

## GIFTS FOR SOLDIERS; WHAT TO PICK OUT

anger of Selecting the Wrong Things Confronts Folks at Home; Some Suggestions Worth Heeding.

Several million women, young and old, plain and beautiful, are thinking at thought for some of the many men in the service of Uncle Sam, and thereby the difficulties of these men are materially increased.

When it is remembered that a soldier is only allowed to carry about fifty pounds of personal luggage it will be seen that he will want that fifty pounds to consist of things indispensable to his comfort, or nearly so.

It is reasonable to suppose that any soldier in the trenches would gladly trade a heavy, monogrammed gold cigarette case, inscribed "From Mamma to Her Hero," for a week's supply of the making's.

Yet the men in the different training camps are daily receiving all sorts of gifts from admiring friends and relatives—gifts which are perfectly superfluous, considering the service which those men are soon to experience.

A captain in one New York National Guard regiment told of the gifts that arrive at the armory daily for his men. He told of huge shipments of cake very much crumbled, of candy (which, of course, can be eaten, of silk pajamas. Even in the armory silk pajamas are a bit of a joke, but when one reads stories of trench life and then tries to reconcile the idea of silk pajamas with them the imagination is overtaxed.

This man was on the Mexican border last year, and one of his brother officers received an almost life size portrait of his wife in a heavy gilt frame covered with glass.

The difficulty of carrying around the huge portrait from camp to camp was too great even for the man's love for his wife. Yet it is mostly in things like this that women err. They have a passion for giving something tangible that a man can keep—something that will make him think of the giver.

### Tobacco is Welcome.

Tobacco goes up in smoke and candy is eaten and forgotten. Still there is nothing a soldier would rather have than tobacco, and it is entirely probable that the girl who sends a thousand cigarettes will be remembered longer and more gratefully than the one who sends a valuable cigarette case or a large portrait.

Even useful things are often untimely and burdens to the recipients. An Englishman tells that during the first year of the war, when the knitting craze hit all the women of England, some of the sailors were so oversupplied with sweaters, wristlets, etc., that they threw large numbers of these overboard, and that every man in one Scottish regiment had from three to six sweaters, while men in other regiments were suffering for them.

This came of women sending their gifts to individuals. It is a mistake. It is even a mistake to direct them to special regiments. The most practical way to send practical gifts is through some recognized relief organization, that they may be fairly distributed to the men who need them.

Foolish giving is not entirely the fault of the women. The men who are in the training camps and are getting their first taste of military life are sometimes quite as bad. One woman, whose husband is in the officers' training camp at Pittsburg, said:

"I believe that my husband must spend all his leisure time thinking of things to write for. When he went he would only take the bare necessities, but now that he is in the camp he seldom lets a day go by without writing me to pack up some large and cumbersome article and send it to him. Victrola records, an old baseball uniform, innumerable books and extra toilet articles that he scorned when I helped him pack have all been sent."

### Pets and Mascots.

If the men are provided with necessities and such luxuries as can be conveniently carried they will easily find something to amuse them in their little leisure time. Men, as women know, are much more juvenile than women. They never really grow up. This is especially true of American men.

One soldier who last year went to the border enumerated the pets owned in his company. These pets were all acquired after reaching the border; none was brought from home, though many returned with their masters. There were two burros, one dog named Nellie Bows, one pet chicken named Mary, one cat, two coyotes, two wild boar pigs, one rattlesnake and one parrot. This was only one company, mind you. Every company in the regiment was similarly menagerie.

Some of the pets came to grief. Nellie Bows died and was given a military funeral; the chicken was accidentally shot and served to the captain, who was very angry when he discovered that he had eaten her; the rattlesnake bit a soldier and was court-martialed before it died, but many of them lived to come home as pets for the men's children. So man finds his diversion as he goes along.

I have a letter from an English soldier in which he says: "If you send a picture, make it a little snapshot; I have a book in which I keep all of them." This suggests that a small kodak album would be welcome. Certainly no man in active service wants to be burdened with large portraits of his friends, and the man who has no cigarettes will not look with any particular affection upon a heavy silver case.

### Approved List.

All sorts of foolish things are advertised as gifts to the men who are going away. The most sensible list of gifts is that proffered by the New York branch of the women's section of the Navy league for Christmas cheer bags, and even in this list there are a few things open to question. It follows:

Tobacco, pipe, cigarettes, cigarette papers, stationery, stamped envelopes, pencils (indelible) fountain pen, pen holder and pen points, pocket knife, tooth brush and paste or powder, chewing gum, safety razor, shaving soap, metal mirror, coin belt, coin purse, military brushes, pocket comb, wrist watch, handkerchief (khaki colored for soldiers and marines), ad-

hesive plaster, beef bouillon cubes, malted milk tablets, playing cards, dominoes, checkers and other games, pocket editions of good books, folding drinking cups (nickel or aluminum), wristlets and sleeveless sweaters.

A soldier commenting on the above list said:

"The metal mirror is good. We've been sent glass ones, and they are usually broken just in getting to the training camp. I don't know how people expect us to carry them in active service."

"There's no need for the coin belt," he continued. "Our service belt is all we can stand, and we can attach a coin purse to it on the inside. I think a button smaller than the average military brush would be more practical than the regular military brush. Otherwise the list is excellent."—New York Sun.

### Nature's Treasure Casket Carries "The Goods"

One of the most curious things in nature is a "geode." It is a ready-made treasure casket.

The beginning of a geode is a cavity in rock. Water percolating into it deposits silica in crystalline form. Ages later, perhaps, the rock is broken open and out falls the geode—a nodule of chalcedony lined with beautiful crystals.

Sometimes the silica that forms the crystals is stained with oxide of manganese, and in such cases the geodes are lined with amethyst. Occasionally a geode holds a gill or two of water—to be seen through the translucent coat of the nodule—which has been shut up in the little box for 1,000,000 years, maybe.

The biggest and most wonderful geode ever discovered was found not very long ago near the German settlement of Santa Cruz, in Brazil. It was thirty-three feet long, sixteen feet wide and ten feet high. Embedded in rock, the upper part of it—the roof as one might say—had been broken through in some accidental way and a palm tree was growing out of it.

The whole inside of this fairy grotto—for it deserved no less picturesque a name—was lined with richly colored crystals of amethyst, many of them as big as a man's fist, and with brilliant lustrous facets, as if polished by a lapidary.

To remove this gigantic geode was impossible, but it was broken carefully to pieces without blasting—Philadelphia Ledger.

### In Ad-Land

"Keep your eye on the girlie you love," and thirty others.—Advertisement of a Cincinnati music house.

A Bloomington, Ill., merchant advertised "Women's untrimmed shapes," and admitted mere men to the sale.

Lost—Auto Weed anti-skid chain. Also yellow and white cat. Anyone knowing about either please notify Dr. Cunningham.—Advertisement in Janesville, Wis., Gazette.

I butcher myself every Saturday.—Sight of Columbia, Ill., butcher shop.

For Sale—Two white iron children's beds. Address, etc.—Advertisement in Detroit News.

## DIAMONDS ON CREDIT WATCHES

### BUY GIFTS NOW

Splendid new line of Diamonds—brilliant gems, your choice of rings, scarf pins, studs, La Vallieres, brooches, ear screws, lockets, etc., for Christmas presents. Thanksgiving, too, is a time for gift giving. Take a present to the loved ones "back home."

### We Accept Liberty Bonds at 105

in payment for any of our merchandise, or in settlement of accounts.

Send a Christmas gift worth while to your soldier boy. What could please him more than this handsome, durable and serviceable Military Wrist Watch.

### Military Wrist Watch TELLS TIME IN THE DARK

**\$1.50 A MONTH**

Radium Dial Every Soldier and Sailor Should Have This Wrist Watch.

280—Military Wrist Watch, leather strap, unbreakable glass; high grade. Full jewel movement. Illuminated dial. Special for our "Sammys"..... **\$15**

**\$1.50 a Month.**

559—Ladies' Diamond Ring, 14K solid gold, "Lottie Perfection" mounting..... **\$50**

1179—Cameo Ring, four fine diamonds, pink Coral Cameo, four solid gold..... **\$25**

**\$2.50 a Month** **\$1.25 a Week**

Open Daily Till 9 P.M., Saturday Till 9:30  
Call or Write for Catalog No. 903. Phone Douglas 1444 and Salesman Will Call

**LOFTIS** Credit Jewelers  
BROS. & CO. 1523 4th St. OMAHA.

### Don't Neglect

your stomach. Keep it strong and well. When food disagrees with it, strengthen it with

**BEECHAM'S PILLS**

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

## Contest Suggestion That Will Take Well And Cost But Little

An idea for a little contest that would be beneficial to any retail store is contained in the news of a contest recently conducted by the Florida Times-Union, of Jacksonville, Fla. This paper, in connection with a cooking school for which it stood sponsor, conducted a contest among the women for a prize to be given for the best reasons, submitted in writing, "Why I Prefer to Use Standard Advertised Package Goods." Nearly a thousand letters were received, among the best reasons given being the following:

"Because, the advertising manufacturer stands behind the wholesaler, keeping him supplied with fresh goods and relieving him of old or stale goods, therefore we get a fresh product."

"Manufacturers of cheap, inferior brands cannot afford to advertise them; if they do the goods have very short life."

"Because no manufacturer dares to advertise inferior products or fake products."

"One of the purposes of advertising is to explain and make clear the

qualities of the article advertised. Unless these qualities are good they will not be brought to the consumers' attention."

"Because one manufacturer advertising his products makes other manufacturers put forth special efforts to improve their goods, although they may at that time have an excellent product."

"Because we pay for the exact weight we purchase. No chance of error in weight and this error is apt to occur when bulk goods are hurriedly weighed."

"They often save the fuel bill, hence are economical."

"Because a firm which can afford to advertise largely can afford to put up the best goods in the best possible way. It must have quality goods which have passed the pure food laws of the United States and of the state in which they are sold, and have the producers' guarantee upon them."

The retailer can do on a small scale what this newspaper did on a larger scale. It can offer small prizes, advertising the contest in the home newspaper or by handbill. In order to increase interest in the contest, do not let it be known through the advertisement just what the contest is, but have everybody come into the store for a slip which tells all about

the contest and gives the rules. This also will bring many people into the store who have not been in the habit of coming.

## The Big Lesson of the Little Red Knit Suit

Has not the retailer been prone to sit down and weep—more likely cuss—rather than to dig his way out and turn his obstacles into agencies with which to climb out and up? For instance, here is a long-headed Iowa merchant claiming that, by studying mail order house methods and their psychological relation to his home neighbors, he found a way to make them help rather than hurt him.

He said that when a woman went to a mail order house for a little red knit suit for her boy and the boy came out with it the next Sunday it immediately made the other mothers and the other boys want that sort of a suit, and then his store got busy with some advertising and sold a dozen.

The retailer who watches what local consumers order from mail order houses and arranges to supply people in his town with the very goods, and advertises them can secure a share of the sales which otherwise may go to the catalog houses.

## Mailing List That Never Grows "Dead"

Farmers all over the country are on the mailing list of a small town merchant. In order that none of the letters will fail to be delivered when he has a special sale he addresses the envelope only to the box number, rural route and town.

In this way the circular comes into the hands of the family living there and is not returned in case the people have moved. The plan saves checking up the mailing list and stops the return of letters marked "moved—left no address."

## Carry-It-Home Sale

Another good plea for a sale is the non-delivery announcement. Put on the top of every card in the store, price card and show card as well, "Carry It Home for 10c," or whatever price it may be; or on the announcement cards "Carry It Home and Save the Cost of Delivery." This idea can be worked out at length in your advertising and in window announcements. If your store has not been a delivery store, then point out how much cheaper you can sell because your customer carries the goods

home and you have no delivery charges.

Wanted—Good, fertile sauerkraut seed. J. D. Beck.—Advertisement in Eagle Pass, Tex., paper.

## Washing Won't Rid Head Of Dandruff

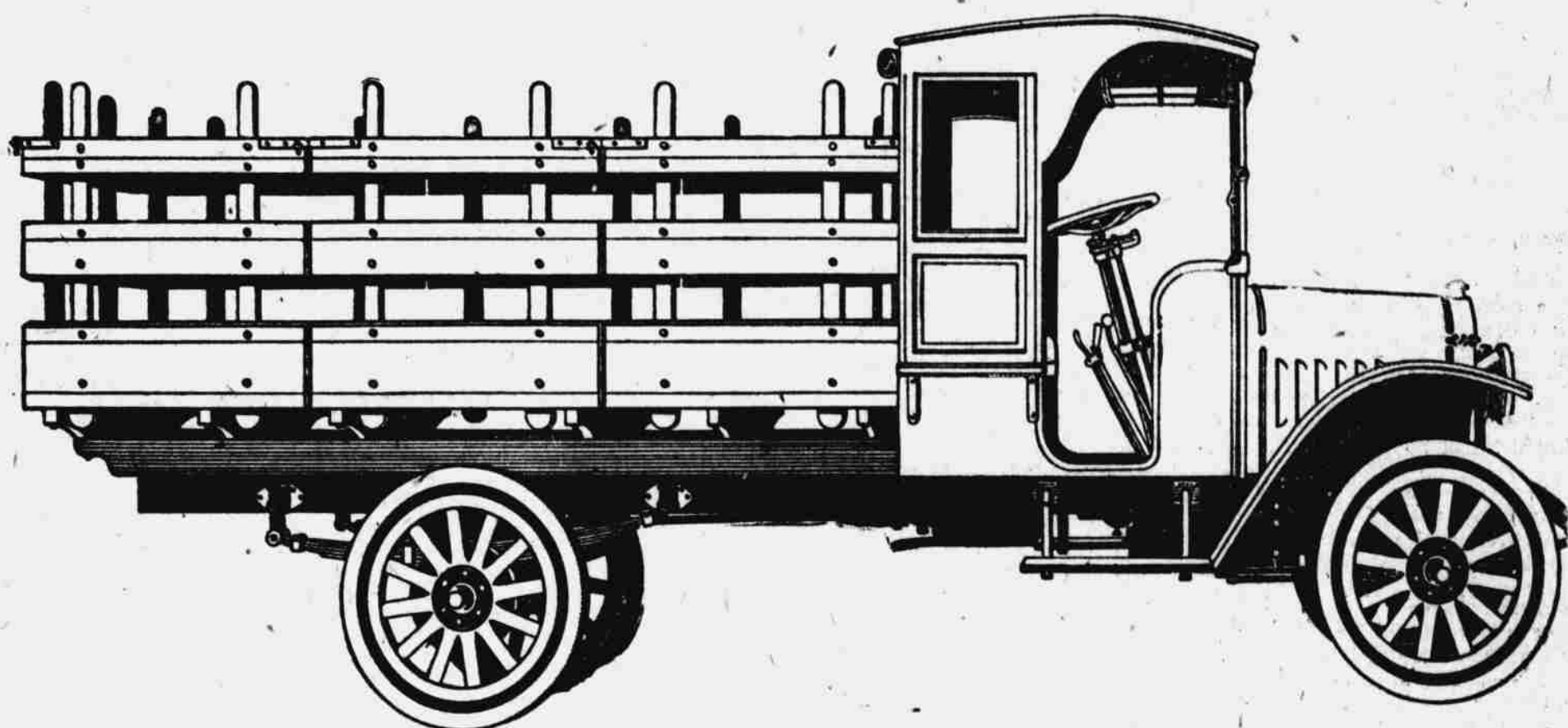
The only sure way to get rid of dandruff is to dissolve it, then you destroy it entirely. To do this, get about four ounces of ordinary liquid arvon; apply it at night when retiring; use enough to moisten the scalp and rub it in gently with the finger tips.

Do this tonight, and by morning, most, if not all, of your dandruff will be gone, and three or four more applications will completely dissolve and entirely destroy every single sign and trace of it, no matter how much dandruff you may have.

You will find, too, that all itching and digging of the scalp will stop at once, and your hair will be fluffy, lustrous, glossy, silky and soft, and look and feel a hundred times better.

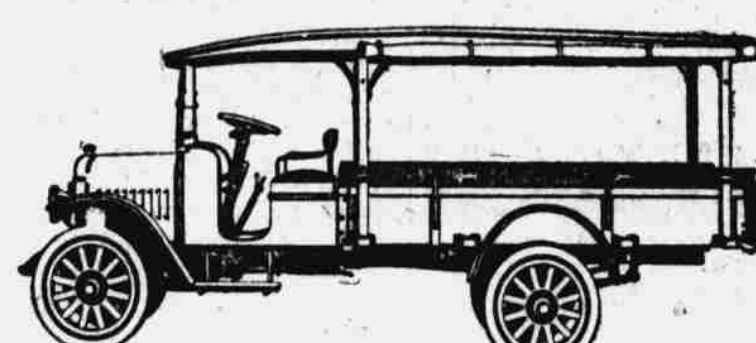
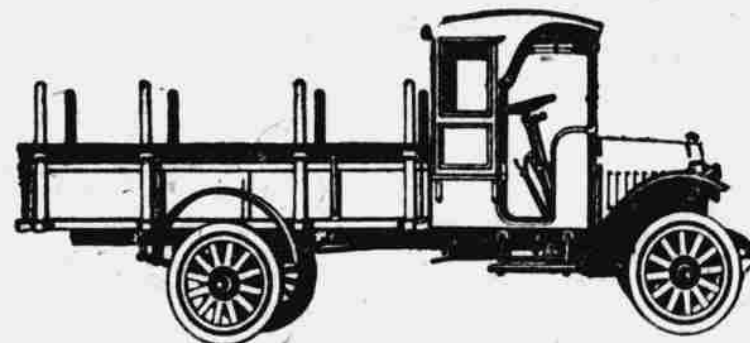
You can get liquid arvon at any drug store. It is inexpensive and never fails to do the work.—Adv.

CHASSIS ONLY \$985 F. O. B. DETROIT



Think what it means to your Business Standing when this 10-foot, Worm Drive, Electric Lighted Truck rolls up to a customer's Door.

**MAXWELL**  
**ONE TON**  
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Trade in that cheap makeshift combination of pleasure car chassis and trailer and buy a Maxwell 1-ton truck for \$985. It will purchase itself as it runs along and save its cost in a year's time. 10-foot loading space. 16 miles to every gallon of gas. A truck built for these driver-scarce times. So simple that a boy can run it. So strong that he can't ruin it. Always ready when you are—never begs a day off. Repair bills won't equal interest charges on your money. Remember the worm-drive—featured by noted \$5,000 trucks. Remember the electric lighting system and generator. Remember the low gasoline consumption. Remember that it's made by Maxwell. And remember that this is the lowest priced, full grown, fully guaranteed 1-ton truck in the world. Pays its way from day to day.

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