

MAN KILLS WIFE AND SHOOTS SELF

Double Funeral Will Be Held
at Christian Church.

By United Press

America's "Beauty Bill" Rivals Total Spent by Men for Smokes and Chewing

By WALTER D. HICKMAN

HABIT is costing Americans millions of dollars every year. The women of this country run up an enormous "beauty bill" each year and the men smoke and chew up millions.

This is not a sermon, but a book review of "The Standard of Living" by Newell Howland Comish, professor of economics and sociology in the Oregon Agricultural College.

"The Standard of Living" is a brand new MacMillan Company publication. I found this book to be a gold mine of working knowledge with which every man, woman and child should be acquainted.

Let me ask you this question: "Why are so many of us broke so soon?"

I am not giving you the answer, but Dr. Comish has it. Here it is: "Habits, too, influence consumers in making expenditures. Women, no less than men, have acquired rather fixed habits which cost them considerable money. Some of this money is expended to gratify good habits and some to satisfy bad ones."

The women of the United States spent \$750,000,000 for rouge, lipsticks, powder, and perfume during 1919, according to the luxury tax returns. While the American "beauty bill" was accreasing in 1919, the American tobacco bill was growing. The men burned up \$1,310,000,000 in cigars and cigarettes, and chewed and otherwise used up \$300,000,000 of chewing tobacco and snuff. And as for soft-drink, beer, and snuff. And as for profligacy, its advent boosted America's soft-drink bill to \$350,000,000 in the same year. Finally, chewing gum cost the Americans \$50,000,000 in 1919. This splendid advice is given: "The

individual to inquire into the ultimate expense of a habit before it is formed. By so doing life may be lengthened, enriched and vitalized."

Do You Know Why You Purchase Certain Things

One of the most interesting chapters in "The Standard of Living" is that devoted to "Motives of Consumption."

There is always a motive back of every purchase. That the author makes clear.

He declares: "Self-preservation prompts the purchase of potatoes and bread. Jealousy often leads young men and women to buy pretty clothes that surpass the clothes worn by rivals. At times theater tickets are purchased to satisfy the desire for another's company. Dress suits, on certain occasions, are worn to hold up the class standard. A blue gown is purchased because it is becoming to the society 'butterfly.' An expensive banquet is indulged in to give prestige to the hostess and power over her friends. Jimmy wants a new cap because Johnny has one. Style says, 'Wear straw hats in July,' and we wear them. Twenty-five cents' worth of candy is taken instead of twenty cents' worth in order that the clerk won't think the purchaser stingy. Big potatoes are bought in preference to small ones for the purpose of saving time and labor."

In this chapter is included numerous charts showing why people buy certain things. One chart shows that out of 400 students in college, 142 bought dresses and suits "to keep in style" and that 192 bought "to satisfy individual taste" and forty-four purchased "for prestige."

There is a reason behind every little purchase. In this book one has the

great opportunity of knowing just why one opens his pocketbook. And that is worth the price of the book.

Advertising Is Most Important Form of Education in United States

Business men will find much to consider in the chapter devoted to "Effects of Advertising."

The author states: "At present, advertising is recognized by some as an indispensable aid to selling goods and service. Its relative significance may be shown from several angles. It is thought that business solvency partly

depends on advertising. In 1920 over 84 per cent of the financial failures were among firms that did not advertise. Measured in dollars and cents, advertising is the most important form of education in the United States. Approximately \$1,000,000,000 is annually spent in the United States for advertising. This sum is greater than the amount expended on all other types of education, even if we include the expenditures for instruction in public and private schools, from elementary grades to the university. . . .

And then we have this statement: "Advertising is so vitally important today that nearly every adult consumer should know the technique of it."

This book is 340 pages in length and many subjects are considered from the consumer's standpoint. Among the subjects taken up are: Value of farm land in this country, national wealth, the importance of the birth rate, acre yields in this country, family expenditures and others.

"The Standard of Living" is an at-

home course in right spending and in knowing the reasons for doing certain things.

This book rightly belongs in every home. It makes one acquainted with a great fact—how to spend money wisely.

Jane Addams Rallies

By United Press
TOKIO, June 27.—Jane Addams of Hull House, Chicago, underwent a surgical operation for "benign tumor" today. It was pronounced successful.

Last 3 Days! Pearson's Sacrifice Sale

342 Massachusetts Ave.

Every instrument marked at final reduced close-out price, regardless of cost or value. Every one must be sold this week as our lease expires on this building and we must vacate. Every instru-

ment thoroughly guaranteed. Many bargains in both new and used pianos and talking machines. This is **positively** your last chance, it will be a long time before such values are offered you again. **Don't Delay.** Come in tomorrow.



WEGMAN PIANO

Fine old reliable make, in good condition.

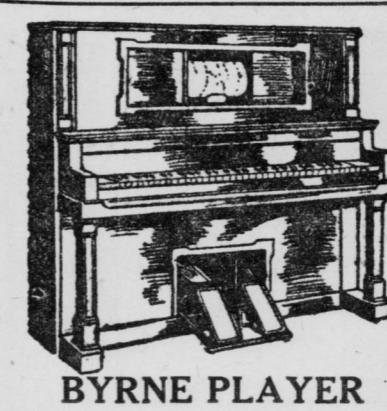
Sale Price . . . \$79



AUTO PLAYER

Plain dark mahogany case. Bench and 25 music rolls included.

Sale Price . . . \$105



BYRNE PLAYER

Modern designed dark mahogany case. tone and action.

Sale Price . . . \$280



KING PIANO

Dark mahogany. Very attractive design, good tone qualities.

Sale Price . . . \$135



HOWARD MANUALO

Dark oak case. \$8 note. Late model. Will make a wonderful player for some one.

Sale Price . . . \$245



New Baby
Grands

\$489
Just a few
remain
\$750
Value



CARLETON PIANO

Mahogany. A very attractive instrument at an unusually low price.

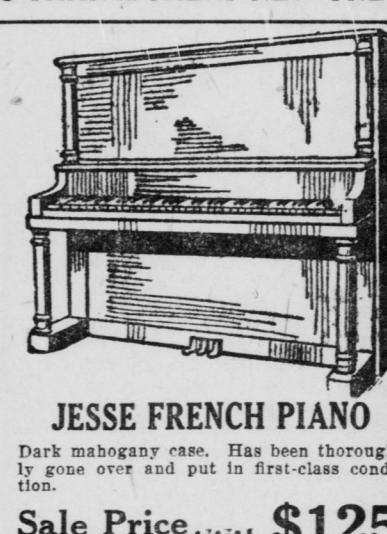
Sale Price . . . \$79



KRAKAUER GRAND

Slightly shopworn. A \$1,250 instrument.

Sale Price . . . \$995



JESSE FRENCH PIANO

Dark mahogany case. Has been thoroughly gone over and put in first-class condition.

Sale Price . . . \$125

STORE OPEN UNTIL 9:30 O'CLOCK EVERY EVENING

Last Chance to Obtain a Slightly Used VICTOR, VOCALION, EDISON or CHENEY Phonographs at a Saving of 40% to 60%



SCHAFF BROS. PLAYER

A \$800 instrument that has been only very slightly used. Can hardly be told from new. Modern in every respect.

Sale Price . . . \$395



KURTZMANN PIANO

Was \$400, now reduced again for this final clearance. Just one—come early.

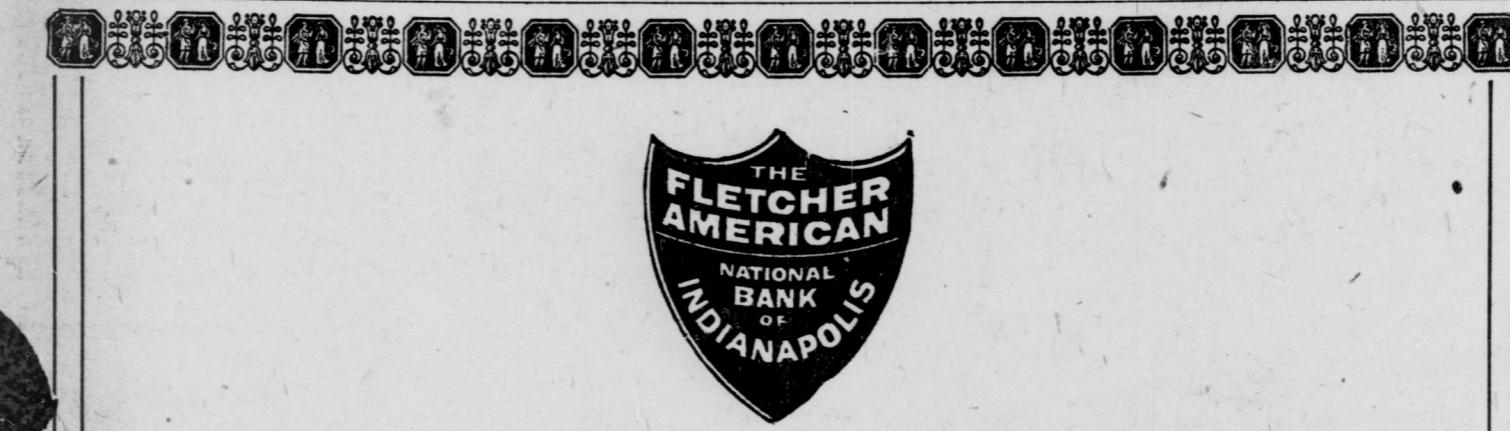
Sale Price . . . \$235

YOURS for ONLY \$10 DEPOSIT
Terms as Low as \$2.50 Per Week on Players

Open
Evenings

Pearson's Sacrifice Sale
342 MASS. AVE. (Marott Building)

Open
Evenings



THE FLETCHER AMERICAN NATIONAL BANK, with 83 years of sound, conservative and legitimate banking behind it, and a capital of three million dollars, is the oldest bank in the city.

We are proud of the remarkable and substantial growth of the Fletcher American institutions. The Fletcher American Company, with an invested capital and surplus of over two million dollars, ranks with the large investment houses in the country. A statement of sales and profits since the organization of the original Bond Department of the Bank reveals an astounding increase in the volume of business transacted. Last year's sales were more than **thirty-eight million dollars** and the first five months of this year indicate a material increase over last year's business. Few security houses in the country can show a retail distribution approaching this figure.

The Fletcher American institutions, with combined capital and surplus of over five and a quarter million dollars, can give a service that is not excelled by any financial institution in the state. We can serve every financial need of our customers. Under one roof and one management we have Commercial Banking, Investment Banking, the best equipped Foreign Department west of New York city, an excellent Steamship and Insurance Department, The Woman's Bank, the only department of its kind in the middle West offering a banking service exclusively for women, and the largest Safety Deposit Vault in the state, constructed entirely of armor plate steel—vaults for the storage of household valuables are also available. Our private telegraph wires to all the principal cities keep us in constant touch with all financial affairs.

On the Board of Directors of both the Fletcher American National Bank and the Fletcher American Company are men who are nationally known and highly respected for the successes they have made in the business and financial world. The years of experience of these men is of inestimable value to our clients in the formation of plans for expansion and the complexities of financing for the future.

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