

This Is a True Story—

When the Oliver Style Shop opened its doors of business to the women of South Bend and vicinity it met with enthusiastic response and has kept up with the same speed, and today this shop enjoys the reputation of being the finest shop of its kind in Northern Indiana. Every woman who entered this shop said, "NOW THIS IS JUST WHAT WE NEED—A REAL EXCLUSIVE SHOP DEVOTED TO BLOUSES, LINGERIE AND NEGLIGEES. YOUR merchandise is just adorable—beautiful—so dainty, so different and original."

And as I passed along the street I met so many of my friends, who stopped to congratulate me. And in course of conversation they insinuated that no doubt our prices would be beyond the average person's means. AND I BELIEVE MANY OTHERS HAVE THOUGHT THE SAME.

SEEING IS BELIEVING.

Just seven weeks have passed—my friends and many others have been convinced that in this exclusive shop PRICES ARE SENSIBLE AND WITHIN REACH OF EVERYONE.

(Signed) W. H. STEIN,
Manager.

Here you will find an impressive display of

**Blouses—Lingerie
Negligees—Hosiery**
Reasonably priced

Oliver Style Shop
103 Main Street Oliver Hotel Block
South Bend's Exclusive Shop for Women

BUILDING BOOM PUTS LUMBER IN FRONT IN SOUTH

New Industry Pushes Cotton From First Place in Southern States.

BIRMINGHAM, Ala., April 29.—The lumber industry, stimulated by a nation-wide construction boom, is coming into its own, and the south is attaining a dominant position in the industry. In spite of adverse weather conditions, car shortage, the labor situation and other retarding factors, lumbermen of this section anticipate a heavy spring business.

Because of the heavy snows and severe cold in the north, the retail yards of that section were unable until recently to move the lumber already on hand. But stocks in the north are now being depleted and it is expected locally that the demand will again exceed the supply, due to heavy rains in Alabama which have greatly hindered operations.

The car shortage is considered extremely serious in this industry, as well as in many others. The same conditions in the labor question that arises elsewhere also are factors here. The great demand for new buildings to solve the housing problem, coupled with the other cause referred to, has been responsible for making lumber prices high, but it is also serving to place the south within the top among manufacturers.

Did Rank Third.

Lumber manufacturing has always ranked third among national industries, but today occupies an even more important position, and its main activities are in the south. The demand is universal, the southern lumbermen being called upon to furnish lumber for rebuilding devastated Europe, as well as to supply the greater part of the nation's needs. This is not alone true of construction material, but hardwood for some of the largest furniture manufacturing companies in America now comes from the timbered lands of Alabama and other southern states.

A part of the present heavy demand for lumber and timber is for derrick construction in the oil fields of Texas, according to lumbermen. One hundred thousand derricks will eventually be built in prairie lands, and it is estimated that 28,000 feet of lumber will be required for each derrick.

At the present time the lumber industry of Alabama gives employment to 26,000 persons, or 32 percent of the total number engaged in industry of all kinds; it pays 25 percent of the total wages and is paid to industrial employees; its capital amounts to 14 per cent of the total industrial capital employed in the state; its annual products are worth \$26,000,000, or 18 percent of the total value of all manufacturers, and this is exceeded only by the value of agricultural products.

Presidential Possibilities

HIRAM W. JOHNSON

One of a Series of Sketches of Men Prominently Mentioned for Chief Executive.

Newspapermen around the capitol at Washington will tell you there is not a more serious-minded man in politics than Hiram Warren Johnson. Reporters in California are likely to add that Johnson has been in earnest from the day the then obscure lawyer opened his office for general practice in Sacramento.

The Johnson two-fisted attitude has always made those who came in contact with him either supporters or opponents. A man of the fighting type, he is usually compared with Roosevelt. Yet those who expect him to relate amusing anecdotes from his life are usually disappointed.

Although he has a keen sense of humor, he refrains from exhibiting the lighter side of life.

When he tells a joke only those who know him best and can catch the twinkle in his eye can tell he is not in earnest.

Johnson is always at work. That is the secret of his sitting behind his desk—watching a ball game. Washington knows Johnson as the senator's wildest fan. As soon as he leaves his office in the senate office building, on warm days he usually heads for the Washington team's park, where, with coat and hat in his lap, he follows every play almost religiously.

In frame he is a giant. His appearance is that of a short, heavy man with a large, well-shaped head; a clear-cut jaw; clear, blue eyes; and a straight mouth. When talking he emphasizes his remarks by gestures of his two big, clinched fists.

Johnson, who has been conducting his campaign for the republican presidential nomination by appealing direct to the people in preference to the primary states, is 53 years old.

He was born in Sacramento, Calif., where later he and a brother opened a law office.

His youth was spent in the California capital. He attended the University of California but was never graduated. In 1886 he was married to Miss Minnie L. McNeil of Sacramento.

Admitted to the bar in 1887, Johnson was known as a fair lawyer, but not one whose business ended at that time. Even after he moved to San Francisco in 1892, his still was an obscure attorney. It took the famous "bootleg" cases—in which Abe Ruef and other city officials were charged with graft resulting from the rebuilding of San Francisco following the earthquake and fire of 1906—to bring Johnson to public notice.

Johnson was associated with Francis J. Heney and William J. Burns in prosecuting Ruef. He at first took a minor part in the trials. Later, however, when Heney was shot, Johnson went into court to take the place of the wounded prosecutor and made such a masterly presentation of the state's case against Ruef that the former official was convicted and sentenced to 14 years in the penitentiary.

Hiram Johnson was made, later when a company of thinking men decided to form the Lincoln-Roosevelt league to fight bossism in California, they picked Johnson to head their ticket in the gubernatorial race. Taking advantage of the state's direct primary laws, they appealed to the people. Dropping his now large law practice Johnson bent to the task. Neither he nor any of his backers was wealthy, but all were honest.

Winning the republican nomination in the direct primaries, Johnson headed the national campaign.

He and his two sons drove an advance car from town to town, announcing that in two hours the candidate would appear in that town to ask the people's vote for governor. Then the announcer would drive to the next town. Johnson would appear as scheduled, his chauffeur being his other self.

"I am going to be governor. And my first act will be to kick the bosses out of politics and to turn the government of this state back into the hands of the people."

Johnson's "little red automobile" became known in every hamlet in the state, from Oregon down to the Mexican border. Large crowds eagerly awaited his appearance. At first ignored by the newspapers, his unique campaign so reached the people, that editors gradually began to scent the trend of public opinion. Johnson was fast becoming the most talked-of man in the state. His race attracted attention all over the United States, and near the end of his campaign his "little red automobile" became the head of a real entourage.

Johnson's majority was more than 20,000 votes. Once in the governor's chair at Sacramento, Johnson demonstrated he was greater as an executive than he ever had been as an orator and a campaigner. His cleaning of politics in California became almost instantaneous. Within a few weeks after he was elected he had driven out of the state's pay every man who had any connection whatsoever with the Southern Pacific railroad, whose machine had dominated the state for years.

Johnson was re-elected to a second term on his record as a fighting progressive governor. His majority in 1914 was more than 260,000, or 16 times the majority he had polled when he was first a candidate.

Shortly after his second inauguration he had his first encounter with the I. W. W., then just becoming a menace on the coast. A delegation of I. W. W.'s had persuaded the city government of Oakland to pay its way to Sacramento. Its leaders had expected to be able to get enough from Johnson to enable it to move on into the next state. But when the governor, who at first offered to give the men the work they asked for and which they refused, saw their attitude, he ordered them out of town by eight o'clock.

"I thought at first you were a lot of good-for-nothing bums!" Johnson told the leader. "At first I offered you work, I knew you wouldn't take it. Every one of you ought to be in jail or working the roads with your gangs. Now, am going to give you men—whole first crew—until 6 o'clock to get out of town. Now get out of my office."

"I think just now, it is related, not



Saturday Special

TO MAKE MORE ROOM FOR OUR MID-SUMMER OPENING NEXT MONDAY,

All Our Dark Straw Hats Have Been Reduced for Quick Selling.

Two Lots

All Trimmed Dark Straw Hats, values up to \$10.00—

\$5.00

All Dark Straw Trimmed Hats, values up to \$15.00, Saturday—

\$7.85

Hollsworth's

SAILORS

When you think of Homefurnishings think of "Sailors."

Union Trust Company

Safe Deposit Boxes with special facilities for the privacy of customers.

JACOB HOFFMANN COAL

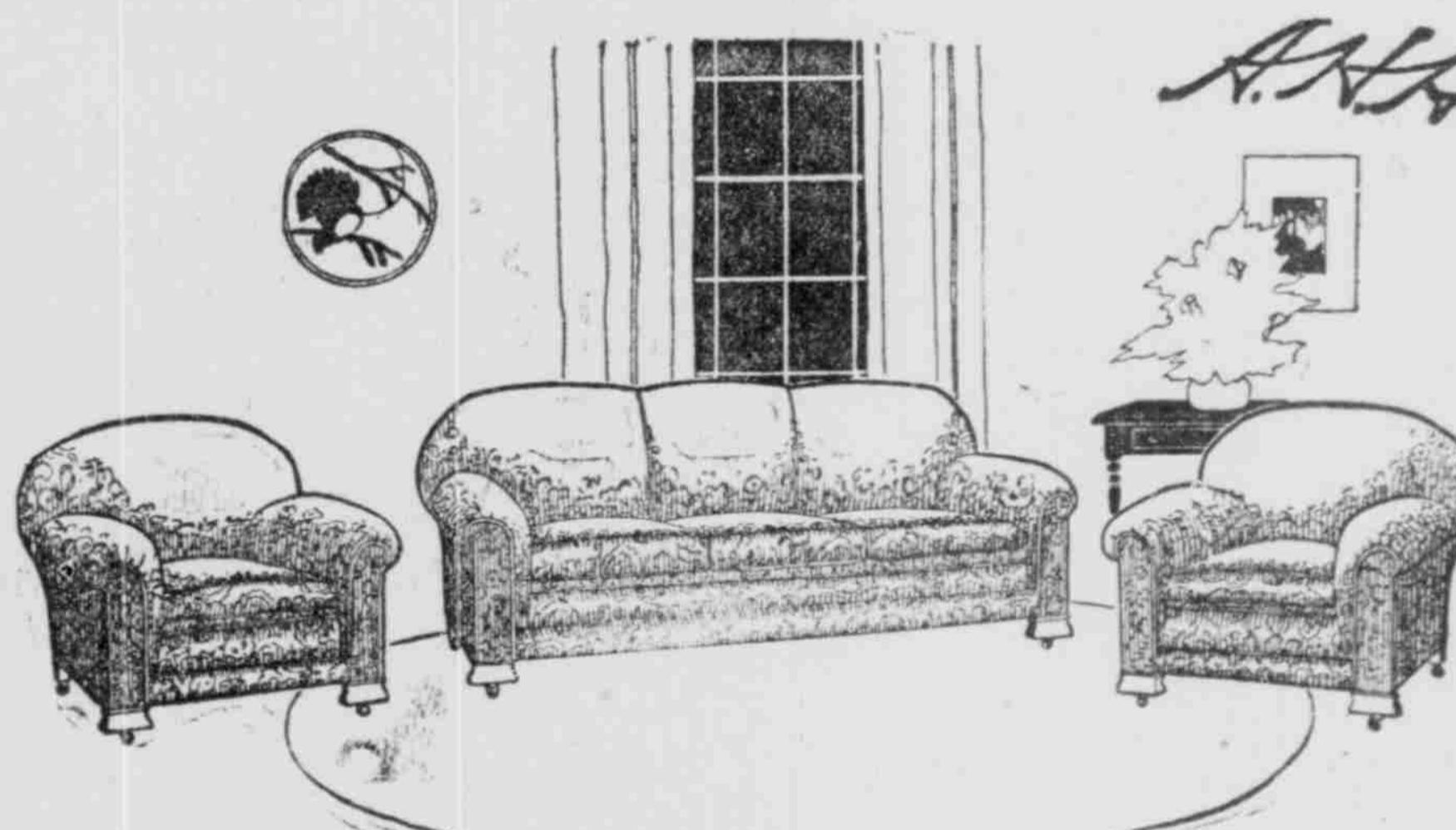
People who need Furniture can't resist the appeal of prices during our discount period.

Most people have passed the stage where price appeal is the dominant influence in their selection of furniture.

They demand first of all—quality. Satisfied on this point, they then buy where they can get the most with the least outlay.

Here at Heller's we've been preaching the gospel of good furniture for years. Occasionally we talk price; but **always** we urge quality.

It is not surprising, then, to find that everyone who needs furniture is intensely interested in our Discount Period. We just let the price bars down, and allow a blanket discount of 20%, 15%, 10% or 5%—depending on whether you can pay spot cash or in 30 days, 60 days or 90 days time. Bring your pencil in Saturday and be your own merchant, salesman and banker.



Beautiful Living Room Furniture at Liberal Discount

Every living room suite and individual piece is included in this unusual discount period, and in no time previous have we been privileged to offer so diversified an assortment of new and beautiful designs.

You will find one of the big white tags on every piece in this department. Figure your own discount—

20% 15% 10% or 5%

FOR THE BEDROOM

An additional bedroom at this time may be made a profitable investment. The abnormal demand for well furnished rooms will insure you a splendid revenue. The rental will pay the entire purchase price in a very short time. You may have any suite or piece in this department now at a discount of—

20%, 15%, 10% or 5%

For the Dining Room

There could be no more opportune time to completely furnish the dining room than now. All the popular period designs in the most admired finishes and cabinet woods. You may trade in any old, partly used pieces you have toward the purchase price and discount the balance.

20%, 15%, 10% or 5%

HELLER'S
The Furniture Store of South Bend

Summer Furniture

All the new Summer Furniture is here. Pieces for the sun parlor, the porch or lawn. All bought to sell at the regular retail price. These may now be had at such a liberal discount that you will find that your Summer Furniture—Money has old, pre-war time purchasing power—All discounted

20%, 15%, 10% or 5%

TOasted, so that the butter melts on them, these little crackers offer an appetizing breakfast dish.

an appetizing breakfast dish

There are many delightful ways to serve Perfection Wafers; whether at breakfast, luncheon or dinner.

Crisper, tastier than bread. Full of body-building nourishment. Economical to serve. Perfection Wafers should be on your "grocery list" every morning.

Look for the special-built Perfection Wafer Case at the grocers. It keeps P.W.'s always fresh and clean.

PERFECTION BISCUIT COMPANY
Fort Wayne, Indiana

Makers of Perfection Bread

"Leading Bakers Since 1901"



"Eat them as your bread at every meal"

"P.W. ON EVERY CRACKER"

PERFECTION WAVERS