

GOSSIP OF THE STREET FINANCIERS SLOW TO GRASP MEANING OF GEORGE SPEECH

Realization of Seriousness of Situation Grasped After Serious Thought—Praise for Premier—Gossip of the Street

For some time past it has been accepted as an axiom on the Street that stock prices are in a position to respond upward on receipt of any news favorable to the Allies, and conversely to decline if the news is considered unfavorable.

It turned out that the full meaning of Lloyd George's speech, which had been published in full the day before, had begun to strike home, and the British Prime Minister's frank statements, if they meant anything, certainly conveyed the conviction that the Allies were not in as good condition as was generally expected and that there had been a reverse at the beginning of the big drive, so some other source had to be found as a cause for the decline in prices.

It is known that at present prices no one is placing steel orders anywhere and no one knows the extent of the Government's orders, although it is common report that 90 per cent of the United States Steel Corporation's orders at present are for the Government.

It is beyond question that the increasing demand for power can be met only by the central-station companies. It is out of the question for industrial companies, maintaining their own power plants, to enlarge their power-generating facilities in time to meet the demand caused by the present situation.

It is said that the earliest announcement by the Secretary of the Treasury gave the general impression that the new bonds would be received without qualification for inheritance taxes, while later it appeared that they should be in the possession of the testator at least six months before his death.

There also appears to be general misunderstanding in regard to tax-exempt features of an investment of \$5000 in Liberty Loan bonds. It is a person owns \$5000 worth of 4s of the second Liberty Loan that amount is free from the super-tax and excess-profits tax in respect to income from that principal.

Business Career of Peter Flint A Story of Salesmanship by Harold Whitehead

WHAT a difference it makes in the way people treat you if you have something definite to say to them. When I made my round of the employment agencies last week they treated me just as a job. But today, did they treat me as a salesman?

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LIFE INSURANCE INCREASED TWO BILLION DOLLARS IN 1917 Thirty-four Leading Companies Add \$300,000,000 to Assets, the Largest Ever Reported—\$240,000,000 in Death Claims

New York, April 12.—Thirty-four life insurance companies increased in New York in 1917 approximately \$300,000,000 to their assets. The increase in assets exceeds the increase in 1916 by approximately \$100,000,000 and gives the thirty-four companies total assets of more than \$2,140,000,000.

\$50,000,000 DIVIDEND VOTED BY SWIFT CO. RUSH IS ANTICIPATED IN WAR TAX PAYMENTS

Owners to Pay \$25,000,000 Cash and Get Remainder for Nothing

Chicago, April 12.—A stock dividend of \$50,000,000, half of it in cash and the rest in increasing the capital stock from \$100,000,000 to \$150,000,000, will be declared by Swift & Co. owners.

Washington, April 12.—The Government is expected to receive first reports indicating that \$4,000,000,000 may be reached.

Philadelphia Arrivals at New York Hotels

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ORDER FIVE ARRESTED ON LYNCHING CHARGE

Coroner's Jury Finds Illinois Miner Was Hanged by Mob

Collinsville, Ill., April 12.—On the charge of having lynched the miner who was hanged by a mob, a coroner's jury found five men guilty.

WARRANTS ARE ISSUED

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DEATHS

Downey—April 11, MARY A. widow of Charles Downey, aged 72, died at her home, 1124 N. 11th St., at 10:30 a. m.

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Advertisement for Winchester Repeating Arms Co. featuring the 'Princess' Liners.

Advertisement for Canadian Pacific Railway, 'Princess' Liners, featuring scenic views of mountains and glaciers.

Advertisement for Laurel House, Lakewood, N.J., featuring a large illustration of the hotel building.

Advertisement for Sunset Hall, Lakewood, N.J., featuring a large illustration of the hall building.

Advertisement for 10,000 Stenographers, featuring a large illustration of a typewriter and a person working.

Advertisement for Traymore, Atlantic City, N.J., featuring a large illustration of the resort building.

Advertisement for Florida Trips, Jacksonville, featuring a large illustration of a steamship.

Advertisement for Galen Hall-in-the-Mountains, Wernersville, Pa., featuring a large illustration of a mountain resort.

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