794. Nobody knows who originated it. Indian summer lasts one or two weeks, and it may recur two or three times in a year. It comes in November or October usually and may come in December.

During Indian summer the leaves dry and drop away, the sky is cloudless and the air calm and light. Usually there is a slight haze. Part of the haze comes from the forest fires which occur at this time on account of the dryness of the air.

Almost every country has its Indian summer. The term was introduced into England from America but there the period is called Saint Martin's summer. Germany calls it Old Woman's summer.

Signing the food pledge implies the observance of a definite affirmative program, not prohibition from this thing and that thing like so many other pledges. It means one wheatless meal a day, a meatless meal a week, the use of less sugar and the eating of a greater variety of food.

Nothing is more indicative of woman's progress than the fact that not one of them is knitting a doily.

THE SILENT FIGHT

In speaking of battles we talk of the bravery of the mass, of the spectacular: in speaking of educational institutions we talk of learned professors, their educational triumphs, or of the success of certain students or a certain athletic organization; in speaking of business we talk of successful and powerful men or organizations; the fight of the masses, the work of the large groups or the unusual success of the individual attract attention and receive the praise and honor.

The battle of the individual has small place in history; the world at

large cannot stop to consider the individual. A part of the personal fight is so personal and so close one's own self that the world would be shut out even if the world would stop and consider.

The soldier in camp may be fighting a regiment of trouble within his breast; his own fight may require more courage than is required of him in the battle with men and guns. The test of the man, his real worth, is his ability to successfully wage that silent fight, the personal conflict.

The student handicapped by lack of funds, health or ability may be making a stronger fight than are the professors and students who are successful in a way recognized by the world. It requires a finer and more durable quality of courage to work far into the night, to Hooverize not only on "eats" but also on pleasures, to work while others play and still smile than it does to make a speech asking your friends to join in on some enterprise when part of the crowd intended doing so before you asked and all the crowd is with you.

The man with a small business may be, and probably is, putting up a harder and better fight than is the head of a large corporation but his fight is not spectacular, it is the silent fight which is felt all the more because it is silent.

The mother who yesterday smiled when she gave up her son at the country's call may not be smiling today. She is making the silent fight.

"The outer oft times does not the inner show" and while the world thinks we have no trouble, the silent fight goes on and we have the same trust for a final reward that has Emily Dickinson who wrote:

"To fight aloud is very brave,
But gallanter I know
Who charge with the bosom
The cavalry of woe.
Who win, and nations do not see,
Who fall, and none observe,
Whose dying eyes no country
Regards with patriot's love,
We trust, in plumed procession,
For such the angels go
Rank after rank, with even feet,
And uniforms of snow."

Have you sent that Christmas package to the soldiers in France? Remember, there can be no last-minute special deliveries in this case. The package must be sent November 15, or somebody will suffer a bitter disappointment.

A new variety of chrysanthemums has been named for General Pershing. The mums could have been more appropriately named for Colonel E. M. House, the President's confidential adviser.

The British have taken Beersheba. This may revert to a holy war after all.

Society

Several affairs have been planned for next week for Miss Helen Williams and her bridal party. Monday night, November 26, Duke Parry will give a dinner at the Sigma Chi house. Miss Juliet Bowling is planning a bridge party Tuesday afternoon, and Wednesday Mrs. J. P. McBaine will entertain at a luncheon for the bridal party. Thanksgiving Day the Kappa Alpha fraternity will give a box party at the Missouri-Kansas game and a dinner party that night. Friday, Mrs. E. W. Stephens has planned a luncheon and the Kappa Alphas will give a matinee dance at the Boone Tavern Friday afternoon. Miss Helen and Miss Frances Mitchell will give a dinner party Friday evening. The marriage of Miss Williams and Captain Rhodes will be solemnized Saturday evening, December 1, at the Presbyterian Church, after which a reception will be given by Mrs. Gordon at her home. Mrs. Berry McAlester, Mrs. Dan G. Stine and the Kappa Kappa Gamma sorority have planned parties, the dates for which have not been set.

Miss Margaret Foque of Minneapolis and Miss Martha Fulton of Columbus, Ohio, will arrive this week-end to be the guests of Miss Helen Williams. They will be bridesmaids at her wedding, December 1.

The Acacia fraternity will give a dance at the chapter house November 31. The chaperons will be Mrs. Katherine Noe and Dr. and Mrs. E. R. Clark.

The Cotillion Club will give the second of its series of semi-monthly dances at the Boone Tavern tomorrow night.

J. T. Mitchell, Miss Helen Mitchell and Miss Anna Pape motored to Fulton yesterday.

The Phi Gamma Delta fraternity is planning a informal house dance, November 29, for its guests at the Missouri-Kansas game.

Mrs. Turner Clinkscales gave a luncheon yesterday for the following guests: Mrs. Ben Nowell and her guest, Miss Lottie Palmer of Kansas City; Mrs. Garth, Mrs. Miller Maughan, Mrs. Marshall Walker, Mrs. Diller

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Woods, Mrs. D. V. Vandiver, Mrs. Emmett Clinkscales and Miss Helen Conley.

The Kappa Alpha Theta sorority will entertain at dinner tonight Miss

Margaret Mumford, Miss Maria Bailey and Miss Ira Bentz, members of the faculty of Christian College.

Drill Team Goes to Fulton. The Rebecca Lodge drill team will

give a fancy drill at the district convention tonight at Fulton. The team has about twenty members. The Columbia team is considered the best in the district.

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COLUMBIA TO ST. LOUIS AND RETURN
SATURDAY, NOVEMBER 17, ACCOUNT

MISSOURI-WASHINGTON FOOTBALL GAME

Tickets on sale for special train leaving Columbia 7:00 a. m., Saturday, November 17, arriving St. Louis Union Depot 11:30 a. m. Returning tickets good only on special train leaving St. Louis Union Depot 11:50 p. m. Saturday, November 17, arriving Columbia about 6:30 a. m. Sunday, November 18. Chair cars and tourist sleepers on return trip. Berth \$1.00.

\$4.50 (Plus War Tax 36c)
COLUMBIA TO ST. LOUIS AND RETURN

Tickets on sale for all regular trains of Friday and Saturday, November 16 and 17, also special train of Saturday morning. Returning: Good on all regular trains up to and including trains leaving St. Louis Sunday night November 18, also on special train leaving St. Louis 11:50 p. m. Saturday, November 17.

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