

A Business Should be as Big as Its Job

If bigness is of benefit to the public it should be commended.

The size of a business depends upon the needs which that business is called upon to serve. A business should be as big as its job. You do not drive tanks with a pile-driver—or piles with a tack-hammer.

Swift & Company's growth has been the natural and inevitable result of national and international needs.

Large-scale production and distribution are necessary to convert the live stock of the West into meat and by-products, and to distribute them over long distances to the consuming centers of the East and abroad.

Only an organization like that of Swift & Company, with its many packing plants, hundreds of distributing houses, and thousands of refrigerator cars, would have been able to handle the varying seasonal supplies of live stock and meet the present war emergency by supplying, without interruption:

First—The U. S. soldiers and the Allies in Europe by shipping as much as 800 carloads of meat products in a single week!

Second—The cantonments in the United States.

Third—The retailers upon whom the American public depends for its daily supply of meat.

But many people ask—Do producers and consumers pay too much for the complex service rendered?

Everyone, we believe, concedes the efficiency of the Swift & Company organization—in performing a big job in a big way at a minimum of expense.

Swift & Company's total profit in 1917 was less than 4 cents on each dollar of sales of meat and by-products. Elimination of this profit would have had practically no effect on live stock and meat prices.

Do you believe that this service can be rendered for less by any other conceivable method of organization or operation?

These questions and others are answered fully and frankly in the Swift & Company 1918 Year Book sent free on request.
Address Swift & Company, U. S. Yards, Chicago

Swift & Company, U.S.A.

Hourly Changes In Skirt Styles

New York.—A woman should give more than passing interest to the lines of the spring skirt. It does not change from day to day, but from morning to afternoon to evening, writes a prominent fashion correspondent.

One can sum up the whole situation by saying that a woman begins straight in the morning and is on the bias in the evening. When she appears on the street at 10 a. m. her skirt must be as straight as the path of life laid out for us by the Bible. There must not be a deviation in the way of a flare, a ripple or a ruffle. The skirt may go in a bit at the ankles, but that is not required by fashion. It must look like a straight bag dropped from the waist line.

In the afternoon the skirt begins to waver from the straight line. It takes unto itself a tunic, which is attached to it or begins at the waistline. This tunic has a ripple and a flare, but its slenderness is achieved through its flexibility. The material is soft, and therefore the skirt swings to and from the figure with a good measure of grace.

In the evening the skirt drops all pretensions to straight lines. It becomes more slender than ever through widths of material wrapped around the figure, after the manner of the ancient Egyptians. The cloth may go to a line

for supremacy will come between the two fashions. The wrapped skirt will not be content to be limited to evening usage; it wants to appear on the street in a modified measure, in cloth costumes.

Already one hears it said that the coffee-bag skirt will not last through the summer. It is not an admirable model for thin materials, such as pongee, extra fine serge, and the new worsted that is expensive but ultra-fashionable—a kind of worsted that was invented in France, and has the appearance of coarse-meshed thin Angora.

The plaited skirt is a substitute for this coffee-bag skirt, but unless it is done by machinery it is not acceptable, and women are not altogether enthusiastic over the continuance of straight plaiting. They are willing to accept it as an underskirt, fashioned after the Alexandrian manner, to serve as a mere foundation to a tunic of brilliant lines, but they do not want to use it for a whole skirt. Therefore, the chances are that the wrapped or draped skirt will have its own way and creep into the clothes that are worn at 10 o'clock in the morning, as well as dominating those that are worn at night.

There is more distinction about one wrapped skirt than the straight one, but it is quite possible to make a happy combination of the two.

Compromise with the Tunic.
Judging from the multiplicity of tunics that have sprung up into the spring clothes, there is little doubt that the unmarred, plain, tight skirt is deplored by the dressmakers.

This is true in America as well as in France, and one makes that statement with a beautiful feeling today, for the American houses and designers have done far-reaching and serious work this year. They have taken a stand that is important. What they have devised in clothes is sufficiently brilliant to give them hopes for the future.

So when women realize that the American as well as the French dressmakers have insisted upon tunics as an offset to the straight narrow skirt they see that this kind of drapery is an accepted fashion, and they grasp at it eagerly, if their figures are not at their best in the limited amount of straight material that the tailored suits offer.

These tunics are diverse in shape, coloring and ornamentation. They, like sleeves, are produced in such variety that they clamor for attention, and offer to every woman a phase of dress that she alone can wear.

The Waistless Figure.

The garment which vies with the draped tunic in importance and artistic merit is the corset, but it can only be worn by a slim woman. However, there are many types of corsets. Fashion is kinder than nature this year.

There are wrinkled corsets of Chinese brocade which reach from the chin to the hips, with one side cut into a deep point and weighted by a jade ring, from which hangs a black and gold Chinese tassel.

That is one type of corset. Opposed to it is a straight, wrinkled, low-waisted blouse of dark-blue satin, which is carelessly drawn over the hips by means of a turned-up cuff run with soutache. The sleeves are of satin and branch well out over the hands, where they are edged with soutache. This is a sensible corset that may be worn over any kind of skirt. It is even adapted to deep golden-brown chiffon and the new woolen jersey in oyster blue.

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The tight skirt of the frock is of gray-blue taffeta, with two minaret flounces. The tight bodice is of king's blue satin, with short sleeves and a square neck. Patent leather pumps, tied on with wide ribbon.

above the knees in its wrapping, and leave a narrow plaited ruffle that rests over the ankles and heels, or the wrappings may begin below the bust and continue to the ankle with a loose end, or two or three of them, left floating on the floor to serve as trains.

There is no doubt that a struggle

IS CORSETLESS ERA COMING?

Reports From Paris Indicate Dame Fashion Has Fallen Into Line and That Fad Will Remain.

Not to be outdone by the whetless and meatless and other-less days decreed by the various governments, Dame Fashion has apparently fallen into line and if any credence can be given reports brought here by buyers returning from Paris, corsetless days have come to stay, according to a writer in Women's Wear.

It is said that an order was issued by the head of Callot's that mannequins in her establishment abandon corsets to give the new dresses with the loose, straight lines the real effect and to improve in every way the lines in the models, at the same time to introduce a change for the betterment of the health of women generally.

Of course, it may be some time before women in America throw their corsets into the discard, but the fact remains that the buyers are confident.

Walking Pumps.

Women who do not fancy oxford ties, whose vogue is now established for spring and summer, will surely like the new tailored walking pumps, with long, slender lines, low Cuban heels and a quantity of stitching and perforated strapping on toe and top. These smart-looking pumps come in black and dark mahogany-colored leather and their low heels and light soles make them their admirers for runabout wear. Some women do not relish the bother of oxfords, which have to be tied and untied, and have a habit of coming untied at inconvenient moments, but the oxford is certainly fashion's pet of the season. Buttoned shoes in dainty styles and light buttoned cloth spats will continue to be correct on the street all through the spring weeks.

Checks Again Popular.

Parrot green, cygnet gray, lotus blue, azule, mace and marine blue are some of the names of the new color shades for women's clothes in 1918 in London. The drapers' windows are gay with them and one great

Worked to Perfection.

Some time ago an old Scot, who suffered a great deal with insomnia, was told by a "fellow" of a certain cure. The cure was given to Sandy's liking, for it consisted of a glass of whisky every evening before going to bed.

He tried it, and after a few nights he met his friend again, who inquired how the remedy was working.

"Mon Jock, it's a gran' cure," replied Sandy. "I'll tell ye hoo it worked. The first night I got fine bed, an' took a glass o' whisky. It was nae guid. Then I got up an' had anther vin. That didna do me muckle guid, either. Then I had anther vin, and a long drink out o' the bottle. But I couldna sleep, so I got up an' drank the whole lot. An' as sure as ye staun there, Jock, after that I didna gie a hang whither I went the sleep or no."

—Chicago News.

Don't Worry About Pimples.

On rising and retiring gently smear the face with Cuticura Ointment. Wash off the Ointment in five minutes with Cuticura Soap and hot water. For free samples address, "Cuticura, Dept. X, Boston." At druggists and by mail, Soap 25, Ointment 25 and 50.—Adv.

From Bad to Worse.

"I had to get rid of that nurse girl," "Why?" "She insisted on frightening the children. I warned her when she came that she was not to tell them stories about bogie men, ghosts or any unreal horrible persons."

"Well?"

"She promised not to. But now every night she tells them that if they don't go to sleep the Huns will come and get them."

From a Patron.

Three little girls each had received a silver spoon as a Christmas gift. "Mine has 'From Your Papa' on the handle," said Georgia.

"Mine says, 'To My Loving Daughter,'" chimed in Margaret.

"And mine," said Mildred proudly, "says 'Hotel Audubon.'" —Pittsburgh Chronicle-Telegraph.

POWDER IN SHOES AS WELL AS GUNS

Foot-Ease to Be Added to Equipment of Hospital Corps at Fort Wayne.

Under the above heading the Detroit Free Press, among other things says: "The theory is that soldiers whose feet are in good condition can walk farther and faster than soldiers who have corns and bunions increased in rawhide."

The Plattsburg Camp Manual advises men in training to shake Foot-Ease in their shoes each morning.

One year relief committee reports, of all the things sent out in their Comfort Bags or "Kits," Allen's Foot-Ease received the most praise from the soldiers and men of the navy. It is used by American, French and British troops, because it takes the friction from the shoe and freshens the feet. There is no foot-comforter equal to Allen's Foot-Ease, the antiseptic, healing powder to be shaken into the shoes and sprinkled in the foot-bath, the standard remedy for over 25 years for hot, tired, aching, perspiring, smarting, swollen, tender feet, corns, bunions, blisters or callouses.

Why not order a dozen or more 25c boxes to-day from your Druggist or Dept. store to mail to your friends in training camps and in the army and navy.

Almost Persuaded.

The promoter had talked eloquently of his scheme. When he paused for breath, Mr. Dunwite said: "I wish to pay you a compliment."

"Why, sir?"

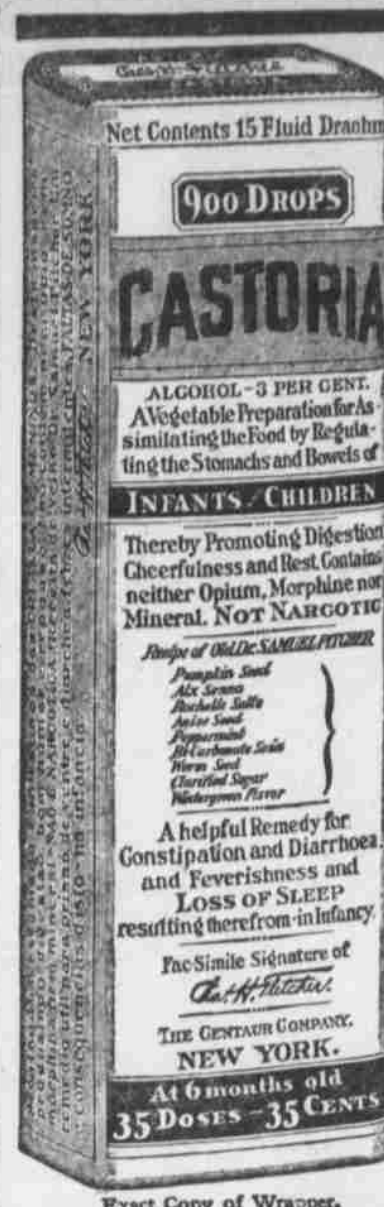
"You speak with such fluency and ease and have such a way of picturing a short cut to riches as the only direct route that once or twice, while you were talking, I almost forgot that your purpose in coming here was to separate me from some of my hard-earned money." —Birmingham Age-Herald.

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Things are not apt to come your way unless you dig a channel for them to come through.

Dr. Pierce's Pellets are best for liver, bowels and stomach. One Little Pellet for a laxative, three for a cathartic. Ad.

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Get relief from EATONIC, the invaluable remedy for dyspepsia and indigestion. I have used it with excellent results. Very truly yours, Wm. A. Santelmann, Capt. U. S. Navy and Leader Marine Band.

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or other lands at very low prices. Where you can buy good farm land at \$15 to \$30 per acre that will raise 20 to 45 bushels of \$2 wheat to the acre—it's easy to become prosperous. Canadian farmers also grow wonderful crops of Oats, Barley and Flax. Mixed Farming is fully as profitable an industry as grain raising. The excellent grasses, full of nutrition, are the only food required either for beef or dairy purposes. Good schools and churches; markets convenient; climate excellent. Write for literature and particulars as to reduced railway rates to Supt. of Immigration, Ottawa, Canada, or to
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Canadian Government Agents

160 ACRES FREE
WESTERN CANADA

Just Like Shaw.

George Bernard Shaw, the celebrated satirist, once wrote to the editor of a magazine that made a feature of the portraits of beautiful women: "Why don't you do an original thing and print the portraits of beautiful men? Here's mine."

In reply to the editor's inquiry as to whether he might not count on receiving a Shavian contribution by a certain date, Shaw wrote:

"I never engage to do anything that must be done by a certain date. The things I simply had to do four years ago I'll not be able to take up until next spring."

A man will always be able to get something for nothing as long as the supply of fish stories holds out.

A lot of first-class women have to go through life with just mediocre husbands.

YOU NEED NOT SUFFER WITH BACKACHE AND RHEUMATISM

For centuries GOLD MEDAL Haarlem Oil has been a standard household remedy for kidney, liver, bladder and stomach trouble, and all diseases connected with the urinary organs. The kidneys and bladder are the most important organs of the body. They are the filters, the purifiers of your blood. If the poisons which enter your system through the blood and stomach are not entirely thrown out by the kidneys and bladder you are doomed. Weariness, sleeplessness, nervousness, despondency, backache, stomach trouble, headache, pain in loins, and lower abdomen, gallstones, gravel, difficulty when urinating, cloudy and bloody urine, rheumatism, sciatica, lumbago, all warn you to look after your kidneys and bladder. GOLD MEDAL Haarlem Oil Capsules are what you need.
They are not a "patent medicine" nor a "new discovery." For 200 years they have been a standard household remedy. They are the pure, original imported Haarlem Oil your great-grandmother used, and are perfectly harmless. The healing, soothing oil soaks into the cells and lining of the kidneys and through the bladder, driving out the poisonous germs. New life, fresh strength and health will come as you continue this treatment. When completely restored to your usual vigor, continue taking a capsule or two each day. They will keep you in condition and prevent a return of the disease.
Do not delay a minute. Delays are especially dangerous in kidney and bladder trouble. All reliable druggists sell GOLD MEDAL Haarlem Oil Capsules. They will refund the money if not as represented. In three sizes, sealed packages Ask for the original imported GOLD MEDAL. Accept no substitutes.

ATTENTION! Sick Women

To do your duty during these trying times your health should be your first consideration. These two women tell how they found health.

Hellam, Pa.—"I took Lydia E. Pinkham's Vegetable Compound for female troubles and a displacement. I felt all run down and was very weak. I had been treated by a physician without results, so decided to give Lydia E. Pinkham's Compound a trial, and felt better right away. I am keeping house since last April and doing all my housework, where before I was unable to do any work. Lydia E. Pinkham's Vegetable Compound is certainly the best medicine a woman can take when in this condition. I give you permission to publish this letter."—Mrs. E. B. CRUICKSHANK, R. No. 1, Hellam, Pa.

Lowell, Mich.—"I suffered from cramps and dragging down pains, was irregular and had female weakness and displacement. I began to take Lydia E. Pinkham's Vegetable Compound which gave me relief at once and restored my health. I should like to recommend Lydia E. Pinkham's remedies to all suffering women who are troubled in a similar way."—Mrs. ELISE HEIM, R. No. 6, Box 33, Lowell, Mich.

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