

# POOR DOCUMENT

## M C 2 0 3 5

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, AUGUST 1, 1921

### FORD'S FEAT IN FINANCING

Bankers Say One of the Most Remarkable.

Rigid Economy, Forced Liquidation and Pressure on Dealers Credited With Success—A Gripping Business Story.

(New York Times.) Bankers of Wall Street who early in the year carried the proffer of financial aid to Henry Ford in Detroit, only to have it coldly refused, said yesterday that Mr. Ford, through shrewd financial skill, through forced liquidation and through pressure on his dealers, had turned down the corner of liquidation and depression in excellent shape. Instead of one huge financial operation, Mr. Ford succeeded in getting his dealers to finance his requirements, each dealer in his own territory.

The bankers who went to see Mr. Ford in January and who offered him financial aid again yesterday declined to make a public statement of any sort about their negotiations with the manufacturer. They take the position that it would be extremely bad faith as well as bad taste for them to make any statement about conversations or negotiations which have been held in their official capacity as bankers with Mr. Ford.

Woods Maintain Pleasant Relations.

One man who went to Detroit early in the year and who was and is a close personal friend of Mr. Ford, said he did not propose to be drawn into a controversy, that the relations between himself and Mr. Ford and the relations between his bank and Mr. Ford were pleasant.

When using WILSON'S FLY PADS READ DIRECTIONS CAREFULLY AND FOLLOW THEM EXACTLY.

Best of all Fly Killers 10c per Packet at all Drugists, Grocers and General Stores

**Custard pudding**  
This nourishing dessert is more creamy and smooth if made with the milk that is blended with sugar.  
**Borden's EAGLE BRAND Condensed Milk**

**Maritime Dental Parlors**  
38 CHARLOTTE STREET.  
PHONE—Main 2789.  
Hours—9 a. m. to 9 p. m.

ant and that it was his intention to keep them thus.

The recovery of the Ford Motor Company from the depression of the early year and its remarkable assembling of cash without a loan to meet its obligations is considered by bankers familiar with Mr. Ford's business to be one of the most remarkable recoveries in modern business. None of them had ever talked for publication in connection with the Ford financing, but privately they did not hesitate to express the opinion that their very proffer of aid, under the terms of their own making, of course, placed Mr. Ford on his mettle and added to his determination to pull through the year without the aid of Wall Street, for which he has evidenced dislike and distrust.

The Situation Six Months Ago:

Little more than six months ago the Ford Motor Company had all but completed arrangements for borrowing \$75,000,000, in the face of what appeared to be desperate necessity. His plants were closed; there was little demand for cars of any kind. Mr. Ford owed the government \$35,000,000 for taxes; notes were nearly \$80,000,000, originally issued to buy out his minority partners and were due within a few weeks. Unsold cars were piled high in the factory and choicest sales rooms over the country.

It was at this period that the bankers of Wall Street proffered aid. For whether they admit it or not, the financing of the Ford enterprise is a lucrative piece of business that all of them would like to have the opportunity to handle. There is a difference of opinion whether Mr. Ford invited them to Detroit or whether they went on their own responsibility. On only a single occasion has Mr. Ford transacted business with banks identified with Wall Street. This was when he bought the minority interests and the last of the notes given to raise the cash for this purpose were paid off in 1920.

Ford Applies the Remedy.

Mr. Ford did not borrow a dollar from the banks. Today his sales approach the largest figure in the history of his company. The corner was turned, according to bankers by transferring the bonded, marvellously recuperative markets completed the success. Ford pushed his 125,000 surplus automobiles up the hill, off his inventory account and into the hands of 17,000 dealers. He shipped automobiles right and left all over the world to willing and unwilling consignees and threw against them. The tide of cash returned \$69,000,000 before April 1.

"Mr. Ford came East and found some \$9,000,000 in 'float' cars and parts in New York, Philadelphia and Boston districts. Changes in personnel followed and others were threatened. The cars began to move out.

"The case was reported of an Indiana dealer who had a floor full of Fords. His consternation was great when a trainload of the cars, unsorted, rolled into the city. His business future was at stake. He must, and did accept the draft. A former disgruntled Ford dealer with superior resources bought the trainload and started the country side by advertising a bargain sale of Ford cars.

In other cities and towns the dealers went to their banks and borrowed on the cars. Shipment averaged about one-tenth of a year's business. The unloading plan was a success, because it was economically sound and ruthlessly applied. Agents were bluntly told that they were indebted to the Ford Company and that to prosper in the future they must assist now. Those who rebelled were removed. Those who accepted are today the strongest proponents of the Ford method.

The Situation Today.

Then Mr. Ford cut prices.

Almost overnight the public began buying Ford cars. Opening the year with



**WHOLESALE SWEETS FOR THE WHOLE FAMILY**  
The chocolate used in Moir's is one of the most nourishing of foods, and with the addition of pure sugar, good butter, and rich ripe fruits and nuts it forms a food combination that is hard to beat.

And Moir's have the additional advantage of pleasing everybody's taste, from the oldest to the youngest.

MOIR'S LIMITED, HALIFAX.  
W. J. WETMORE, Agent,  
91 Prince William Street, St. John, N. B.

### MOIR'S Chocolates

125,000 surplus cars Mr. Ford produced 8,000 machines in January and sold 57,000. In February he produced 35,000 and sold 63,000. In March he produced 60,000 and sold 57,000. In April he produced 90,000 and sold 100,000. His May figure for production was 110,000 cars, his June figure 116,000, and in July, it is Mr. Ford's boast, that he is turning out 4,000 cars a day and selling every car.

"By the end of April inventories of the corporation had been reduced from \$105,000,000 to \$83,900,000. He had been manufacturing his inventory, including spare parts, into finished car shipments to dealers, which went out with drafts attached. Since April a further remarkable spurt in business has taken place.

"The corporation's cash the first of June was around \$30,000,000, and there were no outstanding obligations except current merchandise acceptances. The measure of sales since June 1 and now is factory capacity and not merchandising efforts. Mr. Ford's net profit before taxes are now understood to be at the rate of approximately \$20,000,000, or about \$100 profit per car.

"His only financial problem appears at the moment to be to retain sufficient cash under his expansion programme to pay federal taxes.

"The Ford recovery was probably the most inspiring event possible to the

motor industry. He was the first to cut prices. And his second reduction is of recent date. Had Mr. Ford been able to obtain Wall Street accommodation of \$75,000,000 without restriction, extravagance might have continued. Angered at bankers' dictation on one hand and advised by banker friends on the other, he decided to go it alone.

Working Force Reduced.

"To make the bill he had to economize. He went over his entire organization with a fine tooth comb. Where he formerly employed 60,000 men to produce an average of 4,000 cars daily, he now obtains an output of the same volume with 40,000 men. The \$5 minimum wage has been retained, but foremen have been put to work tasks that were no longer necessary. Reductions in wages.

One of the bankers who tried to "sell" Mr. Ford on the new financing plan said that in his opinion the thing that could have happened to the Ford Motor Car Company was for Mr. Ford to flare up at the bankers and tried to help him and building up his belt decide to go it alone.

"Henry Ford is an absolute genius at organization and efficiency," said this banker, who has spent many days at Mr. Ford's home and plant as he has at the business world. Mark my words, Mr. Ford will take the little railroad he has purchased, throw out all of the antiquated systems now in use on this, as well as on other railroads in the country, and give railroad executives within the next year an example of efficiency and economy which will make them fairly gasp for breath."

PLANS FOR 1922 AT OBERAMMERGAU ARE SHAPING UP

Thirty performances of the Passion Play have been scheduled for 1922 by the committee of twenty-one which is directing the spectacle, but its number will be increased if the attendance demands, as was the case both in 1900 and 1910.

It will require an outlay of 1,500,000 marks to stage the Oberammergau play, and the villagers are extremely anxious about the German political situation, lest conditions keep foreigners away.

The 360 burghers who constitute the descendants of the original peasants who made the vow to produce the play decennially personally assume the responsibility for this expenditure, and the failure to attract sufficient visitors to meet the cost would result in the bankruptcy of practically the entire village, as the Oberammergau folk have slight resources. Most of the burghers are wood carvers, potters, painters, sculptors, farmers, merchants and small shopkeepers. Only the descendants of

the villagers who were saved from the plague in 1333 take part in the Passion Play and assume responsibility for its production.

Next October will be a fatal month for then the names of the villagers who are to have the leading roles in the spectacle will be announced. To be selected to enact the role of Jesus Christ or one of the Apostles is a far greater honor to an Oberammergau man than election to the presidency of Germany or any other office within the gift of the entire German people. And any woman of Oberammergau would rather be chosen to play the role of Mary, or Martha, or Mary Magdalene than to be in the position of Frau Elbert as mistress of the president's palace in Berlin.

Many of the actors in the Passion Play next year will doubtless be the same as those in the cast when the play was last produced, in 1910. Anton Lang, who enacted the role of Jesus Christ in 1900 and 1910, will probably be chosen for the part again, as he is still young enough to undertake the arduous task and looks the part so well that younger aspirants are not likely to displace him.

Ottile Zwick, who played the role of Mary in 1910, has married since that time. No married woman can play a role. Consequently, all the young women of Oberammergau with ability and experience as actors are eagerly trying to qualify for the highly important part. Paula Rendi, daughter of Peter Rendi, the sculptor, who was Joseph of Arimathea in the play of 1910 and enacted the role of St. John twenty-one years ago, is one of the most prom-

ising candidates for the role of Mary. Fraulein Rendi has shown great ability in minor religious plays, which are produced constantly by the Oberammergau folk as a means of training for the Passion Play.

Marie Mayr, who played the role of Mary Magdalene in the 1910 production, is married and living in Chicago. Marie Schmidt, who was the Veronica in the last production, has also married.

Eighty-two of the Oberammergau men died during the war, and many of the older actors of the last production will

be disqualified by age for important roles. Consequently, there are scores of places in the cast to which young men with ability as actors may aspire. They have begun to let their hair grow. Wigs and make-ups are not permitted by the directors of the Passion Play.

Practically all the older men who had important parts in the last production have never cut their hair. Many of them have retained their long beards and pride themselves on their resemblance to the Biblical characters they have depicted.

Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

### You'll enjoy freedom from throat huskiness

on Adams product, particularly prepared



Black Jack GUM THE THROAT

Using candidates for the role of Mary, Fraulein Rendi has shown great ability in minor religious plays, which are produced constantly by the Oberammergau folk as a means of training for the Passion Play.

Marie Mayr, who played the role of Mary Magdalene in the 1910 production, is married and living in Chicago. Marie Schmidt, who was the Veronica in the last production, has also married.

Eighty-two of the Oberammergau men died during the war, and many of the older actors of the last production will

be disqualified by age for important roles. Consequently, there are scores of places in the cast to which young men with ability as actors may aspire. They have begun to let their hair grow. Wigs and make-ups are not permitted by the directors of the Passion Play.

Practically all the older men who had important parts in the last production have never cut their hair. Many of them have retained their long beards and pride themselves on their resemblance to the Biblical characters they have depicted.

Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

Prepared by Orange-Crush Company Plant and Laboratories, Chicago Research Laboratories, Los Angeles

Bottled by Blue Ribbon Beverage Co., St. John, N. B.

Ward's Orange-Crush, Lemon-Crush and Lime-Crush get their delicious flavors solely from Fruit Oils and Fruit Juices pressed from oranges, lemons or limes. No artificial flavors, no added sugar, no chemical preservatives, no artificial color and no chemical preservatives.

Quantities under pure food laws, Federal and State.

MUTT AND JEFF—NOW WE KNOW WHAT HAPPENED TO JEFF'S POOCH

By "BUD" FISHER

