

Co-Operation, Not Competition Must Govern Business in Future

By GEORGE W. PERKINS, Business and Financial Expert



America is face to face with the necessity of revolutionizing her attitude toward business. The events of our first war year have demonstrated that we are as unprepared for peace as we were unprepared for war. And unless we learn the lesson that this year's events ought to have taught us, industrially and economically, the United States is in for a very severe trial not only during but after the close of the war.

The new principle of business that our unpreparedness has taught us is that co-operation and not competition is the life of trade. On our acceptance of that principle depends not only the industrial welfare of this country in the future, but the social status of our people as well.

When war was declared this country was saddled with the burden of the lack of vision of our so-called political leaders of the last twenty years. Politicians had decreed that ruthless competition should rule industry.

We have had all the evils that flow from unrestricted competition—costly trade wars between economic units that were fighting for the market; adulteration of product and bad trade practices; secret agreements, price cutting, low wages, child labor and other attendant evils.

Have we profited by our mistakes?

Have we awakened to the necessities of the future?

Are we ready to prepare with all possible speed for the new economic conditions that face us?

Are we ready to accept the new principle, viz., that co-operation is henceforth to be the life of trade and that ruthless competition is no longer the life of trade?

The problem, brought fully before us in the events of the past year, is the most important and also the most fascinating of any that this country has ever solved. It calls for the most supremely unselfish and patriotic effort that the people of our land are capable of giving.

History Proves That War Will Bring Prosperity to United States

By RICHARD A. FOLEY

Any man who can read may learn for himself that history proves every war has stimulated trade. God knows we would be willing to banish that stimulant along with the others by an act of congress, but the fact remains that after the shock of 1861, the greatest years in business—the highest prices for stocks and bonds—came in '62 and '63.

And in 1864 and 1865 business had big years. In 1861 New York's bank clearings were \$6,000,000,000. In 1862 they were seven billions; 1863, fifteen billions; 1864, twenty-four billions; twenty-five billions in 1865, and twenty-nine in 1867.

In 1861, the bad year of the Civil war—possibly corresponding to the period we are now going through—there were \$207,000,000 in failures in the United States, and this had dropped to only \$23,000,000 in '62, and to seven and eight millions in '63 and '64 respectively, while there was but little increase in the succeeding several years.

The reason for this, according to Senator Theodore Burton, was that "the great demand incident to the war, and the enormous employment of labor, plus the withdrawal of a large body of men as soldiers, prevented the possibility of depression." We are in a better position today than our country was during the Civil war, because, prior to our own entrance into the present war, Europe poured hundreds of millions into our business treasuries, and we became a creditor instead of a debtor nation. And now all the money that has been loaned the allies is being spent here in addition to billions for our own military purposes.

It makes no difference what fallacies of economy may be enumerated by men in high or low position, you cannot affect the unalterable laws of supply and demand, and men in business may confidently count upon a growing demand for their products and upon growing prosperity. They should not be discouraged by small setbacks or by reactions that will occur in a sensitive country during a time of war. We will soon get used to rumors, true and false, and our system nationally will become immune to the shocks.

Nation Has Responded Nobly But Still Greater Sacrifices Must Be Made

By CORA RIGBY

Liberty and democracy! These have been the underlying words, the basic principles, of the loans which the men, women and children of the country have been asked to make to the United States government.

The magnificent response to the appeal has been due not only to the fact that the loans were the safest investment in the world but rather because, in this form, the people could show their faith, could participate in the war which is to end the slaughter of innocent noncombatants and the ruthless destruction of homes and villages and the laying waste of fruitful lands.

The government of the United States will go on asking its people to give its pennies, its dollars, its thousands and its millions until the war is won, confident that every patriot will sacrifice in every other direction that he may have a share in helping this great cause in these trying days.

The people have no cause to blush for what they have done in the first nine months of the war. The government has every reason for gratitude. The big thing which flares instantly into view when the financial effort of 1917 is reviewed are the two Liberty loans, oversubscribed, not only willingly but joyously, and with the utmost enthusiasm.

Splendid have been the sacrifices and responses of the American people, they have yet to make greater sacrifices and to increase their generosity. The wealthy must pay heavier taxes and lend more money to the government, and the wage earner and small salaried man must manage to give his proportion. The necessity for economy by everyone is making itself felt slowly but surely. Everyone must not only give up something that he really wants, but he must make that sacrifice count for the government's efficiency in winning the war.

Quiet in Color, Simple in Design



Since it is expected that the everyday serviceable dress of today, will be quiet as to color and simple in construction, great demands are made upon the ingenuity of designers. Their cleverness must come to the rescue—to redeem frocks from somberness and lift them out of the commonplace. In the face of these restrictions, they have done wonders with the means at hand. We are more charmed with their original ways of doing things than with any of their past achievements. They have thought out ways of combining black with gray or beige or any neutral color, that more than reconcile us to the absence of bright color. Other dark colors are managed with the same cleverness.

The dark blue, one-piece frock shown in the picture is a fine example of good designing. Imagine it in velours or duvetyne with gray duvetyne providing the needed contrast. A band of the gray set in about the neck makes place for a cut-out applique in blue. The front of the bodice is extended below the waistline and two large disks of the gray cloth find the best of positions on it. The same odd applique is stitched to them.

The frock is plaited across the front in the skirt portion and where it joins the bodice, small disks of the gray cloth answer to the roll call of the plaits. There is a belt of the blue material, which is fastened to the front of the bodice at each side with a large flat bone button.

A band of blue, piped with gray is wrapped about the sleeve at the wrist. It is wide at one end and narrow at the other, the narrow end rounded and overlapping the other, is fastened down with a button. This is a very simple finish for the sleeves, but no one seems to have thought of it before.

Considering that the designer made such a success of this use of gray with blue he was justified in adding a soft cape collar of gray crepe georgette, although the frock would still be a success without it.

The Last Hats of Winter



The last hats of winter, like autumn leaves, herald their departure by becoming more brilliant than at any other time of the year. They abdicate in favor of spring millinery much earlier in the year than they used to; for fashion takes to satin or even straw hats before the snow is off the ground. Anything that looks like spring makes a strong appeal in the lands of long winters, and further, more Northern tourists' hats, displayed in Northern shops, lure women into being illogical. And there is no particularly good reason why a flower hat, or a hat of malines, should not be worn in midwinter.

Two of the hats in the group above are of velvet and the third is of satin. At the center, a high, soft crown and a wide brim, with easy, flowing hues, make a lovely variation of the always pleasing picture hat. A handsome ostrich feather proclaims the return of the plume to the best of places for it. This hat is essentially beautiful; it can never look out of date.

A hat with narrow brim and round crown, shown at the left of the group, is another becoming shape that is always good style. It is gay, with a spray of brilliant flowers, the black velvet of the hat serving as a wonderful foil for their color and sheen. The hat at the right is the most popular of small shapes, and is made in dark, brilliant straw braids, as well as in satin and velvet. Its first purpose is to be becoming and its other reason for existence is the support of the gorgeous garniture of black satin ribbon, brocaded with gold, which covers the top of the hat. The ribbon is arranged in a bow with two loops at the front.

It is noteworthy that each of these hats depends upon a single trimming feature for its adornment, and that they bespeak variety in new millinery. One carries a plume, one a flower, and one contrives its magnificence with ribbon. Hats are worn far down over the eyes this winter, and coat collars far up about the face. Just about all that is to be seen of the face is a pair of eyes, when milady cuddles down into her fur collar.

Julia Bottomley

New Blouses in Simple Fabrics.

In the newest assortment of blouses are some from Paris which indicate a marked preference for fine materials and simple lines. They have special reference to their affiliation with suits; although several of them are so constructed that they may be worn as gowns with the sleeveless frock of satin or of serge.

There are models made of handkerchief linen whose only trimming is in hand fagoting; others are delicately trimmed with drawn work or have insets of real filet lace. The new high collar is featured, although in deference to the wishes of many American women, Paris has sent blouses that have the familiar V-neck with the sailor or round collar.

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In the Library.

"Where would you put these manuals on electricity?" "Put them with the current literature."

Again a Woman's League.

Mrs. Newlywed—I see by this medical work that a man requires eight hours' sleep and a woman ten.

Husband—Yes, I've read that somewhere myself.

Mrs. Newlywed—How nice! You can get up every morning and have the fire made and the breakfast ready before it is time for me to get up.

A Mis-reading.

Cleveland Moffett of the citizens' vigilance committee of New York, said at a luncheon:

"The chap who calls the selective service unconstitutional misreads the preacher's text."

"What was the text?" her father asked the little girl as he carved the Sunday roast.

"Oh, papa!" she said in a shocked voice, "it was—Abdomen, Abdomen, my son Abdomen!"—Philadelphia Bulletin.

Elsie Had the Idea, Anyhow.

Elsie came home from school before the holidays with her little nose tilted at an angle that her mother recognized immediately was to "register" deep, irreconcilable scorn. Her mother of course asked the questions that would bring forth an explanation.

"Oh, it's Hilda; believe me I'm not going to play with her any more," said the aggrieved one.

"Why, I thought Hilda was one of your best friends. What has she done to you?"

"She hasn't done anything. It's her father. He was born in Germany and he's never taken out his civilization papers."



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