





Railroad Felt the Effect of the Small Inter

Impossible To Go To<br>Extremes<br>OUTCRY WAS INDIGNANT

FIXED CHARGES THE SAME



SHOE MARKET OPTIMISTIC


Wall Street Is Gaining That Export Inquiry in United States Ins ificant Compared With Previous Years RE-OPENING OF EXCHANGE

Has Seriously Affect Price of Most of its
lngredients
TOY-MAKERS ARE BUSY
-
 Briain, Holland, swi ew York, Septemer $\xrightarrow[\substack{\text { 28. }-\mathrm{No} \\ \text { of a amestit }}]{ }$

 ascertained by the New York Journal
on inuiry the the purchasing departm
representation

VOL. XXIX. No. 122 Eunl chank Hill
6 Nation Ever Has Shouldere Heavier Burden Than Germany Now Trying to Carry
BIG TRANSFORMATION representatit
On the o
tions that the

"Cells"

Consider thes decide on you tising policy:

WHEN A FIRM ADV DISE IT THEREBY P THOSE CELLS, IN E ARGUMENTS IN FAV COME FACTORS IN DISE.

Now, along comes War, with disturbance of trade; and th parent advisibility of saving But let him cease advertisingbegin to waver and rift away
hose brain cells and soon, llegiance and become acquire fresh appeal to them The brain of every human be The cells are shifting, shifting,
persistant advertising, the mant persistant advertising, the mant
holding the brain cells his goc adding to the number of his

Ler him stop the advertising only closes, but the cells he ha become lost to him-perhaps
Even a War scarcely excuses t mits such a catastrophe. Even
facturer to keep his advertising



