

The Terre Haute Tribune

AND GAZETTE.
An independent newspaper, Daily and Sunday. The Terre Haute Gazette, established 1869. The Terre Haute Tribune, established 1894.

Only newspaper in Terre Haute having full day leased wire service of Associated Press. Central Press association service.

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A Terre Haute newspaper for Terre Haute people. The only paper in Terre Haute owned, edited and published by Terre Hauteans.

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Association of American Advertisers
No. 1-2-11 Whitehall Bldg., N. Y. City

UNCLE JOE RAMPANT.

According to advices from Danville, Uncle Joe Cannon thinks that Theodore Roosevelt is a "four-flusher." The exact import of such an appellation is not clearly understood, but it is commonly interpreted to mean something akin to a burglar or a porch-climber. Then just to show how complex this life really is, one of the foremost magazines of the country which has just finished a contest to discover who is "the greatest man in America" announces that his decision has been reached. And who do you think it is? None other than Mr. Roosevelt. Uncle Joe's impressions of the former president and present chief of the moose herd might be taken with just the slightest reservation. No reason is known for it, but possibly there is just the slightest political prejudice harbored by the sage of Danville against the sage of Oyster Bay. Col. Wattersen, even when wrestling with the credibility of Doubtful river, never so far forgot Mr. Roosevelt's capacity as to call him a "four-flusher." The war isn't entirely confined to Europe.

THE COMPANY WE KEEP.

In a recent issue of The Journal of the American Medical Association attention was called to the action on the part of an advertising manager for a cement company in demanding that advertisements for his product should not be lined up with advertisements of fraudulent wares. He holds, in common with most up-to-date advertising men, that every dishonest advertisement tends to undermine the confidence of the public and thus hurt every decent advertiser. A good illustration of the principle involved in this action appeared in a recent issue of a Chicago afternoon paper. On one page of this paper there was a fairly large advertisement of Marshall Field & Company. The advertising copy was in good taste; the wording was conservative, and the general effect of the advertisement was convincing. The products advertised were women's garments. On the same page of the paper, in close proximity to the department store's "copy," was an advertisement of a fraudulent nostrum in heavy black-faced type which blared forth its lying message to the world. It is interesting to speculate on the damage, from an advertiser's point of view, done to the Marshall Field & Company advertisement by the presence of the fraudulent nostrum.

ment by lining it up in close proximity to three evident frauds. It is still more interesting to think what would happen if the decent advertisers in the newspaper referred to were to send to their advertising agencies the same message that was sent by the cement company's advertising manager:

"Will you please say to all newspapers desiring to carry our advertising that we decidedly object to being placed in close company with noisome patent-medicine ads and other fakes or near-fakes."

STICKING TO THE JOB.

Mr. Hugh Th. Miller is making the race for senator in a field which contains Mr. Shively and Mr. Beveridge, which even were this not a democratic year, would be generally admitted to be "some" job. Mr. Miller evidently believes that the tide of votes is going to Mr. Shively, who has been warmly endorsed by President Wilson as one of his staunchest supporters in the national assembly. It appears that Mr. Miller has discovered that Senator Shively is very strong with the masses, and that there is no chance of his winning at the polls unless he can put Senator Shively in bad with the people so that they will turn from him. Senator Shively, owing to the prolonged session of congress, has not been able to pay any attention to his own interests as a candidate in Indiana. He stated during a recent visit home that he feels that he owes his first duties to the people, and that, under the circumstances, it is important that he should remain at Washington as long as congress is in session. He would like very much to return to Indiana to make speeches, as he is greatly interested not only in the outcome of the campaign on state and national issues, but would like very much to help out the local tickets. However, he takes the view that as long as congress is in session and as long as important issues are pending there it is his first obligation to remain at Washington until the adjournment.

So while Senator Shively is away Miller is making vigorous attacks on him apparently with the view of turning the farmers against him by charging that the senator has been against the farmers as a member of the senate. Senator Shively has issued a brief statement saying that the charges are not worth considering, and that he never at any time said the farmers were not entitled to protection at the hands of the government. Mr. Miller's notions of fair political contest expired some time before Noah embarked.

THE GREAT CHECKER GAME.

According to a cable dispatch in the Tribune yesterday, Premier Asquith, of Great Britain, does not expect to see the end of the war by next Christmas, nor by even the next. This sentiment indicates that the English are in for a finish fight; that they consider that they must triumph ultimately no matter what the cost. However this may be, many believe that the release of an enormous British and French force coming with the surrender of Antwerp means early and decisive action, with the odds not in favor of the kaiser's men.

The left wing of the allied lines in France, which has for several weeks been forcing its way steadily northward, constantly lengthening and thinning Von Kluck's battle front, has now come to within a few miles of the Belgian frontier. Only Von Kluck's skill and caution have prevented the suc-

Uncle Sam is Profiting by the War; Allies Buy Clothing and Equipment

NEW YORK, Oct. 12.—While the source of war orders is carefully kept secret the consensus in trade circles is that more than fifty brokers representing the allies are in the market here for supplies of all kinds. Known orders of great size have been placed for woolen blankets, woolen materials for shirts, uniforms and underwear, as well as for remarkable quantities of towels, sweaters and woolen socks.

Orders for more than one hundred thousand saddle trees have been placed with representatives of factories in Indiana and inquiries are being made for harnesses and leather trappings for use in cavalry and artillery equipments.

Two large manufacturing firms in Baltimore have begun work on five hundred thousand hospital robes, supposedly for the allies, and inquiries are made for one million yards of gray flannel for winter shirts. The orders for materials suitable for tents are said to have practically exhausted the supply available for immediate delivery.

Buffalo reports that the truck department of a large automobile concern there is working night and day on rush war orders, and plans to have a total of 1,000 men on night shifts shortly. One Detroit plant is reported working on a rush order for 180 motor trucks to cost \$500,000.

cess of the flanking movement which has been the major object of the allies' campaign. If the British and Belgian forces which have been operating about Antwerp are now permitted to attack Von Kluck directly from the north or to form a union with extreme left of the allies' line in France the result may be decisive.

It is apparent that the German forces in Belgium have a four-fold mission. They must hold the captured Belgian territory. They must prevent the allied army in Belgium from joining the main battle in France. It is desirable for them to gain possession of the channel ports of Belgium and northern France. And they must, if possible, bring reinforcements to Von Kluck.

The entire aspect of the war in western Europe may, therefore, change within a few days, and the factors in the change will be armies very small in comparison with the deadlocked forces to the south. When a balance is exactly level the smallest weight tips the scales.

WHAT WE EAT.

The recent agitation in behalf of improved conditions in the food industries has involved not only the adulteration of the products entering into the ration of man and the domestic animals, but likewise the cleanliness of the articles of diet intended for human consumption. The plea for clean milk is becoming more prominent than the propaganda for pure milk. Sanitary food legislation is beginning to aim at food that is clean from the point of view of the hygienist.

The demand for clean bread has promptly followed the cry for clean milk and unpolluted water. Already in many communities regulations are in force which compel the protection of bread and bakery products between the oven and the home. Bread wrapped with either porous or paraffined paper is now a common sight even in small villages of the United States.

Although this practice has met with public approval in many quarters, it has been claimed that wrapping injured the quality and palatability of the loaf. This claim demands consideration along with the possible sanitary advantages. A chemical investigation of the subject has been completed in the department of food and drugs of the state board of health. The wrapping of the bread, either in semiporous waxed or paraffin paper, retards the escape of moisture and tends rather to the preservation of the freshness of the bread than to its staleness. Unwrapped bread loses its freshness after the first day, while the early keeping quality both as to condition of

crumb, flavor and odor is enhanced by the use of wrappers. There is, accordingly, says The Journal of the American Medical Association, no occasion at present for discarding what has seemed to many to be a wholesome innovation in the distribution of bakery products.

NEVER TOO LATE.

While the admonition might seem a little far-fetched, the public is being advised to "Shop Now for Christmas." With a two-fold purpose in view this campaign is being launched by the National Consumers' league. The two purposes are these:

First, to furnish employment for salespeople and others now out of work; second, to eliminate the mad rush, the nerve-racking strain of eleventh hour shopping both on the shoppers and the salespeople.

It is believed that public support for the campaign will mean a steady increase in the amount of early buying; that the Christmas sales will be spread over a much longer period than usual, and that the jam of the last week will not go above the point of tolerability.

While do your shopping early movements have been conducted in previous years, never has such an early start been made; and it is planned to make this campaign more widely felt than any of its predecessors.

"The interminable battle must soon come to an end now," cables a French correspondent who is evidently trying to steal humor stuff from Ireland.

Those Maine sardines which have been in the habit of going to France and returning as French sardines, may stick to the home cannery this season.

The slogan "Don't talk war; talk business," had a very short run in popular favor. People insist upon talking both.

Even the expert who pronounced Przemysl impregnable begins to appear not infallible in his pronouncement.

It is time for the city to mobilize her clean-up army, and every householder should be ready to enlist.

Still if you didn't bet on the Athletics your Christmas fund is yet intact.

TEN YEARS AGO TODAY.

From the Tribune Files.

October 14, 1904.

A. M. Griswold has been appointed chief clerk to Vandalla Car Accountant H. G. Sleight.

L. D. Smith, president of the Terre Haute baseball club, is in Evansville on Central league business.

Mr. and Mrs. S. L. Fenner have returned from an extended trip to San Francisco and other western points.

Dr. S. A. Knopp, of New York City, a noted tuberculosis specialist, delivered an address at the Indiana State Normal school.

Prof. A. S. Hathaway, of the Rose Polytechnic institute, read a paper on "Famous Problems in Elementary Geometry" before the Terre Haute Literary club.

PASSING THOUGHTS.

A man who shaves himself has just so much less listening to do.

There is a time for all things, but it is often not the time that we would select.

A wise winner never manifests his gratification in the presence of the losers.

You can't argue successfully with a person who thinks he knows a thing is so because he wants it to be so.

When you employ an expert, you must expect to pay him for knowing how to do what you want done as well as for doing it.

The bushel against the use of which for the hiding of one's light there is a standing admonition has been relegated to the places where they keep antiques.

THE FIANCES OF PRUE.

She promised Sid, she promised Ned, She promised Harry, Tom and Ted, Each one she'd marry him.
She promised Sam and Jim; She promised Marmaduke and Bill; She promised George and Paul, She'd wed him with a right good will.
When came the days of fall.

The happy swains in ecstasy, When each the truth he knew, Got up a Prudence company To see the matter through; And 'stead of an engagement ring These heroes of my rhymes Gave her of whom my verses sing A set of golden chimneys—

Which rung for each, and rung for all, Against the coming of the fall.
—John Kendrick Bangs, from Judge.

WHEN IN DOUBT,
Try The Tribune.

No Alum— No Dyspepsia

Look to the food. Eat heartily or not breads, hot biscuit, hot cakes, made light and tasty with Royal Baking Powder, and snap your fingers at dyspepsia. It is the tasty, appetizing food that aids digestion.

There is a quality in Royal Baking Powder coming from the purity, wholesomeness and fitness of its ingredients, which promotes digestion. Food raised by it will not distress. This peculiarity of Royal has been noted by hygienists and physicians, and they are accordingly earnest in its praise, especially recommending it in the preparation of food for those of delicate digestion.

ROYAL BAKING POWDER

Absolutely Pure

No Alum

HOROSCOPE FOR A DAY.

The stars incline, but do not compel.
Copyright 1912 by the McClure Newspaper Syndicate.

Thursday, October 15, 1914.

Astrologers find this a day of contrary influences, for Saturn rules strongly for good, while Venus is adverse.

It is a time when conservative, prudent and diplomatic ideas should be entertained and success in negotiations upon which great events hinge is more likely to be attained while this configuration prevails.

Building, repairing and dealing with real estate agents are subject to fortunate conditions today.

Educational matters are coming under a direction which promises a year of good results. The small colleges should prosper.

Mars is in a place in the horoscope of the queen of England, which presages a brief period of ill-health.

The death of a young soldier of royal lineage is prognosticated. Sorrow will enter a palace, astrologers say.

Persons whose birthdate it is have the augury of a quiet year that is not altogether prosperous. Disappointment concerning domestic affairs is presaged.

Children born on this day may be inclined toward carelessness and lack of self-respect, but they are likely to be clever and lovable. They usually marry young.

FAMILIAR QUOTATIONS.

The proper reward of a good workman is to be "chosen."—John Ruskin.
Goethe.
To serve from the lowest station upwards is in all things necessary.—Shakespeare.

This world is a busy scene and man is a creature destined for a progressive struggle.—Robert Burns.

There's mercy in every place, And mercy, encouraging thought Gives every affliction a grace And reconciles man to his lot.—Cowper.

The wise man always throws himself on the side of his assailants. It is more his interest than theirs to find his weak points. The wound cleaves and falls off him like a dead skin, and when they would triumph, lo! he has passed on invulnerable.—Emerson.

Those that with haste will make a mighty fire begin with weak straw.—Shakespeare.

So here hath been dawning Another blue day: Think, wilt thou let it Slip useless away?—Carlyle.

The right kind of man will start a grove of fig trees in a desert. Failure isn't a disease of locality—it's a personal habit. Anybody can get a steady living out of steady effort. The same clock that ticks out twenty-four hours for one man can't cheat his neighbor.—Kaufman.

You Should Worry If

it were difficult to find a safe and reliable remedy for the ailments due to irregular or defective action of the stomach, liver or bowels. These ailments are likely to attack anyone; likely, too, to lead to worse sickness if not relieved.

Beecham's Pills

are famous the world over, for their power to correct these troubles certainly and safely. They cleanse the system, purify the blood and act as a general tonic upon body, brain and nerves. Indigestion, biliousness, constipation might, indeed, cause you prolonged suffering and expose you to danger if Beecham's Pills

Were Not On Hand

The Largest Sale of Any Medicine in the World.
Sold everywhere. In boxes, 10c., 25c.

Announcement of the Formal Opening of the

Hotel Deming

"A Terre Haute Institution—More than a Hotel"

Tuesday, the Twentieth day of October

Nineteen Hundred and Fourteen

Dinner at Seven. Dancing at Ten

Reservations for Tables can be made at the Office of the
Deming Hotel Company

Informal Opening

Wednesday, the Twenty-first of October

The people of Terre Haute and their friends will please accept this as a most cordial invitation to inspect the public rooms and all operating departments in the Hotel Deming, between ten a. m. and five p. m. on Wednesday, October the twenty-first.

W. A. COCHRAN,
Manag. r.

Don't Trifle With Your Health!

—it is too precious a possession. It is trifling to neglect the little every-day kind of ailments. It is trifling, too, to take medicines of unknown or doubtful ingredients. If your stomach gets out of order, your food is not digested and, of course, your blood gets thin and you become weak, ready to be a prey to the disease germs always ready to attack the run-down and the anaemic. If your liver can't do its work, your blood becomes impure and many troubles follow. If your bowels are irregular, poisons accumulate in your body.

DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

(In Tablet or Liquid Form)

helps the stomach to digest food properly, strengthens the liver, regulates the bowels. As a consequence you are vigorous, full of snap and life! Forty years ago Dr. Pierce discovered that a glyceric extract of Golden Seal and Oregon grape roots, of queen's root and bloodroot with black cherry bark would aid all the digestive organs to work as Nature intended they should. Thousands have found that the Golden Medical Discovery he then introduced to the world has restored them to health when suffering from stomach and liver troubles. Now is the time for you to try this famous remedy and to secure for yourself a larger share of health and strength.

You can get the Golden Medical Discovery in tablet or liquid form from dealers in medicines—or send 50 one-cent stamps for a trial box of Dr. Pierce's tablets.

The knowledge you ought to have about your body—and to enable you to avoid sickness—you will find in Dr. Pierce's great book, The Common Sense Medical Adviser. Thousands of copies have been sold at \$1.50 each, but you can get a copy free if you will send 31 one-cent stamps merely to pay for the wrapping and mailing of the newly revised and up-to-date edition. Address: Dr. Pierce, Invalids' Hotel, Buffalo, N.Y.

Now a Well and Happy Woman

"I took La Grippe—had terrible pain in my side, and the doctor said one lung was affected," writes Mrs. S. Taylor, of Arnold, Kansas, Route 1. "I commenced using 'Medical Discovery.' Was in bed five weeks. Had cold sweats and was like one who was dying. I did not think I would ever get strong again. I used 'Golden Medical Discovery' for about five months, and now I am strong and have no cough of any kind. We used Dr. Pierce's medicines in the family for a number of years, but this winter I tried them myself and they are all that they are claimed to be. I cannot praise them enough, and hope anyone using these remedies will not give up. I often thought of doing so myself because I was so weak and discouraged, but thanks to Dr. Pierce's family medicine I am a well and happy woman."



Mrs. Taylor