ADVERTISING TOPIC OCCUPIES EDITORS

Greater Use of Space During 1922 Predicted.

PRINT PROBLEM SUBJECT

Work of Oregon Publishers' Syndicate in Buying Paper Reviewed Before Newspapermen.

UNIVERSITY OF OREGON, Eugene, Jan. 13.—(Special.)—Inconsistencies between common newspaper practice and two Oregon statutes, one which prohibits the publication of articles that detail indecent or obscene events or relate to stories of bloodshed, lust or crime, and the other, which makes illegal the publication of practically any article or statement of a political character on election day were pointed out by W. G. Hale, dean of the university law school, in his report to the fourth annual conference of Oregon editors, which convened today for a two-day session.

The various phases of advertising were covered by speakers at the afternoon session. Paul Robinson of the Aurora Observer told the gathering how he obtained foreign advertising. The Associated Industries of Oregon, he said, is the best advertising source in the state for the small weekly newspaper.

Semi-Weekly Advocated.

A semi-weekly paper published by a good newspaper man in many fields in Oregon would run a competing weekly paper out of business in 12 months, declared H. L. St. Clair of the Gresham Outlook. He decried the lack of progressiveness which keeps many good places of 1000 or more from having a semi-weekly paper. One of the things that a paper can do to serve its advertisers better is really to classify its want and reader advertisements, said Mr. St. Clair.

Considerable discussion followed Mr. St Clair's talk, centering about the advantages of a semi-weekly paper over a weekly. Mr. St. Clair appealed to the editors to speed up the service, and better serve the needs of the community. One of the inconsistencies of the postal system, he said, was to allow weekly papers to send its copies through the mail to town subscribers, and prohibit semi-weekly papers from doing the same thing.

Syndicate Work Reviewed.

George Putman of the Salem Journal, reviewed the work of the Oregon publishers' syndicate in handling the newsprint situation before the meeting of the daily newspaper men. This syndicate, composed of 15 members, has been purchasing foreign paper, said Mr. Putman, at a saving at from 1 to 2 cents a pound on every shipment.

Following a discussion of the paper situation, Frank Jenkins of the Morning Register of Eugene, told of the possibilities of the wireless when used in connection with state news. Considerable interest was manifested over this subject, and it is probable that it will come in for further discussion later.

Press Associations Meet.

Immediately following the session of the daily newspaper men, meetings of the United Press and Associated Press members were held. Problems of state gathering of news and of coast and northwest service were discussed, as well as problems of telegraph service. Frank A. Clarvoe, northwest manager of the United Press, presided over the meeting of that organization and Gilbert Parker, coast Associated Press manager, of that organization.

At the meeting of the general conference, continuing the discussion of advertising, L. Lansing Hurd, manager of the Corvallis Gazette-Times, traced the new developments in advertising in the last year.

Greater Advertising Seen.

"National advertisers are regarding newspapers with greater favor than ever before and they will give the papers more advertising in 1922 than previously," he declared. That big firms are devoting greater sums to advertising in local papers is a noticeable tendency in Oregon, Mr. Hurd said. Efficient service in every detail should be given advertising by the newspapers. Mr. Hurd has conducted a thorough survey of the advertising situation in Oregon, and he believes that the quality of advertising in this state is improving, and that the amount of advertising is also increasing.

Many newspapermen say, according to Mr. Hurd, that the amount of propaganda received by the newspapers in Oregon is increasing. It is being circulated in new ways, and unusual and unique means are employed to get it over. Every town, he said, should establish some sort of an organization which would protect the merchants from indiscriminate solicitations of advertisements and contributions. Mr. Hurd advocated that all papers use scheme pages to obtain advertising. It was brought out that the Medford Merchants' association protects the stores of that city from worthless advertising solicitations.

Way to Get Ads Pointed Out.

The ways of obtaining advertising were indicated by W. R. Smith, publisher of the Myrtle Point American and the Powers Patriotic. The editor or manager cannot go to meet the foreign advertiser personally, so he must either write letters or keep his paper in the agency's office. The former method takes too much time for the ordinary newspaper man; but the idea of maintaining a file of the local paper in the offices of the leading advertising agencies of the country is excellent. The business of the town, he said, is reflected in the advertising columns of the paper, the success of which depends upon the volume, style, frequency of change, and the manner of make-up.

"The best way to get foreign advertising is to pay attention to the home advertising and make your paper look alive. Never allow an advertisement to run a week without changing it," said Mr. Smith.

Weekly Classed as Document.

"A small country weekly is a human document, a study of human nature at close range, and it should be an advocate of clean human living," said Upton H. Gibbs of the Eastern Clackamas News, Estacada.

Dean Hale of the school of law, was appointed by a previous editors' conference to make a study of the Oregon law of libel with a view of determining whether an attempt at codification is necessary and expedient and in his exhaustive report he has concluded that such a step is not called for by present exigencies.

He revealed that the state law of libel has not proved burdensome to the newspapers of the state as in the entire history of the state only six cases have arisen. He did, however, point out two statutes which needed amendment.

Mr. Sawyer, president, announced the committees which should report at the session tomorrow. They are the nomination committee, composed of Hal E. Hoss of the Oregon City Enterprise, George E. Cheney of the Enterprise Record-Chieftain, and A. E. Voorhies of the Grants Pass Courier; resolutions, E. B. Aldrich of the East Oregonian, George Putman of the Capitol City Journal, Salem; B. W. Bates of the Roseburg News-Review; programme, Dean E. W. Allen of the university.

Banquet Given Editors.

P. L. Campbell, president of the university, acted as toastmaster at the banquet given the 70 visiting newspaper men by the Eugene chamber of commerce and the journalism students. L. L. Ray, president of the chamber of commerce, delivered the address of welcome.

The prejudice of man, the too often lack of truth in journalism, the cynicism of the old journalist, the crass egotism of many country editors and the failure properly to gather and tell the news of the community by country weeklies, were some of the weaknesses pointed out by George F. Cheney, publisher of the Enterprise Record-Chieftain, in a speech at the banquet.

Edgar B. Piper, editor of The Oregonian, delivered a popular speech on present newspaper tendencies.

Present Journalism Defended.

A most eloquent and emphatic denial of the charges against journalism by Mr. Cheney was made by Mr. Piper. The whole audience was startled. Mr. Piper denounced sincerely vicious and contemptuous literature which maligned the purity of American journalism. He maintained that journalism was truthful and unprejudiced as far as such a profession could maintain these standards.

Miss Helen Manning of Portland, a senior in the school of journalism, delivered a clever and witty speech. Gilbert Parker, of the Associated Press, addressed the banquet on the news service.

B. Frank Irvine, editor of the Journal, spoke on newspaper ideals. Addison Bennett, feature writer of The Oregonian, delighted the audience with his address on a generation in Oregon journalism.

WOMAN AND CHILDREN SEPARATED FROM HUSBAND BY COURT ORDER WHEN FAMILY INCREASES TOO FAST "FOR GOOD OF SOCIETY."

MRS. ALBERT C. SUNDSMO AND FIVE CHILDREN COMMITTED TO INSTITUTE FOR FEEBLE-MINDED.

PROLIFIC WIFE SEIZED

BEREFT FATHER MAKES APPEAL TO SENATOR BORAH.

Pair Classed by Court as Being Too Prolific "for Good of Society"; Advice Asked.

(Continued From First Page.)

said he thereby parted us forever. The trouble was this, that five children, two very small, was too much for her to keep them properly clothed and clean and to keep the house up to standard sanitary conditions at all times. Someone reported one of the boys dirty. I could not hire help, for it took every penny I made to pay for our groceries. I was working every day, sometimes even on Sunday.

"Now the sheriffs came one peaceful Sunday morning, surrounded our house, put handcuffs on wife, took children with hardly any clothes on for they had just got out of bed. When the judge read the court order to me, it stated that two doctors had come before him and said that her house had been found in unsanitary condition and that our oldest boy did not seem as bright as he should be, and therefore she might have more children which might not be normal. He said we, both Anna and I, belonged to a class of people called morons, who had children far too fast, who were a menace to society, and on the strength of this he parted us forever and filled our lives with sorrow.

"I can't understand the justice of this. I hate to think that I am subnormal. Now the law point is, can we lawfully be parted thus?

"I had not a dollar with which to obtain legal advice, and would it do any good if I did? Am all alone in my home tonight.

"My heart is heavy. I have not slept for a week. I can always see my wife being brutally treated with handcuffs on. It all seems so horribly unjust.

"ALBERT C. SUNDSMO."

TIME GIVEN GERMANY

(Continued From First Page.)

allies and particularly concerning the deliberations at Cannes.

"Further conferences are likely in the near future. They have their uses, but I believe it would be better only to summon the supreme council after the ambassadors have completed the preparatory work. In my opinion, the supreme council ought in principle to meet only for the exchange of signatures."

He told the delegates that he did not imagine any one should expect him to form a purely political ministry.

It having been pointed out to M. Poincare that the inclusion of certain socialist radicals in the ministry would likely arouse objections, the new premier replied: "I have committed myself to nobody. But I can remind you that all the cabinets formed while I had the honor to be at the Elysee palace included socialist radicals."

M. Poincare, it was learned, has had difficulties in forming his cabinet. The national bloc in the chamber, controlling 190 votes, insists upon the selection from its membership of four of the ministers, including the minister of the interior, who in view of the approaching elections will be, it is considered, one of the most important officers in the cabinet.

M. Poincare's conference with President Millerand lasted an hour.

"All the so-called lists of my cabinet published in the newspaper are premature," M. Poincare said.

It was learned that another of the ex-president's difficulties was objection by the chamber of deputies to too many senators in the ministry.

The make-up of the majority to support the Poincare ministry will lean much more to the right, the conservative side, than that of Premier Briand, owing to the refusal of the radicals to collaborate with the new ministry. The socialists and communists are also holding aloof. The majority, therefore, will be composed of royalists and members of the right and center, these groups favoring a sterner policy toward Germany, without, however, it is declared, risking a break with England.

Parliament circles were in somber mood today and the deputies showed anxiety to have the cabinet crisis over with promptly. The English and American press comments trickled in, reflecting unfavorable views, causing palpable worry among the members.

Business circles also manifested uneasiness and the working elements showed strong opposition to M. Poincare, whom the socialist newspapers have been openly characterizing as the "dangerous man" of France.

Premier Briand's resignation seemed to have caused regret among the general public and in many political circles. The attitude of the majority of the press was fairly accurately reflected in the following excerpt from Le Journal:

"His decision is doubly regrettable, first because it deprives the country in the midst of the negotiations of a skillful advocate whose supple mind more than once has avoided dangerous clashes, and, secondly because Briand's declarations having neither been debated nor voted upon, no clear indication as to the views of parliament on the points discussed at Cannes has been given his successor."

The newspapers of a nationalist tendency, such as the Figaro and the Echo de Paris, on the other hand, did not conceal their joy at the resignation.

The syndicalist newspaper le Peuple, speaking "without political preoccupations or ministerial sympathies," declared:

"What counts for us is that no government can pursue a different policy unless it wishes disaster, unless it wishes rupture of France with other nations, or unless it wishes to embark on an adventure of insensate violence. If there is a politician willing to take such a responsibility, show him to us. Even a Poincare would not dare to assume it."

BERLIN HEARS CONDITIONS

Cabinet, However, Is Unadvised on Moratorium by Rathenau.

BERLIN, Jan. 13.—(By the Associated Press.)—The conditions under which Germany has been granted a temporary respite in her January reparations payment became known late tonight, although the cabinet was still without direct word from Dr. Walter Rathenau at Cannes.

Official quarters declined to discuss the revised terms, declaring they would await the return of the German delegates, who are expected in Berlin Sunday. These quarters did not conceal their pleasure over the invitation to the Genoa conference, and also expressed curiosity as to the extent of American participation.

Obituary.

Mrs. Gladys Lowery Hutchinson.

CANBY, Or., Jan. 13.—(Special.)—Mrs. Gladys Lowery Hutchinson, 19 years old, wife of Earl Hutchinson of Newberg, died yesterday in Oregon City. She was an ex-Canby girl and her parents, Mr. and Mrs. J. W. Lowery, reside here. Mrs. Hutchinson was married here August 17 last to Mr. Hutchinson, an ex-Canby young man. Besides the widower and parents, she is survived by a sister, Mrs. Samuel Egli, of Mark's prairie, near Canby, and four brothers—Arthur Lowery of Centralia, Wash., and Clyde, Glen and Virgil Lowery of Canby. The body is at the Holman & Pace chapel in Oregon City, where it will remain until Sunday morning, when it will be brought to Canby for funeral services, which will be held at the Methodist church in the morning at 11 o'clock. Rev. Boyd Moore, pastor, will officiate. Interment will be in Zion cemetery, Canby.

Charles Sanders.

GRANTS PASS, Or., Jan. 13.—(Special.)—Charles Sanders, 93, died at the home of his niece, Mrs. A. Johnson, January 10. He was born near Keene, N. H., coming west during the gold rush by way of the canal zone, walking across the isthmus. Taking passage in a boat, Sanders landed near Yreka, Cal., in 1849, where he became interested in mining. He moved to Josephine county in 1854, where he participated in several Indian encounters. Finally he settled on Galice creek, where he was ingaged in farming, teaming and packing until 16 years ago, when he retired. He is survived by a sister in California.

Jane Elizabeth Plymale.

MEDFORD, Or., Jan. 13.—(Special.)—Funeral services for Jane Elizabeth Plymale, who died at her home here January 12, at the age of 77 years, will be held tomorrow. She was a native of Mercer county, Missouri, and came with her parents by ox team across the plains in 1853. Mrs. Plymale had been a resident of Medford for 32 years. She leaves two daughters, Mrs. Horace Nicholson of Medford, and Mrs. W. O. Fox of Roseburg, and a son, J. S. Plymale of Medford.

Ernest William Hoffman.

HUBBARD, Or., Jan. 13.—(Special.)—Ernest William Hoffman, 56, a blacksmith well known in north Marion county, died suddenly of heart disease this morning at 10:45. He is survived by a widow and a son, Carl, of this city, and a daughter, Mrs. Fred Kile of Aurora. Mr. Hoffman came here from Germany in 1904. He was taken sick Sunday after returning home from church. His condition was not considered serious. Funeral services will be held Sunday at 1 P. M.

Rev. J. B. Scarbro.

GRANTS PASS, Or., Jan. 13.—(Special.)—Rev. J. B. Scarbro died here January 11 at the age of 82, after an illness of several weeks. He was a member of the Masonic order and embraced the Methodist faith. He is survived by his widow, Kate Elma Scarbro, and the following children: Professor Scarbro, Brookings, S. D., Lida Hertzogg, Long Beach, Cal., Mrs. F. O. Youngblood, Grants Pass.

J. S. Whitney.

EUGENE, Or., Jan. 13.—(Special.)—J. S. Whitney, a pioneer of Minnesota, died at his home in Eugene yesterday at the age of 77. He came to this city a few years ago from Rochester, Minn. He is survived by his widow, a son, H. Whitney of Red Wing, Minn., and a daughter, Mrs. Harold Healy of Mapleton, Minn. The son is expected here for the funeral.

Postmaster Tests Announced.

THE OREGONIAN NEWS BUREAU, Washington, D. C., Jan. 13.—Civil service examinations were announced today for February 11 to select postmasters for Maupin, Or., and Battleground, Wash. Oregon pensions have been granted as follows: Henry Williams, Florence, $15; Esther Gianville, Portland, $30; Ellen H. Cross, La Grande, $30.

$5000 DAMAGES GRANTED

Ramp Family Gets Verdict in Suit Arising From Auto Crash.

SALEM, Or., Jan. 13.—(Special.)—A jury in the circuit court today returned a verdict of $5000 in favor of Malcolm Ramp, Mrs. Nellie Ramp and Robert Malcolm Ramp against E. G. Osborne, the Oregon Rubber company and Homer Ross. Mr. Ross operates a garage at McMinnville, while Mr. Osborne and the Oregon Rubber company make their headquarters in Portland. The judgment was apportioned as follows: M. S. Ramp, $2000; Nellie Ramp, $1500, and Robert Malcolm Ramp, $1500. The jury was out less than two hours.

The plaintiffs had asked for $9900. The suit resulted from an automobile collision on the Pacific highway a few miles north of Salem last July, when cars driven by Mr. Ramp and Mr. Osborne crashed. Rudolph Samuelson was killed and Mrs. LeRoy Westley of St. Johns sustained injuries which resulted in her death three weeks later.

It was said tonight that the case will be appealed to the supreme court.

KLAN OPPONENTS ROUSED

Activities of Organization Are Resented in Eugene.

EUGENE, Or., Jan. 13.—(Special.)—Activities of the Ku Klux Klan in Eugene the past week, culminating in the public announcement by Dr. R. H. Sawyer of Portland, organizer, that the klan is organizing here and that many prominent men of the city have signed the roll of the local unit, have caused considerable comment and opponents of the klan have taken steps to remove the large white cross bearing the letters "K. K. K." erected on Skinner's butte, overlooking the city. The butte is owned by the city and officials have been asked to compel those responsible for the erection of the emblem to take it down.

When the klan cross was erected it was understood to be merely for the purpose of advertising the meeting at the Eugene theater addressed by Dr. Sawyer.

Mazamas Take Trip Tomorrow.

For their Sunday trip tomorrow, the Mazamas will take the Oregon Electric train at Tenth and Alder streets at 1:15 P. M. They will ride to Multnomah and walk over Capitol hill, down to the county rock quarry on the Tryon creek, through Northrup acres, Carson Heights and Fulton park to Slavin road. Thence they will go to Corbett street, where they will board the street car for home. The leader for the day will be J. Homer Clark and rear guard, C. W. Roland.

Weather Pleasant at Beaches.

TILLAMOOK, Or., Jan. 13.—(Special.)—For several days the weather has been bright and warm, with slight frost at night. Persons who have gone to the beaches have found it quite pleasant, the weather being similar to that along in August. There is considerable building activity at the beach resorts this winter, and the county court is making arrangements to make road improvements to the beaches in the spring.

Read The Oregonian classified ads.

DUBLIN GOVERNMENT TAKES REINS TODAY

Southern Parliament Meets to Ratify Treaty.

QUIET SESSION EXPECTED

No Trouble Likely Unless Some Members Opposed to Pact Decide to Attend Gathering.

DUBLIN, Jan. 13.—(By the Associated Press.)—Interest in the political situation tonight centers in the meeting to be held tomorrow by the southern parliament for the ratification of the peace treaty with Great Britain. Invitations to the session, issued today and signed by Arthur Griffith, were directed to all deputies elected for the 26 southern counties, including Eamon De Valera and his adherents. It is not expected, however, that Mr. De Valera or his followers will attend.

The meeting will be held in the oak room of Mansion house and, unless some members opposed to the treaty decide to attend, promises to be a perfunctory ceremony.

A chairman will be elected, the treaty formally ratified and a provisional government established. Mr. Griffith and the members of the new cabinet, according to present plans, will comprise the provisional government.

Cabinet Members Confer.

With the establishment of the government will begin the complicated and laborious task of transferring authority from the British to the Irish government. All the members of the cabinet conferred at Mansion house today, discussing their future duties, the responsibilities of the provisional government and the immediate necessity for dealing with the threatened strike of the railwaymen.

Representatives of the ministry of labor were called in by the cabinet and the situation fully canvassed with a view of averting a general stoppage of the country's main transportation facilities. It is report that there is hope that accommodations may be provided by which extreme action by the railway men will be avoided, for the present at least.

Preparations for the evacuation of Dublin castle and the withdrawal of the military forces are said to be complete. The first contingent of the auxiliary forces was withdrawn tonight and numerous contingents of other cadets and of the military have received orders to depart within the next 24 hours. Movements of troops on a large scale will take place next week.

More Prisoners Freed.

It is understood that 1600 auxiliary and 700 black-and-tans will leave Dublin for England within the next fortnight.

The release of Irish political prisoners from Irish jails continued today. Those liberated from the English and Scottish prisons are expected to arrive in Kingstown tomorrow.

Materialization of the amnesty of political prisoners in Ireland has elicited more outward enthusiasm here than any other development in the peace activities. It may be remarked in passing that the choice of the phrase "act of oblivion" rather than an "act of clemency" in the announcement is recognized as a happy diplomatic stroke.

Dublin's citizens indulged in lively demonstrations last night, a large crowd outside Mount Joy prison welcoming the successive batches of liberated prisoners with loud cheers. Similar scenes were enacted in Cork and Limerick, where others were released.

UNIONIST MEETING CALLED

Desire to Co-operate With New Government Voiced.

BELFAST, Jan. 13.—(By the Associated Press.)—Lord Mayor and Sir Maurice Dockrell, member of the house of commons from Dublin county, today summoned a meeting of the unionists of the south and west of Ireland to meet in Dublin January 19.

The following resolution will be proposed:

"We, the unionists of the south and west, recognizing the provisional government about to be formed, desire to co-operate with our fellow countrymen in this government in order that peace may be brought about and the welfare of the community secured."

Owing to the disturbed condition of the city, Sinn Fein prisoners in Belfast who were to be transferred to southern Ireland for liberation under the amnesty proclamation were to be entrained at midnight tonight. At this time, with the curfew in operation, the streets were expected to be deserted and thus it was hoped trouble would be avoided.

The strike of railway men called for Saturday midnight has been postponed as the result of a prolonged conference today between the railway managers and the minister of labor in the northern cabinet, as far as it would affect the Midland railway and the Belfast & County Down railway.

The managers of the railways agreed to postpone changes in wages and hours of work of the men for another week and to meet representatives of the national union of railway men early next week.

GLEE CLUB TO TRAVEL

Willamette University Singers to Give 17 Concerts.

WILLAMETTE UNIVERSITY, Salem, Or., Jan. 13.—(Special.)—Seventeen concerts to be given in a three weeks' period were announced for the university men's glee club here today by Everett Craven, manager. The organization will leave here January 26 and return February 15. The tour will include Columbia river and Washington towns.

Leaving Salem January 26, the club will appear the first evening at Sherwood and then at Oregon City January 27. Other appearances will be as follow: Hood River, January 28; The Dalles, January 30; Goldendale, Wash., January 31; Pendleton, February 1; Athena, February 2; Walla Walla, Wash., February 3; Kennewick, Wash., February 4; Spokane, Wash., February 6; Cheney, Wash., February 7; Davenport, Wash., February 8; Wenatchee, Wash., February 9; Tacoma, Wash., February 10; Kiaher, Wash., February 11; Portland, February 13; West Linn, February 14.

City Hall Question Revived.

ALBANY, Or, Jan. 13.—(Special.)—A proposal to erect a city hall in Albany, a subject which city councils here have discussed periodically for a decade, has been revived and is being considered by members of the present council. Legal questions with reference to a bond issue voted a few years ago to provide a site and build a municipal building are being investigated now at the request of the council, after which that body expects to take concrete action.

Cherrians May Buy Auto Camp.

SALEM, Or., Jan. 13.—(Special.)—Salem Cherrians, at a meeting tomorrow night, may take some action toward purchasing the local tourist camp grounds. The purchase of these grounds recently was advocated by the city, but some opposition was voiced and the proposal was dropped. If the Cherrians buy the property the grounds will be improved and a nominal fee will be charged travelers who wish to take advantage of the conveniences. In this way the grounds would be made self-sustaining.

Women's Club Planned.

TILLAMOOK, Or., Jan. 13.—(Special.)—A preliminary meeting of a number of the leading women of the city was held at the city hall this afternoon to discuss the question of forming a women's club, to work in conjunction with the chamber of commerce. It was decided to send out invitations to all the women's organizations in the city to attend a meeting on the 25th of this month, when it is proposed to form a strong organization to take up matters of general interest to the city.

RIVOLI

Independently operated by Gus. A. Metzger

NEW SHOW TODAY!

The adventurous romance of a pretty little flapper who wanted friendship and risked her reputation to get it.

"PLAYING WITH FIRE"

WITH Gladys Walton

Star of "Pink Tights," "High Heels," etc. and former student in Portland of Lincoln and Jefferson High Schools.

SALVATORE SANTAELLA

and the big

Rivoli Concert Orchestra

In Accompaniment and in Concert Tomorrow at 12:30 P. M.

Added Attraction

"Swifter Than Crime"

An authentic, daring picture of New York's famous motorcycle police force in action, with thrills that will make you gasp.

Comedy Feature, "P. D. Q.," with Lee Moran—Rivoli News

NEW LOCATION

Kirk's Military Shop

61 Sixth St., Cor. Pine

Victrola

THIS STYLE and ten double-face Victor records, your own choice, needles, etc.

108.50

Easy Terms

SEIBERLING-LUCAS MUSIC CO.

125 4th St., Near Washington St.

TEN DOLLARS ? TWO MINUTES

PORTLAND MOTOR CAR CO.

Tenth and Burnside

Phone Broadway 521

Before ordering coal, Bdwy. 70.—Adv.

RHEUMATIC ACHES QUICKLY RELIEVED

THE racking, agonizing rheumatic ache is quickly relieved by applying Sloan's Liniment freely. *It Penetrates without rubbing.*

For forty years, folks all over the world have found Sloan's to be the best pain and ache liniment. Ask your neighbor.

You can just tell by its healthy, stimulating odor that it is going to do you good. Sloan's Liniment is clean and non-skin-staining.

Keep Sloan's handy for those sudden and unexpected attacks of neuralgia, lumbago, sciatica, lame back, stiff joints, sprains and strains, bruises, bad weather after-effects.

At all druggists—35c, 70c, $1.40.

Sloan's Liniment (Pain's enemy)