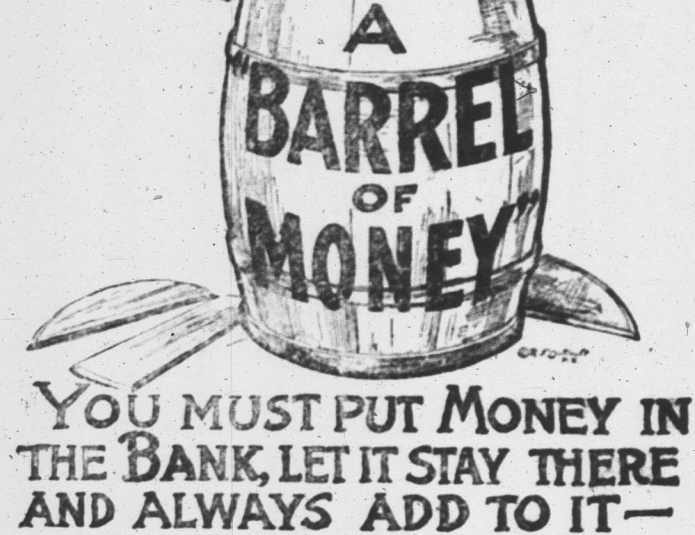


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THE THIRD STEP IS: TO KEEP THIS UP FOR A YEAR—THEN YOU WILL NEVER QUIT.  
YOU WILL HAVE FOUND THE PEACE AND COMFORT WHICH COMES TO THE MAN WITH MONEY.  
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## Wall Paper

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## Latest Designs

During the month of April your Wall Paper wants will be given special study.

Make selections early. Estimates made for you free of cost by the room or whole house.

Window Shades and Fixtures

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## Why not try that Battery with the Dreadnaught Plates

If your car needs a new battery, why not try a Gould? You've heard a lot about it, and read the ads in the weekly magazines. There's a reason for the rugged power and extra-long life of the Gould. It's Dreadnaught Plates—and let us tell you

### Plates Make the Battery

for they are the reservoirs of power. Everything else in a battery is incidental to the operation of the plates and subject to their life. An exclusive Gould process, never successfully imitated in 11 years, puts the extra life and power in Dreadnaught Plates. And that saves dollars for the Gould user. We can supply a Gould built for your car.

Testing Recharging  
SQUARE DEAL REPAIR SERVICE



Robinson Electric Service

At The Lincoln Highway Garage

## WHY HE WANTS TO BE GOVERNOR

This is Dr. Carleton B. McCulloch, successful business man, physician, soldier and experienced politician. In medicine he has reached the top of his profession. Since entering the practice in 1895 he has achieved national recognition. For fifteen years he has been medical director of the State Life Insurance Company.

In business Dr. McCulloch showed his keen foresight and ability when he undertook the development of the North Meridian street business district, commonly known as "auto row." Dr. McCulloch's enterprise made this project highly successful. His business integrity and ability are recognized by Indianapolis financial interests.

### His Military Record.

Six weeks after war was declared he abandoned his practice to enlist.



CARLETON B. McCULLOCH.

He held successively the ranks of lieutenant, captain, major and lieutenant-colonel. Eighteen months of his service was spent in France with the American and French hospital and ambulance units. Dr. McCulloch was decorated by the French government with the Croix de Guerre for evacuating a hospital under fire.

Dr. McCulloch has achieved more than the average allotment of success and distinction. His business enterprise assures him an income; his medical practice would keep him busy; his military honors would be sufficient for most men.

And yet he wants to be governor. He admits he wants to be governor and is working day and night to obtain the nomination.

### Here's the Explanation.

Why does he seek the governorship? If you were to ask Dr. McCulloch, he would give you several reasons. Chief among them, however, would be his well-known interest in the state's educational and benevolent institutions and his desire to put them on a proper business basis; his

impatience with the haphazard and costly manner the state's business generally is conducted; and his desire to restore to the people the power which has been centralized at the State House, especially under the operation of the present tax and road laws.

Dr. McCulloch is a bit old-fashioned in his ideas. He wants the governorship because he values the honor most highly, and because he craves the opportunity to put the state government on a sound business basis. It would be a genuine satisfaction to him to do so.

Those who know him best are willing to vouch both for Dr. McCulloch's sound judgment and his ability and determination to put into effect the principles for which he stands.

### His Platform.

Dr. McCulloch is not a faddist. Throughout his campaign he has studiously avoided promises of reform which he might not be able to fulfill because of their impracticability.

These planks are prominent in his platform:

Repeal of the present tax law, and substitution of a system, fair and just to every citizen.

Road legislation which will provide the best highways at the least cost.

Restoration of our educational, benevolent and penal institutions to their old time efficiency.

Adequate salaries for teachers and other educational workers.

Restoration to townships, towns and counties of the right to govern their own financial affairs.

Exact justice to worker, farmer and business man.

### Not a Politician.

At the political game Dr. McCulloch is a novice. Although he has always been a staunch and active Democrat, it has been a matter of principle and not a selfish interest with him. Shrewd observers of the public mind are inclined to believe, however, that Dr. McCulloch's political inexperience may be a great asset to him.

They opine that the public is a bit weary of politics, and would welcome an opportunity to put a successful business man at the head of the state government.

Dr. McCulloch is in the prime of life—more active by far than many men twenty years his junior. He was born in 1871, in Wisconsin, and came to Indiana with his parents in 1878. His father, Oscar C. McCulloch, was one of Indiana's most eminent ministers and charity workers. After his graduation from high school, Dr. McCulloch continued his education at Rose Polytechnic Institute, Terre Haute, and later studied medicine in Chicago. He was graduated in 1895.

Dr. McCulloch and work have always been on intimate terms. Even as a young man he worked in a furniture factory and later as a machinist in the Atlas Engine works.

Although not a politician, Dr. McCulloch has always been an earnest and active Democrat. The doctrines of Thomas Jefferson are quite good enough for him.

## What Summer Will Bring



WE know now what summer will bring in the way of clothes for children and the end of Lent ought to see their little wardrobes completed and out of the way. There never was a time when their belongings were more carefully thought out or more tasteful and practical. Designers of little girls' dresses and hats seem to have been inspired and to have turned out apparel that interprets what childhood is—or ought to be—and the result is a lot of simple and dainty, or simple and sturdy clothes, according to the childish demands to be made on them.

Two good examples of the straightforward but ingenious modes for girls of eight to thirteen, for every sort of ordinary wear are pictured above. The little dress at the left is made of plain chambray and might be of any of the several cotton materials that are used for substantial summer dresses. They

all come in pretty colors and are usually made up with collar and cuffs, and sometimes pippings, of white cotton goods. In this chambray dress white batiste answers for the accessories and the narrow frills that edge the collar and cuffs are finished with a picot edge.

Crossbar dimity or lawn, or a fine gingham will make the other dress successfully with white organdie in the collar and cuffs, or the design can be copied in heavier cottons. The tiny bow of narrow black ribbon at the front of the collar is not to be overlooked because it is everywhere present in the new cotton clothes for both grownups and children.

Julia Bottomly

## CUBANS FOND OF JEWELRY

American Dealers Are Advised to Take Advantage of the Situation.

The United States department of commerce and industry has issued a bulletin in which it advises jewelers of the United States that Cuba at this time presents unusual opportunities for the sale of American jewelry and silverware. This advice is based on a report made by Trade Commissioner S. M. Rosenthal, who spent two years investigating the jewelry markets of South America and the West Indies.

Cuban markets have been open to American jewelry manufacturers since the beginning of the war, Mr. Rosenthal points out, because of curtailed shipments from the usual sources of European supply. Germany has shipped no jewelry to Cuba since 1914 and the jewelry from other European countries has been of inferior workmanship.

Cuba has a population only slightly larger than New Jersey, but it offers fine opportunities to American jewelry exporters because of its accessibility, wealth, the rate at which it is developing, the preferential rates of duty on American imports, and the comparatively low cost of selling.

"Cubans," said Mr. Rosenthal, "are fastidious dressers. They are fond of jewelry and lavish in their expenditure for it, and their fashions encourage the wearing of more jewelry than ours. The Cuban market follows European styles. This is natural, as the prevailing population is of European origin, and jewelry has been mainly supplied from there. American manufacturers who wish to build up a Cuban trade would do well to follow the styles prevailing in the island."

"Cuba is primarily a market for solid gold jewelry. There is a limited demand for gold-plated and filled articles, as well as goods made of platinum, the latter being sold mostly in the larger cities."

### A Million Drug Addicts.

More opium per capita is being used in the United States than any other country in the world. Internal Revenue Commissioner Daniel C. Roper asserted before the University club the other night.

The statement came after a report by Deputy Commissioner John Walker, in charge of the collection of excise taxes, during an open meeting of Commissioner Roper's "cabinet" of assistants, held to show the working of the organization controlling the collection of the largest tax bill of any country at any time.

Almost one million pounds of opium, half of which is being secured legally, of a total value of \$20,000,000, is being used a year by Americans, according to Deputy Commissioner Walker. He stated that a million inhabitants of the country are drug addicts. One-quarter of this number were classed as vagrants. A million pounds of coca leaves and derivative drugs were said to be used a year in this country.

Smuggling by airplane is presenting a new problem to be solved in the illicit drug traffic, it was stated. Deputy Commissioner Walker based his statement upon a report received by him from Representative H. T. Rainey of Illinois, chairman of a special committee investigating conditions controlled by the Harrison anti-narcotic act.—Washington Star.

Use Blue Bird water softener and save the hands. 4b1m



## How much should I give to make this a better world?

A CERTAIN man in New York filled out his income tax report.

It showed an income so large that his tax was 53%. And his total gifts to church and charity for the year were \$148.

Think of it—thousands spent for luxuries and pleasure for himself; and \$148 to leave the world a little better than he found it!

Most of us do better than that; but not so very much better.

Our average daily gift for all church causes is

- less than we spend for daily papers
- less than a local telephone call
- less than a third of the day's car fare
- less than 3 cents a day

No wonder, that 80% of the ministers of America are paid less than \$20 a week. No wonder that the church hospitals turn away thousands of sick people a year. No wonder that China has only one doctor for every 400,000 people. No wonder that every church board and charity society is forever meeting deficits, forever passing the hat.

It isn't because we are selfish; it isn't because we don't want to help. It's just because no one has ever put up a great big program to us, and asked us to think of the work of the church in a systematic businesslike way.

The Interchurch World Movement represents the united program of thirty denominations. They have surveyed their whole task, no business could have done it better.

They have budgeted their needs; no business could have a more scientific budget. They have united to prevent the possibility of waste and duplication. At least a million dollars will be saved by the fact that thirty individual campaigns are joined in one united effort.

And they come to the men or women who love America—to you—this week asking you to use them as the channel through which a certain definite part of your income can be applied to make this a better world.

Only you can determine what part of your income that should be.

It's a good time right now to answer that question. We're passing through the world just once; how much better will the world be because you passed through?

United  
Financial  
Campaign



April 25th  
to  
May 2nd

## The INTERCHURCH World Movement of North America

The publication of this advertisement is made possible through the cooperation of thirty denominations.

## No sir-ee, bob!

No premiums with  
Camels—all quality!

CAMELS quality plus Camels expert blend of choice Turkish and choice Domestic tobaccos pass out the most wonderful cigarette smoke you ever drew into your mouth!

And, the way to prove that statement is to compare Camels puff-by-puff with any cigarette in the world!

Camels have a mild mellowness that is as new to you as it is delightful. Yet, that desirable "body" is all there! They are always refreshing—they never tire your taste.

Camels leave no unpleasant cigarettey aftertaste nor unpleasant cigarettey odor! Your say-so about Camels will be:

"My, but that's a great cigarette".

Camels are sold everywhere in scientifically sealed packages of 20 cigarettes; or ten packages (200 cigarettes) in a glassine-paper-covered carton. We strongly recommend this carton for the home or office supply or when you travel.

R. J. REYNOLDS TOBACCO CO.  
Winston-Salem, N. C.



# Camel

## CIGARETTES