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APRIL 13, 1920.

HOW TO BRING PRICES DOWN.

The statement of government officials who have just completed a survey of the market for hides, leather and shoes that the prices of high-grade footwear will come down shortly is encouraging because of the reason revealed for the prediction. The shoe men will have to lower their quotations, the experts at Washington say, because if they do not they will not sell their shoes. The people have stopped paying outrageous prices for footwear.

Herein is disclosed the secret of how to deal with profiteers. If it is possible temporarily to do without the goods, do not pay an extortionate price; the profiteer will be compelled to come to reason. He must sell his goods or go out of business.

It was long the rule in America that the most expensive commodities were those of best quality. And Americans more and more have come to demand the best. This has led to the practice of impudently by the profiteers who placed unreasonably high prices on their wares and thus led customers to believe that they were of exceptionally fine quality. The people were slow to see through the deception, but evidence is not lacking that they have now done so.

A day of reckoning has come for the profiteers. Notwithstanding complaints against high prices of shoes, manufacturers were confident that demand for high-priced footwear would continue unabated and imported during the last 12 months a greatly increased quantity of fancy shoe leather. But the people have decided not to pay the prices asked. If consumers can thus force shoe prices down, they can also lower the cost of other unreasonably priced commodities. The remedy lies in their own hands.

WOMEN VOTERS' LEAGUE.

Organization of a non-partisan league of women voters has led some to suggest that the country may have a great women's party and that no end of complications may result. Such "fears," however, must subside on reflection that while every political party is a league of citizens, there is a considerable difference between a party and the common notion of a league, the latter frequently being formed within a party to advocate certain issues.

The women have as much right to have their leagues as the men, and none of them of any importance would be silly enough to advocate the use of the vote to divide the sexes on political lines.

The vote will not change the nature of women, although it will improve their position, and husbands and wives will consult over election matters as they do over others. Wives, daughters and sisters, excepting in the case of the few freaks who are always bidding for limelight or else acting foolishly because they can't help it, will not be found organizing against husbands, fathers and brothers.

They may have, and properly, their associations for developing sentiments for some project particularly of interest to women, but, as pointed out, this is no more than many men voters do. The non-partisan spirit is just the one in which to launch movements for reforms; having obtained the vote in this way, women may be expected to exert a good influence against partisanship of the narrow sort.

The great majority of American women can be depended upon to use the vote intelligently. The men have enough freaks in politics to cause them to go slowly about sneering at the many good suffragists on account of the foolish few.

PUTTING FIGHT INTO RELIGION.

It is only fitting that there should be a series of religious revivals throughout the country, such as the Bob Jones revival here, just at this time—and just at this time, to serve as an awakening, along with other things, to the significance of the great inter-church movement, with which the world is being confronted.

Of the need for a religious awakening in America there is on every hand frank admission. The backwash of war has left a nauseous amount of moral wreckage. A general weakening of fiber is apparent. In business, politics and personal affairs men are lax judges of their own conduct. The selfishness of war has been replaced by the intense selfishness of peace. The spirit of service has given way to the lust for getting. Some measure of our national indifference to the creed of right living may be found in the report of the "Christian Herald" that the increase in the Protestant church membership in the United States in 1919 was the smallest in 39 years.

Mobilization of many denominations in the inter-church world movement is a hopeful omen. It reveals alertness to the need and the will to work hard to correct evil conditions. If the means adopted by the churches are as well designed as their plan is ambitious, great results may be hoped for. But much depends upon the selection of means.

The fight will not be won when many names are added to church rolls—not even if every American were induced to affiliate with some religious organization. It is one thing to get a man into a church; it is another to keep him there; it is still another to assure that he will profit by his stay.

How much of the decline in the church growth of

the past year has been due to the failure of the church to meet the hour's need? Conceivably much. Generally speaking, churches have been too narrow, too provincial in their appeal, have not kept pace intellectually with their communities, and have had too little courage. There has been too little theology of the militant type. If the church is to appeal to red-blooded men and women of today it must put on its fighting clothes and strike out fearlessly on the burning problems of every-day living.

That the church has been a bit too reclusive and academic is not so much the fault of the clergy as of the congregations. If every pastor in the United States were to put the rigor of conviction and moral courage into every utterance, the life of the nation would be shaken to its foundations. As it has been, one crusading preacher may succeed chiefly in losing his job. With all clergymen united to fight shilly-shally piety, every house of worship in the land would be packed to its doors. People would enter because they enjoy sensation, but they would remain because they admire vigorous crusading.

It is just such an infusion of fighting spirit that the inter-church world movement promises. It is just such an infusion that the nation needs. If men of the cloth were to speak from no other text than the Golden Rule for the next 50 weeks, and were to preach it fearlessly, they would purge their hearers of easy consciences. And they would never have empty pews.

The chief aim of the inter-church movement is to vitalize congregations, and the primary step must be to arouse pacific church-goers to the need of a church militant. Fight must be injected into every captain and every private in the great army that struggles for national, state, municipal, civic and personal morality and respectability. Incidentally, the men and women who invest their money generously in their religion will have a fighting stake in it.

And thereupon, we would say, they should proceed to get the worth of their money out of it—in spiritual consolation, if the term may be used in a lay newspaper, which means the acquisition of the moral courage, and the Christian determination, to do what they can to advance truth and righteousness beyond all other considerations, political or industrial, or commercial.

DIAMONDS.

Diamonds are said to have risen 100 percent during the past year. Prices are several times what they were before the war. This is not due to scarcity, for they are coming into the country in far greater quantities than ever before. Current importations of jewelry, chiefly diamonds, are said to be seven times as large as they were a year ago. The United States already has two-thirds of the world's diamond supply.

The phenomenal increase in price is simply the result of extravagant buying. It is typical of the attitude of a large class of Americans who have more money than usual and have not sense enough either to save it for their own benefit or to set a good example to others.

Such luxurious indulgence is one of the chief reasons why the cost of living falls so heavily on the majority of our people. A demand for luxuries is destructive. It stimulates unnecessary industries at the expense of necessary industries, and thus retards the production of essential commodities at a time when they are sorely needed. It encourages self-indulgence and thriftlessness on the part of those who can less afford it, and prevents the saving which is as essential as increased production. It sets an artificial standard of high prices, which extends to nearly everything, giving manufacturers and merchants warrant for exacting exorbitant profits.

Diamonds are all right, and highly desirable in their way; but they will not take the place of food, clothing, shelter, transportation and other basic essentials of life.

JOHNSON'S PREDICTION.

"Great Britain will be 'dry' by 1930," says W. E. (Pussyfoot) Johnson, whereat the London newspapers which a few years ago would have greeted such a declaration with hoots of derisive laughter soberly discuss the probabilities.

This change of front is a most remarkable demonstration of the gain of temperance sentiment in England since the advent of Mr. Johnson, whose mission it is to lead a campaign to rid the nation of strong drink. No such sudden change of front has ever been registered by the press of England on any great public question. Newspapers that last summer hailed Johnson as a joke now regard him as a factor of tremendous importance, as they see rallying to his colors many of the influential men and women of the empire.

It does seem as though the prohibition leader has cut out a hard job for himself in ridding England of strong drink in 10 years, but then it was not so long ago that many Americans grinned broadly at the enthusiasts who rallied to the cry, "A Saloonless Nation in 1920," and lo, we are in the midst of it.

Other Editors Than Ours

A BLOW TO "DEFORMED" SPELLING.
(London Free Press.)

After giving the scheme its support for several years, the Modern Language Association of America has withdrawn its official approval of simplified spelling. "Lack of public enthusiasm for the new standard" is given as the reason. Presumably the simplified spelling board, which formerly bombarded the newspapers with propaganda matter, is still in existence, although little has been heard of it since before the war, which naturally curtailed numerous activities of the kind. It spent a good deal of money, contributed by Mr. Carnegie, and it is not recalled that he remembered the board in his will. But there was an original endorsement which should yet be available, so the promotion of the movement need not languish.

The mistake made by the spelling reform enthusiasts was in attempting too much at one time. Language is a product of evolution, of slow growth, and its scheme cannot be changed overnight through agitation. It is easy to point out plenty of cumbersome, illogical spellings in our language, but orthography and logic have little in common. If spelling generally were to be brought into line with modern notions of "efficiency" and time-saving, a wholesale, revolutionary reorganization of the language, upsetting virtually all the recognized forms and variations, would be necessary.

A conservative public would have nothing to do with "deformed" spelling. Changes in spelling may be expected as a gradual, continuous process, such as has been proceeding throughout the centuries, but a revolution in the language is no more likely than one in our form of government.

The Tower of Babel

By BILL ARMSTRONG

PA PERKINS

SEIZ.

Mary Pickford claims her husband went to Nevada lookin' for a gold mine. Then why the Sam Hill did he consent to divorcin' her?



THE BRUTAL FRANKNESS OF A NEWSPAPER CORRESPONDENT.

It was in this Elkhardt county town where Ralph N. Smith began the battle of life that he was united in marriage to the present Mrs. Smith—Laporte dispatch to The News-Times.

IN WHICH THE MAYOR LANDS A BETTER PAYING JOB!

NEW YORK—Mayor Hylan has added to his laurels. Bricklayers made him an honorary member of their union.

THE MIRACLE MAN HAS GONE TO CONDUCTING.

CHICAGO—Tom Johnson, veteran railroad conductor, alighted from a fast moving express train here, rolled completely under it, arose, nodded to horrified spectators and walked away unhurt.

They tell us Red Fox forgot himself, jumped up and sang with the Michigan alumni the evening at the high school. Horace should

pick his company with more care in the future.

EVANGELIST IN SOUTH BEND TO ROUT ALL SIN—Headline in the expurgated Tribune.
—Poor Bob Jones, he is doomed to die in South Bend at a ripe old age.

THEY'LL BE PLAYING BRIDGE NEXT.

TORONTO, Ont., April 12.—The organized butchers of this city have submitted to their employers a demand that tea be served to them at 9 a. m. daily and that they be allowed 10 minutes of company time in which to drink it.

Guy McMichael, cashier at the Citizens', had Washington on the wire and was pricing machine guns, as we hastened through the bank this morning.

THE ANSWER IS SEE WHAT THE BOYS IN THE BACK ROOM WILL HAVE.

With "Chan" in the Slant—and "Bill" in the Tower—AND THE PRICE OF PAPER GOING UP EVERY HOUR—Would it not be well—for their "Pencils" to tell—IF AMERICA IS GAINING—OR LOSING HER POWER.
Frank J. Murphy.

PRESIDENT SEES PARADE OF ANIMALS—Newspaper headline.—Heavens! We didn't know he was that sick.

George Creel, like all other newspapermen, seems to have a faculty of going out and getting himself cursed at regular intervals.

More Truth Than Poetry

By JAMES J. MONTAGUE

JUST A TIP.

Just a minute—Mr. Photo Play Director—

There are lots of things a tyro doesn't know. Of the various uses of the ruction that you fellows call production, which are requisite to make a movie-show.

But a rank, and quite unprejudiced outsider, With no animus nor venom in his bean.

Though he doesn't criticize you takes occasion to apprise you That the vamps that you employ are far too lean.

We are basing our remarks on human nature; Who's the girl that makes a fellow's pulses thump?

Not the lady who is lanky, like a hungry Cape Cod Yankee, But the maiden who is beautiful plump.

Who's the lane that throws a fit of fascination, On the golden son of Banker Abner Jones?

Is it little and lissome Minnie, who is rather to the skinny, Or Matilda, who has something on her bones?

If your heroes all were world-worn Paris routes, Or were ancient, grizzly headed London rakes,

They might fall for the attractions and the anacronistic actions, Of the vamps whose architecture apes the snakes.

But the rubes that you want frisked of papa's millions, When they pick a dandelion out to dance or chat,

Though at Newport or at Coney, shy at charmers that are bonny, All the come-ons from the country like 'em fat.

It's the plump girl gets the best of all the sleigh-rides, When they harness up the bob-sleeds up in Maine.

And the lean girl's sighs and glances never get her any dances, When the girls of the sororities entertain.

So you'd best dismiss the svelte and sylph like creatures, And you will—if you will only look about—

Though the jaded city rounder may prefer the hundred pounder, All the yaps would rather have 'em rounded out!

A MILLENNIUM.

For the first time in their lives the Scotch can get all the whisky they want at the price they want to pay.

HOW CAN WE HELP IT.

Young John D. says we think too much about the pay we are going to get. Yet if we don't, somebody else will get it.

DEDUCTIVE REASONING.

We don't know what they put in to those bootleg cocktails, but we notice the price of gasoline has nearly doubled since they started to make 'em.

(Copyright, 1920.)

The Horoscope

WEDNESDAY, APRIL 14.

The astrological figure of this day denotes great activity and progress along all lines of endeavor. Business should receive a splendid impetus under the Lunar trine to Mars, supported by the semi-sextile aspect of Moon to Mercury. All affairs should move rapidly and to a successful culmination. Those in employment should feel the fine benefits accruing from the sextile aspect of the lights, bringing honors, promotion, favors or increase of salary, if and as merited. The mind should be keen, alert and sagacious under the mutual position of Mars with Mercury. The domestic, social and affectional interests should thrive and move happily under the lunar transit of Venus.

Those whose birthday it is may expect a year of activity and success. Those in employment may look forward to advancement. A child born on this day will be lively and progressive.

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WHAT'S IN A NAME

Facts about your name; its history; its meaning; whence it was derived; its significance; your lucky day and lucky jewel.
BY MILDRED MARSHALL.

AMELIA.

Amelia is derived from that remarkable word amal, which has formed the root of so many proper names. It appears in practically every language and means "work." As early as the days of the Vikings, it was incorporated into masculine and feminine names.

The first Amelias was an armorer in the court of King Nielung, Aumlung, another of the early versions, appears in the "Book of Heroes" as naming Aumlung the Strong and there was a Duke Aumlung recorded in Danish Ballad lore.

Amala was the earliest feminine name formed from Amal. It was a favorite in Lombardy, but soon penetrated Germany where it found vogue as Amalie. Meantime, France and Italy has adopted the Latin Amelias and through the similarity in sound, the two names were thought to be identical. France compromised the difference between Amelias and Amalie and produced Amelie, the name which has such vogue there today.

Amelia is the English version. It has replaced all other forms—even in Germany—the French Amelie alone surviving.

The amethyst is Amelia's talismanic stone. It will guard its wearer from danger and protect her from contagion. According to ancient belief, the amethyst has a sobering effect upon rash or impetuous natures. To dream of it signifies freedom from harm. Saturday is Amelia's lucky day and 4 her lucky number. The primrose, signifying simplicity, is her flower.

WALKING OXFORD



A most comfortable Shoe, snug-fitting in the arch and instep, with plenty of toe room, and supported by a sturdy, yet graceful Cuban heel.

Made up in black or golden brown in kid and soft calf of cordovan shade.

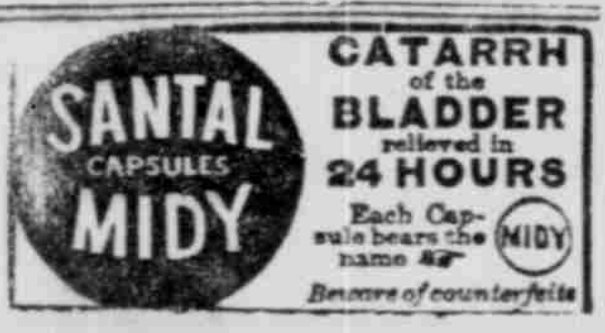
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Store Hours: Open 8:30 a. m.; close 5:30 p. m. except Saturday when store closes at 9:30 p. m.

Interurban Day Specials in Gingham For Thursday Only

This week is National Gingham Week for which we have planned months ahead and are showing a special display of gingham.

For Thursday, Interurban Day, we have set aside a variety of gingham ready to wear at special prices.

Gingham Dresses \$4.50

Seven styles of Misses' and Women's Gingham Dresses in plaids, stripes, of Amoskeag Gingham.

Misses' sizes 14 to 18.

Women's sizes 36 to 44.

Stout sizes 46 to 54.

Regular \$5.75. Interurban Day Special, \$4.50.

Girls Gingham Dresses

Gingham Dresses, sizes 6 to 14 years. Regular \$2.50. Interurban Day Special \$1.75.

Toile du Nord Gingham in plaids, checks and plain colors. Sizes 2 to 14 years. Regular \$4.50. Interurban Day Special \$3.65.

Gingham Petticoats \$1.29

Gingham Petticoats in plain blue and stripes. Regular and extra sizes. \$1.50 value. Interurban Day Special \$1.29.

Childs Gingham Rompers \$1.59

Sizes 2 to 6 years. Plain or fancy stripes. \$2.00 value. Interurban Day Special \$1.59.

Gingham Waists \$3.29

Gingham Waists in a good assortment of striped colors with tailored cuffs and convertible collars. Sizes 36 to 44. Regular \$3.95. Interurban Day Special \$3.29.

Gingham Smocks \$2.29

Plain, pink and blue Gingham Smocks, sizes 16 to 42. Regular \$2.95. Interurban Day Specials \$2.29.

Silk Dresses—Interurban Day Special \$28.00

Many new Spring models of Taffetas, Satin and Georgette Dresses, in sizes 14 to 42. All the new shades are represented. Regular \$35.00, \$45.00 and \$50. Interurban Day only \$28.00.

A Growing Rug and Drapery Dept. for a Growing City

They're
FREE
to Boys

It's great sport, Boys, walking on stilts like these. They're so strong—the foot rests are adjustable to three heights. Hundreds of boys all over South Bend and Mishawaka are proud owners of a pair.

GET YOUR STILTS HERE

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WEARPLEDGE BOYS' SUITS are guaranteed in writing to give complete satisfaction or new clothes free. They're strongly made to withstand such a rigid guarantee. Get the boy a Suit of WEARPLEDGE next time and note the difference.



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