

THE TIMES NEWSPAPERS

BY THE LAKE COUNTY PRINTING & PUBLISHING COMPANY.

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FOREIGN ADVERTISING OFFICE. CHICAGO.

G. LOGAN PATNER & CO.

Hammond (Private exchange).....\$109, 2191, 2192
(Call for whatever department wanted.)

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Newman & Thompson, East Chicago.....Telephone 231
East Chicago (The Times).....Telephone 232
Indiana Harbor (News Dealer).....Telephone 502
Indiana Harbor (News Dealer and Class. Adv.).....Telephone 233
Vehling.....Telephone 50-M
Crown Point.....Telephone 43

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NEWSPAPERS AND BUSINESS.

That newspaper advertising is going a long way toward solving the problems of business reconstruction is shown by a review just issued by the Bureau of Advertising, American Newspaper Publishers' Association, says the review:

"Immediately after the war a great increase in newspaper advertising was noticed. Each month it has continued and today it is not unusual for newspapers to report 100 per cent increases in national advertising in volume over the same period of 1918, and there is scarcely a newspaper anywhere that does not show tremendous gains.

"For a few months after the armistice was signed businessmen were asking whether or not this advertising would pay. Today they are wondering whether they can fill their orders and get help enough to run their factories.

"While there are still some evidences of hand-to-mouth buying and a disposition to 'play safe' in case of lowered prices, retail business has increased in a volume that seems to indicate an outlook for 'full speed' ahead. A federal investigation into trade conditions just completed shows that the big retail stores in New York had a sixty-six per cent increase in business during April and May over the corresponding months last year. Reports from Chicago, Boston, Philadelphia and other large cities indicate the same tremendous release of buying power.

"Many manufacturers of advertised products report that they are unable to fill demands and are running behind on orders. 'It is fair to say that newspaper advertising is responsible for a large part of this improvement in retail and wholesale business and that the newspapers will render as notable a service in the readjustment period as they performed during the war.'

Their important and patriotic part in the winning of the war has enlarged in every way the usefulness of the newspapers of the United States. More people are reading today than ever before in the history of the country, and in this period of readjustment the same press will do much to compose differences which too often arise through misunderstanding and lack of appreciation of the other fellow's viewpoint.

Today the newspaper is an increasingly potent factor in business expansion and the advertising element in business success has long since been recognized as vital. It is the secret of the development of most winners in the business game.

A HARD NUT TO CRACK.

"The government has failed in its efforts to reduce the cost of living."

This declaration was made yesterday afternoon by Warren S. Stone, grand chief of the Brotherhood of Locomotive Engineers, addressing the All-American

Farmer-Labor Co-operative Congress in Chicago.

"The only solution of the present situation confronting us," he declared, "is by co-operation which will bring the producer and consumer into touch. The same interests which have been exploiting the producer, the farmers and others are exploiting the consumers. The individual grabs shameless profits. The producer does not get them. A raise in salaries to meet the high cost is met with a raise in prices which exceeds them."

For the sake of the argument, we admit that what Mr. Stone says is true, but beg to ask him what it will profit the brotherhoods to strike for higher wages and thus put a further raise in prices in general?

A UNIVERSAL GROUCH.

The farmers tell the government they are so sore over conditions in the cities they are thinking of cutting down their plantings the coming season.

The laboring men tell us they are hard hit by the high cost of living and must have more wages.

The business men wait over high taxes and the cost of doing business.

All of us have a grouch.

You might think that America is at this moment the worst place under high heavens in which to live and that all of us are ground down by dire hardships to the very verge of starvation.

But in reality we have the best country in the whole world. We are more prosperous than ever we were, despite high prices of everything. We are blessed with peace and a government that gives us a voice in its affairs; if we don't exercise the privilege to the full, that's our fault.

We ought to be rejoicing instead of complaining. We ought to be praising God for the blessing he has heaped upon us. We are as favored as were the children of Israel when God sent them manna from the skies, and just about as grateful. Instead of being thankful for all the good things of the earth, we are wringing our foolish hearts out for the moon and the stars.

There are a whole lot of changes needed, but there is no use getting discouraged.

A LABOR PARTY.

Among the outstanding events of the day is another farouge of the labor party demand, says the South Bend Tribune for whom the "labor party" has no terrors. It is too early to judge whether or not the demand is supported this time by an organization capable of conducting a political campaign and accepting defeat and losing little gracefully in case it is not successful in electing its candidate. If it is we may have a labor party similar to the one in England, which would not be a misfortune by any means; for as soon as a party begins to place its men in public office it begins to realize the actual responsibilities of government and its original radicalism becomes tempered by having to make decisions.

Neither a labor party nor labor influence in congressional elections is the terror that some timid conservatives think. No duly qualified electors can be prevented from getting into the game of political parties and when they do get in they and they have to be practical, conservative and temperate to get any value besides their own. If a hunch would elect an American president we would have had three terms of William J. Bryan.

THE PROHIBITION agent in New York says alcoholic liquors can be used for cooking purposes—brandy in mince pies, wine sauce on puddings, etc. But it is not likely that any considerable number of citizens will insist upon making every day either Christmas or Thanksgiving Day.

THE MAN who is conducting the justice department's drive to lower the price of clothing is named Figg. If his drive doesn't succeed, that name will have significance.

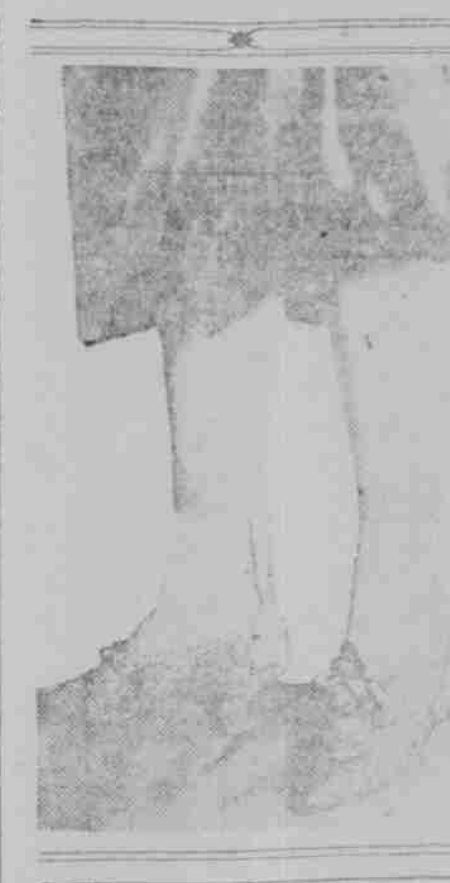
THE MAN at the Next Door says he can stand a joke, but warns the office force that his ink well goes to the next man to tell a booze story in his presence.

WHEN THE ECONOMISTS say a drop in foreign exchange rates will mean lower cost of living, they begin to talk a language that we all can understand.

ORATORICAL VICTOR BEGER has engaged in many long sentences, but the chances are that he will soon start one that won't have a period for ten years.

SO MANY HATS are in the presidential ring, that it's a safe bet some of them will be kicked around a bit.

FRANCE WILL SOON BE STOCKINGLES.



Prices of hosiery in the French capital are so high that even the most wealthy have despaired of being able to pay the exorbitant sum demanded. Boots have been given up altogether by the French women, on account of the high cost of leather and sandals and slippers are being worn on the streets. This pair of slippers were designed for the queen of Spain on her recent visit to Paris. They are of a type which are becoming very popular. They feature an anklet which is used to keep the slipper in place.

One organization said he made public in several days. The officers of the Leonard Tractor Company are: H. M. Leonard, president and manager; W. R. Wynand, vice president; Howard A. Leonard, secretary and J. H. Leonard, treasurer.

In a double page advertisement in the lower today the Leonard Tractor Company announces the sale of 500 shares of stock, which has been listed in this district. The entire stock is on sale through the Miller & White agency of Cleveland, O., an Ohio, Michigan and Kentucky. While the company is to be incorporated in Kentucky, any one holding shares worth of the stock is to be placed on sale.



TIMBER BUYER IS KILLED

AUTUMN, Ind. (AP) — Frank Boone, 35, wealthy timber buyer, suffered a stroke of paralysis while driving alone in his automobile near Warsaw, Ind. today and his body was found crushed when the machine hit the road and overturned. His wife said when the car overturned, it is believed.

Fashion's Forecast By Annabel Worthington.

LADY'S AND MISS' NIGHTGOWN.



The exquisite daintiness of the newest flange, coupled with the use of practical materials and lots of hand stitching, makes these all the more irresistible. In fact, the No. 9552 will be found a gown that can come under the above description for the double-faced line and this ribbon inserted through plush edged flanges is certainly an feminine and lady as can be. Long cloth, or batiste is acceptable as the substance of the gown. The sleeves are set in and the neck may be round or square.

Hammond's
Lowest
Priced
Store

H. SHNEIDER
TAILOR AND FURNISHER

79 West
State
Street
Hammond

MID-WINTER CLEARANCE SALE

To make room for our enormous Spring stocks which are coming in daily we have decided to cut the prices on our

High Grade Merchandise

Prices on goods are still climbing higher and higher and we therefore urge all our customers and prospective customers to grasp the opportunity we offer now. The prices we now offer are much less than we can replace them at the now wholesale cost. Therefore we tell all our friends: Buy and buy all you can!

Men's Wear On Sale

Men's All Wool Suits in blue or brown; a \$40 suit at..... \$30
Men's Wilson Bros. Shirts; these shirts are guaranteed colors; values to \$3.50, at this sale..... \$1.95

Men's Heavy Fleece Shirts and Drawers; \$1.50 value; on sale Saturday only..... 98c

Men's Heavy Ribbed Shirts and Drawers; \$1.25 value; on sale Saturday only..... 98c

Men's Winter Weight Union Suits; fleece lined or ribbed; Wilson brand; value to \$2.50; on sale at..... \$1.98

Men's Caps On Sale

We are offering all wool Men's Caps; a large assortment to choose from; at \$1.25, \$1.50, \$2.00 and..... \$2.50

Boys' School Clothes



Boys' Suits, fine all wool blue serge, dark mixtures, fancy tweeds, all made in newest styles, well tailored throughout, with good lining and trimmings; trousers full lined. Their value now is not less than \$16.50. Our sale price is \$8.75 and \$10.98

Boys' Caps An excellent assortment is offered in this great selection. There are plain and fancy mixtures; all with warm plush lined linings. \$1.19

Children's Hose

Children's Wear Proof Hose, the kind you pay 50c. On sale at 35c sizes to 10 1/2

Children's Union Suits

For Boys 98c to \$1.25 Winter or Girls Weight An opportunity to lay in a supply for next season, at a saving of half. Of fine cotton, perfect in every way. The suits for girls come in white with drop

LIVE NEWS FROM THE TWIN CITIES

Miss Ruth Zimmerman of East Chicago has changed her position from the General American office to the Edwards & Davis Co. She is now a member of the party of friends numbering twenty-four. Games, music and dancing afforded the amusement of the evening.

LADIES! LADIES!

Here is a good chance to buy a good heavy all wool coat at a price which will mean less than one-half of next year's; a heavy all wool coat with fur collar for as low as..... \$14.98



SKIRTS

Beautiful new Skirts in all wool serge or poplin or all wool plaid; colors: navy, taupe, burgundy; a wonderful selection.

\$5.98 \$7.50 \$10.00

New Georgette Waists

A wonderful selection in all wanted colors, at..... \$5.25 \$6.98 \$7.98 \$11.50

Ladies' Silk Hose at \$1.00

A large assortment in Ladies' Silk Hose; in black, white, gray or brown; a wonderful bargain at..... \$1.00

A Rousing Sale Girls' New Spring Dresses

7 to 14 years. Included are navy and wine color Storm Serge; many styles to choose from, at a price as low as..... \$6.49

Girls' Dresses, 2 to 6; in beautiful styles, at..... \$3.98

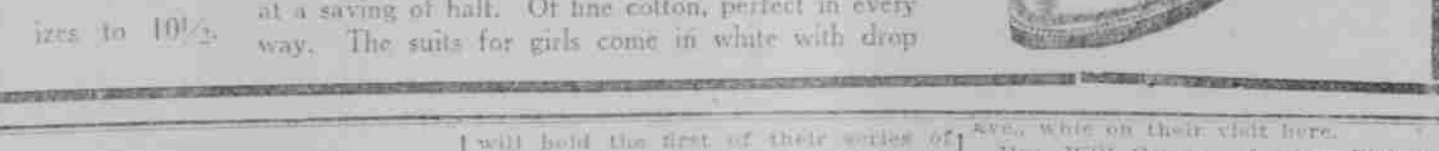
All our Girls' Coats at a Clearance Price. Come and look them over.

Sale Boys' Wear-Proof Shoes

A money saving feature in our February Shoe sale. The shoes are warranted to wear for two months. If they do not, we will resole them free of charge.

They are made of first quality upper leather, water-proof leather soles, in button or lace styles. Sizes 9 to 13 1/2..... \$2.98 Sizes 1 to 5 1/2..... \$3.48

Children's Union Suits For Boys 98c to \$1.25 Winter or Girls Weight An opportunity to lay in a supply for next season, at a saving of half. Of fine cotton, perfect in every way. The suits for girls come in white with drop



will hold the first of their series of dances at the Masonic Temple tomorrow evening. The McKelvey orchestra will render the music and while the event is for employes only and their friends, it is easily conceived that the spacious hall will be filled to capacity. There will be many out-of-town and as far as Chicago.

The U. S. A. Girls met with Miss Margaret McKenna at her home in South Olcott, and enjoyed the evening socially.

Bernard Worman celebrated the 13th anniversary of his birthday Wednesday evening at his home in North Star ave., with a party of friends numbering twenty-four. Games, music and dancing afforded the amusement of the evening.

Mrs. Fred Black of South Olcott ave. is entertaining Mrs. John Steele, of Chicago, formerly of this city, and Mrs. Jacobina Affler, of Milwaukee, also the guests of Miss Elsie Steffen of Walsh

The Passing Show

MAYBE if you could hear the LIGHT of your life SASSING her brother when you are NOT around YOU wouldn't be in such a hurry to MARRY her THE anti-exaggerating high is to hear in RAMBLING WHY do they always PICK on KANSAS? HOW do they explain Zerkowich in CAPITOL building at Washington? WELL hope it is more effective than the EFFORT to pass the LEAGUE of Nations pact. WE know one man who likes TO make a toast now and then and WHO says that if he can get a man LAUGHING, he can nearly always bring TEN dollars from him. WE offer it as a suggestion in the heartily. ABE MARTIN wants to know WHO remembers the a. f. forest that WAS AS big as a middle? IF some fellows we know ONLY worked as hard as they worried THEY would be millionaires IN a very short time. GERMANY refused to surrender army leaders. YES, it's too bad we didn't take them Nov. 11, 1918. MOST of us are so busy GETTING the better of others THAT we haven't time to make the BEST of ourselves.

THE official figures say that winter HAS not been cold. No, but people HAVE grown cold toward official FIGURES since comparing FEDERAL fair price lists with the actual cost. WE don't see any intention OF selling seized and thrown into PRISON since the people began to rate IN Hungary and we suppose THE soviet authorities just killed them RIGHT off the bat. THE only excuse for some MARRIAGES is that it costs a man LESS effort to let a woman make a FOOL of him. THAN it would for him to make a fool of himself. THE man who wants to be SHOT to Mars in a ROCKET might have a talk WITH the man who was buried alive at FORSYTHE several years ago IF he still lives. OUR idea of lying is to come RIGHT out and say THAT canned spinach is every bit AS good as the fresh, as we see IN our advertisement.

GRIFFITH LANDS NEW PLANT

Bluffs for the employees. The first unit of the plant will employ in the neighborhood of 500 men. Other units will be added successively. Before the new concern reaches its limit they expect to occupy the entire site of 166 1/2 acres. The first unit of the plant will cost an aggregate of \$200,000. "It is not my wish for our factory to grow too fast," said Mr. Leonard, "and

I do not want you to gain the false impression that we have given our full impression. If we had the tractors right now we could dispose of 1-500 of them right off the reel as we already have orders in ahead for that many."

"Our first year, I hope we will be able to turn out 500 tractors, the next year with additions we can double our capacity and you will see the time when we will be turning out in the neighborhood of 5,000 machines a year. This may sound big, but its not after you have the facilities and the men to do it with."

The Leonard Tractor which is to be manufactured in complete in every detail and a model has been in use for two and one-half years without a repair part. Satisfactory tests have been made in different parts of the country, since 1915, during which time has been spent on perfecting the tractor until now the ready for production on a large scale.

"There is not a part on the tractor that does not have its special feature and comparing it with other tractors on the market, I believe it equal to any machine made and far superior to 90 per cent of them." Is the statement made by Charles C. Walsh, of the Baltimore Chamber of Commerce, in making a report to that body some time ago.

Mr. H. M. Leonard, president and general manager of the Leonard Tractor Company, comes to this region highly recommended. He has had many years of practical experience in designing, engineering and manufacturing. Besides the tractor he has designed, engineered and manufactured many special machines and labor saving devices.

He built and designed the Jackson Car complete which won the Wheeler and Scholcher cup in the three hundred mile race at the Indianapolis speedway in 1909. It was the first car to finish and the only car to travel the distance without a stop. In 1910 the same car came in second. He also designed and made the Cutting car which came in first and made the race without a stop. In 1911, he designed and patented a portable steel house for the Doby Tractor Co., which has been very popular and in 1912 was special engineer for the Lewis Truck Company. He was also designer of the Duplex Truck which became so famous during the war. It was in 1916 that he went to Jackson, Michigan and started the plans for the tractor which he only recently perfected.

Although the plant will be located at Griffith, the executive offices will remain in Gary. The names of the fac-