

ADVERTISING TALKS
WRITTEN BY
WILLIAM C. FREEMAN.

The publisher of the Columbus (Ohio) News, Mr. ALLE NALBERT, is doing a great work in elevating newspaper advertising.

He is particular about the kind of advertising he prints, and before accepting a contract he must be CONVINCED OF THE INTEGRITY OF THE ADVERTISERS.

He is not prudish nor a reformer. He is just a publisher with GOOD COMMON SENSE, who realizes that the handwriting is on the wall and that he must take note of it if his paper is to become a permanent success.

Sometime ago he devoted a three-column space on the first page of his newspaper to a subject entitled "Twenty-eight Days of Disgraceful Newspaper Advertising."

This talk told of another newspaper in Columbus which had boasted about a great increase in business in the month of February.

Mr. Albert pointed out to his readers the kind of advertising that had been printed in the columns of his neighbor, and made it very clear that a business success that prided itself on the printing of such advertising copy was welcome to the success and to what pride could be gotten out of it.

He reproduced two or three of the nasty advertisements printed by his neighbor and then said:

"These things are wretched and shameful to the whole body of newspaper makers."

"It is possible for a newspaper not only to survive, but to prosper by inserting only DECENT ADVERTISING and thus guarantee to advertisers decent associations in its columns."

"It is not necessary to have to face the charge of corrupting young girls and boys in order to succeed."

"Our neighbor has yet to learn," so Mr. Albert says, that decency in newspaper work CANNOT BE CONFINED TO THE EDITORIAL PAGE. He has yet to learn that indecent advertising is worse for the community than anything that could be printed in a newspaper."

Mr. Albert is sure to succeed. His home community will back him up in taking this stand for RIGHTEOUS ADVERTISING.

(To be continued.)

Good Clothes Become More Important to You Every Season.

More and more people are being educated to wear good clothes, to appreciate good taste in others in the clothes-matter.



Geo. W. Fox
Clothing, Hatters, Furnishers,
Rogers, Peet & Co.'s Clothing
1310 Market St.

TAXI CABS
\$3.00 PER HOUR

For Short Distances Same Price as Hacks
BURNS & CHURCH
Hack and Transfer Line
Office, No. 1214 Market Street
Both Phones—
Office, 478. Stable 871. Night, 417
Gar. Mott. — Pumping and
Refrigerating.

McFadden's - - The Men's Store

We Sell Stanwear Shoes for \$2.50
Other Shoes no Better Are Sold for \$3.50.

**You Save a Dollar
On Every Pair**



by coming here for
**STANWEAR
SHOES**

FOR MEN
AND YOUNG MEN
\$2.50

Tan Button, Shoes or Low Shoes.
Tan Lace, Shoes or Low Shoes.
Patent Leather, Shoes or Low Shoes.
Patent Leather, Button or Lace.
Plain Leather, Shoes or Low Shoes.
Plain Leather, Button or Lace.

27 of the best and handsomest styles to pick from—and \$2.50 a pair for any of them.

Look at them in our window.



We sell the new
**Long Peak, Large Shape
AUTO CAP**
for **48c**

Other stores sell the same kind for \$1.00. Save the difference here.



Regular \$2.50 quality of
**Young Men's
Soft Hats**
for **\$1.98**

All the new spring colors, tan, pearl and gray. You will see our hats sold at \$3 in other stores no better than these.

Look at our window.

McFADDEN'S

Everything Men and Boys Wear.
1122 and 1124 Market Street.

**MISSIONARY SOCIETIES
HOLD ANNUAL MEETINGS**

FIRST SESSION CONVENES THIS MORNING IN NEW CUMBERLAND.

Interesting Program Will Be Carried Out During the Two Days—Many Will Attend From Wheeling.

The seventh annual meeting of the Wheeling presbytery which is composed of all the Women's Home and Foreign Missionary societies of the various Presbyterian churches in the upper Pan Handle, will be held in New Cumberland, and the first session will convene this morning at 10 o'clock in the Presbyterian church of that place.

The foreign missionary societies will hold three sessions today while the home organizations will hold two sessions to-morrow and interesting programs will be rendered by both. Prominent among those to take part in the sessions to be held to-day will be Rev. Ray L. Torrey, a returned missionary from China, and Mrs. G. I. Wilson, of Sistersville, who is one of the most prominent workers in the missionary field in West Virginia.

Mrs. Wilson arrived in the city yesterday being the guest of Mrs. Bertha Caldwell, of Fourteenth street, and she delivered an interesting address last evening at the Presbyterian church at Holiday's Cove. The presbytery is made up practically of societies from Wheeling and many women contemplate attending from this city and immediate vicinity. The officers of the foreign missions follow:

President—Mrs. Robert J. Reed, Wheeling.
Recording Secretary—Mrs. George W. Oldham, Triadelphia.

Presbytery Secretary—Mrs. J. P. Leyenberger, city.
Young People's Secretary—Mrs. W. W. Irwin, city.
Secretary of Literature—Mrs. E. E. Boyd, Wooddale.
Treasurer—Mrs. W. J. Holmes, Wellsburg.

Foreign Corresponding Secretary—Miss Caroline V. Lee, Holiday's Cove.
The home missions officers are:
President—Mrs. W. E. Allen, Elm Grove.
Corresponding Secretary—Mrs. Bertha E. Caldwell, city.
Recording Secretary—Miss Wilma Jacob, West Liberty.
Young People's Secretary—Mrs. J. M. Potter, Wooddale.
Primer's Secretary—Miss Lucy Brown, Elm Grove.
Literature Secretary—Mrs. Thoma Moore, city.
Treasurer—Mrs. W. F. Butler, city.

The following will take part in the program to be rendered:
Mrs. Robert J. Reed, Miss Marie Carothers, Mrs. A. M. Anderson, Mrs. M. H. Haganan, Mrs. G. W. Oldham, Mrs. W. W. Irwin, Mrs. Edgar E. Boyd, Miss Carrie V. Lee, Mrs. J. P. Leyenberger, Mrs. W. J. Holmes, Mrs. J. J. Rodes, Mrs. C. H. McDonald, Mrs. Robert A. Watson, Mrs. Thomas Carmichael, Rev. A. E. Hubbard, Miss N. Laura Lawson, Mrs. R. P. Getty, Miss Agnes Wilson, Miss M. S. Ott, Mrs. R. L. Jenson, Miss Ethel Williams, Miss Carothers, Mrs. Jos. F. Pail, Mrs. G. I. Wilson, Rev. Ray L. Torrey, Mrs. Edgar W. Day, Miss Wilma Jacob, Mrs. Bertha E. Caldwell, Miss Lucy Brown, Mrs. T. B. Moore, Mrs. W. F. Butler and Mrs. Clara Trimble.

Giving advice is an easy way to borrow trouble.

**Friedel's Wall Paper at a
Saving of 20 Per Cent**

IT'S our entire stock—everything we have in Wall Paper is included in this special sale. You won't have another opportunity to buy the very best Wall Papers at a discount of 20 per cent, so now is your time to buy. Really, it will pay you to buy now, even if you are not ready to paper.

We guarantee you this saving of 20 cents on the dollar.

JOHN FRIEDEL CO.

Paperhangers Furnished. 1119 Main.

DR. MUNYON
FAMOUS EASTERN EXPERT HERE
TO MEET PUBLIC.

"Your Life is Worth Saving," He Advises Discouraged Woman Who Calls.

"I am here to shake hands with every man, woman and child in Wheeling," said Prof. J. M. Munyon, the famous health expert, in a statement to-day. "I have thousands of friends here among people who have used my remedies as practically their only family doctor for years. I want to know these people personally, and while I am here I am going to make a host of new friends."

"I am here to tell the people of this city about my theories on the subject of health, which are the fruit of a lifetime devoted to healing the sick people of America. I shall send my message through the newspapers day by day, but more than that I want to meet the people of Wheeling face to face and tell them, while we clap hands, some of the hopeful truths about health that I have learned."

"A well known woman living in Wheeling came to see me at my hotel. She said:

"Doctor, I am practically a chronic invalid. I have been nothing but a burden for years to myself, to my relatives and to my friends. Tell me, doctor, is my life a benefit to the world? Is it really worth saving?"

"Her despair was pitiful, but I believe that my answer inspired hope in her breast, and hope alone is the greatest curative agent God has given us."

"My reply to this woman's simple question was the answer I have given thousands of times to people who have asked me the same question. It is the very message that I want to convey in ringing tones to every sick and ailing person in Wheeling. "Yes," I told her. "Your life is worth saving! It should be saved for your loved ones, and your friends. It should be saved for yourself! It should be saved for the world."

"Every man and woman owes this as a duty not only to himself, but to his relatives, but to the community at large. Health is the open door to success and happiness. Man has no right to allow disease to sap his vitality, or weaken his capabilities. Society demands from him one hundred cents on the dollar. If talents have been given him they must be accounted for. Comfort, success, pleasure and the highest joys can only be realized through exercising the full strength of one's mental and physical powers. The sickly person is apt to have sickly ideas, and people with sickly ideas are neither a joy to their friends, a comfort to themselves, nor a help to their fellow-beings."

"If I were to write a formula for the general welfare of humanity it should be—Get well! Get well, even if it takes your last dollar. I firmly believe that the time will come when governments will pass laws compelling people to keep in good health. Such a law would lift the world out of beggary, dependency and mental and moral ruin."

"A lady asked me the other day whether I was not a crank on the subject of health. I pleaded guilty at once. As long as God spurs my life I shall preach the doctrine of good health. I believe in my Remedies. I know that they will do all that I claim for them. I know that with these remedies in the home a large amount of suffering can be avoided, and doctors' bills greatly reduced."

Dr. Munyon will remain in Wheeling for several weeks, and will make his headquarters at Goetze's drug store, 27 Twelfth street. This store has arranged with Doctor Munyon to meet the public of Wheeling and either himself or his representatives will be at this store each week day after Friday, from 10 o'clock in the morning to eight at night to explain about his remedies and the formation of his new "Flow" health cure. Doctor Munyon will be glad to meet and talk with any person who cares to call.

Lame shoulder is nearly always due to rheumatism of the muscles and quick yields to the free application of Chamberlain's Liniment. For sale by all dealers.

**Automobile
and Motor Boat Accessories**

The Celebrated Monoplex Horn, Siren, Can be heard for two miles.
We also carry in stock
Storage Batteries
Dry Batteries
Spark Coils
Spark Plugs
Blenders
Ammeters
Voltmeters
Bull Dog Connectors
Battery Switches
Miniature Flash Switches
Polarity Indicators
Gilt Edge Metal Bellows
Tungsten Lamps for
Headlights or Sidelights
Trouble Hunter Lamps.

Gee Electric Co.

18 to 28 Fourteenth St.
Wheeling, W. Va.

COURT THEATRE

Saturday, Matinee and Night, April 22
Cohen and Herria Present the Popular

RAYMOND KITCHCOCK.

Assisted by Flora Cahill and Orlando Company in "The Man Who Owns Broadway."

Matinee, 2:30. Evening, 7:30. Night, 9:30 to 12:00. Boxes, \$1.50.

COURT THEATRE

Wednesday, April 19th.
Direct from a Palace at the Comedy

Walker Whitehead

In Israel Shewitz's Greatest Dramatic

"THE MELTING POT."

(Management: Lubler & Co.)
Next Night Monday. Prices, 25c to \$1.50

APOLLO THEATRE

NEW BROADWAY GIRLS CO.
Announcement. Fun. Good Comedy.

The "New Broadway Girls" company is bigger and better than ever. And don't forget "The Girl in Pink," the Superb Drama.

Matinee, 2:30. Night, 8:15.

ROCKLAND

**Sugar House
MOLASSES**

Genuine Southern, old time Molasses. Brilliant yellow color, creamy with rich mellow flavor.
50c a quart—40c for 1/2 gal. 75c a gallon.

MAPLE SUGAR
Made on the farm and guaranteed pure. 50c a pound.

BULK QUEEN OLIVES
50c a quart.

SILVER FRUMES
Extra large size and fine flavor. 50c a pound.

TOMATOES
Hand packed standard tomatoes. 3 cans for 25c.

KOWWA BABY
LIMA BEANS 50c a can.

GINGER SNAPE
So fresh and crisp that many were broken in shipping, that's why we offer them so cheap. Just 5c a pound.

WELTY'S

"Pure Food Store"

222 Esther Place,
1044 Market St.

BOARD OF TRADE

Will Hold Important Meeting Friday at Their Rooms in Board of Trade.

Important business affairs will be transacted by the board of trade at their regular meeting to be held Friday evening at their rooms in the board of trade building. All members are requested to attend the meeting.

Tin, rubber and cocoanuts are the basis of Malayan property. The Malay states supply two-thirds of the tin used in the world. Exports of tin last year amounted to \$40,507,935. By 1915 the Malay peninsula will have 200,000,000 acres of yielding Para rubber trees.

**Beautify Your
Complexion**

Drive Away Liver Spots, Blisters, Pimples and Make Your Skin Clear and White.

Trial Package Sent Free.

If you want a beautiful complexion, free from liver spots, pimples and freckles and other discolorations, purify your blood.

Stuart's Calcium Wafers cleanse and clear the blood, remove all poisonous and irritating influences and permit it to flow gently and uniformly all through the veins. These little wafers are famous for their beautifying effects, and every lady may use them with perfect freedom.

They do their good work remarkably fast, owing to the wonderful power of the ingredients which they contain. Here they are: Calcium Sulphide, Quassa, Eucalyptus, Golden Seal and an alterative and laxative. Ask your doctor what he thinks of these as blood purifiers. He prescribes them many times every year.

The popularity of Stuart's Calcium Wafers is great and growing constantly every year. They do a wonderful work with apparently little effort and do not necessitate suffering and expense as so many complexion cures occasion.

You may enjoy a fair complexion if you will use these little wafers. They are taken after each meal and go into your blood, just like food. They do your entire system a great good. They help your intestines and relieve constipation, thereby giving the system the power to remove and exclude poisonous masses and fluids which filter through the intestines into the system and contaminate it.

Don't despise if your complexion is muddy. Write to-day for a free trial package of Stuart's Calcium Wafers or go to your druggist and buy a box. Price, 50c. Simply write your name and address and a trial package will be sent you by mail without cost. Address: P. A. Stuart Co., 175 Stuart Bldg., Marshall, Mich.

PHILIPPI REUNION. Plans Progress for Celebration of First Battle of Civil War.

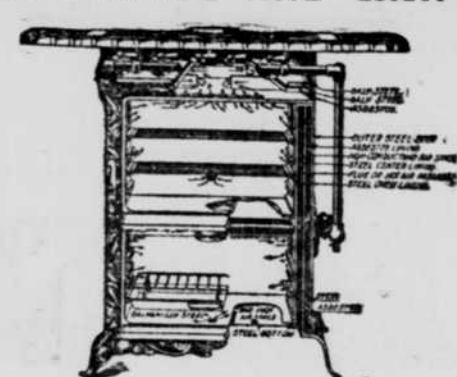
Several Reports to the Intelligencer. PHILIPPI, W. Va., April 19.—Plans are progressing rapidly for the observance of the first battle of the Civil War anniversary here, to be combined with a reunion of the blue and the gray. The date set for the affair is from May 29th to June 3rd.

EVERY HOUSEWIFE

**SHOULD ATTEND THE
DEMONSTRATION**

BEGINNING THURSDAY, APRIL 20,
— OF —

JEWEL STOVES AND RANGES



FREE—HANDSOME SOUVENIR given to every lady attending the demonstration.

H. C. FRANZHEIM CO.

Everything For Housekeeping.
1126-28-30 Main St., Wheeling, W. Va.

Ladies of St. Luke's church will serve Luncheon in our Third Floor Corridor, April 20. Everyone invited.

**MICHELIN
Inner Tubes**

For Michelin and all other Envelopes



The majority of motorists throughout the world are satisfied users of Michelin Inner Tubes. They are the best judges. Ask them.



IN STOCK BY

THE HEARNE MOTOR CO.
15th and McColloch Streets

MARRY, RETURN, FORGIVEN. Morgantown Couple Elope to Cumberland.

Special Dispatch to the Intelligencer. MORGANTOWN, W. Va., April 19.—Clarence Wells, a well-known chauffeur, and Miss Rosa A. Zipef, of this city, eloped to Cumberland, Md., where they were married. The couple returned last night and were forgiven, and will make their home here.

RUGS

to fit all size Rooms always carried in stock.



\$25.30

For This Fine
Brass Bed



It is a very massive Bed, size 4-6, finished in Bright Brass, or Satin Finish with bright trimmings, or in Brush Brass. This bed would be cheap at \$35.00.

**25 CALORIC
Fireless Cookers**

will be sold in the Club Plan. Pay \$1.00 to join, and \$1.00 per week. We do this to introduce them. The demonstration was a success, and it has proven that the "CALORIC" can cut down your GAS, MEAT and GROCERY BILLS. Don't delay but join the Club at once. They come in 6 sizes and priced from \$7.50 up.

Buying here on Credit does not mean increased prices. It merely means a dignified accomodation which you are welcome to use any time.

THE PALACE

Undertaking Parlors, 1114 Water St. 1113 AND 1115 MAIN ST.