in EVENING LEDGER-PHILADELPHIA, TUESDAY, JANUARY 9. 1917

## Shall Americ's prosverity continue? Thomas W. Lamont, of J. P. Morgan \& Co., -believes that it will, if we act wisely, and tells how we can safeguard it, in this week's <br> Colliers

COMMISSION MEN HERE FOR BIG BUSY MEETING

National League of Merchant
Will Hold 25 th Annual Ses-
 Facts About National
Commission League Time-January 9 to 12 .
Place-Headquarters. BellevueStrafford,
Attendance -Commission mir-
chants of the United States and their chants of
wives.
Al cit for 1918 meeting, the twenty forth
anniversary of the founding of the
organization in that city.
Standardization of weighs and
measures, legislative and transport.



## 




[^0]

The Magazine
the New Amer
Get the January Number Now.
News Stands, 25c a Copy,
The Seven Arts 132 Madison Av New York

Where are the Keys
 to Your Store?

How carefully are they handled
those entrusted with their care?
Think how easily duplicate
might be obtained, and the
your store should they fall
One of the things Holmes Serve

ELECTRIC - PROTECTIVE - COMPANY 812 $\cdot$ CHESTNUT $\cdot$ ST $\cdot$ tel. -Walnut- 611

## An Advertisement to the American People

## By J. Ogden Armour

TODAY, when rising costs have made foods a paramount issue, it seems an opportune time to lay before the serious-minded public
certain points it is to their self-interest to know. nd it is to those who take thought that I wish to speak, glad of th opportunity to present these points to their well-poised judgment.

It is not that the facts are today any different than they ever were. But their consideration now
has an especial timeliness. has an especial
Statistics, particularly of the past two years,
have shown something that many have not been have shown something that many have not been
prompt to comprehend-the basic good faith of Armour and Company to consumers,
To fully realize all that this implies, you
must understand the economic conditions on must understand the econo
which this business is based.

The preparation of foods for human conumption is the oldest business on earth. It goes back to the very foundation of history,
As a consequence, although people do not always appreciate it, this is the most competitive of ALL
industries.
Our function is to collect, prepare, transport
and distribute foods more capably and ar less ex. and distribute foods more capably and at less ex-

The work of preparing food stuffs is a business of natural competition. It always has been. It always will be.
ion at the lowest profit, and the giving of the utmost in service. For, if profits were excessive, concerns able to operate at lower cost would quickly capture trade. And if service were in-
adequate, those with better service would win. Thus, the amount of production in a field highly competitive, must be very significan
When you find a business in staples atraining size, you may be sure that in some broad, economic way, it makes for increased
efficiency and gives a fundamental service to efficiency and gives a fundamental service to
consumers. In no other way could it continue to exist.
(Signed)

The remarkable thing about the American
livestock business is that the maximum consump
ton ion is some two thousand miles away from the center of production. Yet, through Armour
and Company, it is possible for you, no matter where you are, to set your table as bounteously as if you lived alongside the farm
But also remember this!
Armour and Company did not become of national importance until
national need for their services.
This need did not arise until the East was no
anger able to compete with the West in rising livestock. Then it was that the public, realizing perishable products sold on small margin cannot be passed long distances through many hands
began to demand more and more of us -begat began to demand more and more of us - began
to make us strain every effort to keep pace wit their needs.
But, despite our service, our economies pos of by-products, our perfection of preparation and marketing, the pay we receive for it all averages less than three cents on the dollar in our total year's business. One outstanding fact must,
therefore, be obvious to every thinking
Any preeminence Armour and Company may have attained, has been won on a
straight basis of that highest of all ideals-
Service!
I have never deemed myself a writer of ad-
vertisements. Yet I am willing to sider this message an advertisement, if you willan advertisement for the house founded by my father, Philip D. Armour; for, the motives of
this organization have been my life's this organization have been my life's inspiration may say with pride that they have always been true to the best interests of the American people.

## Mann \& Bilks H ez chest mut $\mathbf{a y}$.

$\qquad$


[^0]:    THERE is real comfort in
    assured by the phy
    sician in whom yo assured by whom you
    simian in
    have every conf have every conf
    dance that the inn dance is all right.
    man
    The same thing
    applies to a master
    apples to a mast
    tailor's approval
    the "outer man
    We feel it no small
    We feel it no small!
    honor that so many
    honor that so
    Philadelphian prominence many years hay v
    considered Hughes considered Huge ing authority on matter
    dress.

    HUGHES MULE L ER
    1527 Walnut St.

