In the World of Finance and Trade

Bears Raid List for Slight Losses

While Speculators Gain

The bear market's gains were slight, with a few minor losses in the financial markets. The New York Stock Exchange showed some modest gains, while the New York Bond Market experienced a small decline. The Weekly Review of Trade indicated a mixed market, with some sectors performing better than others.

Vacation Days

The old swimming hole had become a casualty of the high dive and long-distance swim trend. It was a place where old friends gathered to refresh and enjoy the water. Now, it was little more than a memory.

Electric Auto-Lite Corp.

Gold $6½ Notes

These notes are secured by assets having a market value of more than three times the amount of these issues. Annual income of the Corporation guarantees redemption. One-year Notes yielding over 6.25%.

The National City Company

Your local New York Bankers

For your financial needs, turn to The National City Company. We offer a wide range of banking services, including savings accounts, checking accounts, and loans.

You Can Win if You Try

$10.00 in Cash Prizes

For HERALD Shoppers

Send in Your Letter Today—Before Noon

HERE IS WHAT YOU HAVE TO DO:

1. Save your sales slips on any of the items you buy from the hundreds of items that you find advertised in today's HERALD, or any other issue of The HERALD this week. In any case where the store does not issue sales slips, jot the item on the slip and send it along with your letter.

2. If several sales items appear on the same sales slip, ring the one that, in your mind, represents the best bargain that you bought and mail it to the Shopping Editor of The HERALD, accompanied by a letter (not to exceed 150 words) telling why this bargain appealed to your needs as the best buying opportunity for YOU on that particular day.

The Shopping Editor Will Award the Following Prizes:

FIRST PRIZE for Best Letter, $5.00
SECOND " Next " $3.00
THIRD " " " $1.00
FOURTH " " " $1.00

Letters from contestants will be accepted at noon, Saturday, August 18, 1917, (including all mail bearing a postmark not later than noon of that date).

The way in which your letter impresses the Shopping Editor as to the value of the article received for the money spent will count most. Neatness and phonography are but secondary considerations.

The size of the article purchased and the amount of the price paid will not figure in making the prize awards. The purchaser of a paper of pins stands the same chance of winning on this score as the purchaser of a piano or an automobile.

Mere Men Are Welcome to Endeavor to Beat the Women at Their Own Game in This Shopping Contest.