
Y. W. C. A. Heads


GERMANS LAUNCH NEW DRIVL BEATEN BACK IN ALBERT SECTOR


Brooches of Green Gold

S. Kind \& Sons, 1110 Chestnut St

ALLIED ANTI-SUBMARINE DRIVE EXPECTED BY U. S. NAVAL MEN

STRAWBRIDGE \& CLOTHIER


## TEHES

The hitherto unpublished story of how Von Bernstorff, acting upon orders from Berlin, decreed the death of 800 AmerNaval Review Ball at the Hotel Ansonia in May, 1915, is told

## William J.Flyn

S. Secret Service

IN SATURDAY'S
Euening flublic 位è̀ger
The manner in which the
Secret Service obtained evidence of this conspiracy to cripple the Atlantic Fleet-the speed with
which it was necessary to act and the amazing sequel to this plot form a thrilling chapter plot form a thrining chapter
from the secret archives of underground history.

## To-morrow-Thursday CLOVER DAY <br> April is the first real spring month-the leaves and blossoms

 spring out like magic, the grass grows greener, and everybody is aroused to the many needs of the season. It is rather early to find Nearly 1000 Four-Leaf Clover Signs Indicating as Many Different Lots of Seasonable Goods at Reduced Prices Every department is well represented. The rule for Clover Day is thateach must offer numerous and unusual lots of desirable merchandise under the each must offer numerous and unusual lots of desirable merchandise under the regular prices. And if a sufficient number are not secured at a saving in the hundreds of whom have helped to make Clover Day famous by making special concessions-then good lots are taken from our regular stock and reduced in price.
rice. In these times of higher cost of production, it pays to take advantage of the special opportunities for saving money on Clover Day. Come as early as possible, get a Clover Day Booklet as you enter the Store, then look for the FOUR-LEAF CLO There will-they show the exact saving on each Clover Day Special. Day lots


## High Cattle Prices

## Accompany

 High Beef PricesIf consumers are to pay less for beef, live-stock raisers naturally will receive less for cattle.

If farmers are paid more for live stock, consumers will necessarily pay more for meat.

Swift \& Company pays for cattle approximately 90 per cent of the price received for beef and by-products. The remaining 10 per cent pays for dressing, freight to market, operation of distributing houses, and in most cases, delivery to the retailer. Net profits also have to come out of this 10 per cent.

This margin cannot be squeezed arbitrarily without danger of crippling the only effective means of performing the complex service of converting cattle into meat and distributing this meat to the fighting forces and to consumers.

Swift \& Company's net profit on beef during 1917 was only $1 / 4$ of a cent per pound. On all products, it was a little less than four cents on each dollar of sales. Complete elimination of these profits would not affect appreciably retail prices of meat, or farm prices of live stock.

Swift \& Company will be glad to co-operate in devising methods that will improve conditions in the meat and live stock industry.


Swift \& Company
U. S. A.

