



The City of
GOODRICH
Akron, Ohio

**What Color
Of A Tune
Do You Like**

Perhaps you don't realize there are pink pieces of music, red rags, violet jazz, and blue melodies.

Those who know best about music say so; and undoubtedly we have heard topical songs with a dash of lavender.

Color crops out everywhere. When Goodrich brought forth Black Tread rubber, the color caught; and soon a lot of tires were singing the black song in treads.

Of course it is quality, not color, that makes Goodrich treads outwear others.

The distinctive coloring of Silvertown Cord Tires, and their graceful modeling make them much sought by motorists to dress smart cars.

But Goodrich would make them ugly as an old shoe if ugliness would add another mile to their durability.

"Quality First" rules in Silvertown Cord Tires, and Silvertown quality lasts.

Get Silvertowns for service; beauty goes with it.

Buy Goodrich
Tires from a
Dealer

**SILVERTOWN
CORD TIRES**

"BEST IN THE
LONG RUN"



**The Poor
Excuse Series**

Poor Excuse No. 1.

"I bought bonds while the war was on; now my duty is toward my family and my business."

Is that so? The war was fought to protect your family and your business, and now you convict yourself of ingratitude by refusing to lend to pay for that protection.

Poor Excuse No. 2.

"Let the banks take the loan; they've got money."

Yes, they have money. They have your money and your neighbor's and your neighbor's neighbor's money. These deposits in banks must take the loan. The loaning surplus in banks must be counted upon to keep business going. All the banks in America couldn't float the loan with their own money.

Poor Excuse No. 3.

"The bonds of former Liberty Loans are below par. I can't buy notes on a down market."

What do you care what the bond market is if the Government promises to pay you par at maturity? Did the Yanks fail to fight because they were below par in the estimation of the enemy? No. They proved themselves above par when everything was against them.

Poor Excuse No. 4.

"I am not rich and I might have to sell my Victory Liberty note at a sacrifice some time."

All you could possibly sacrifice by buying all the notes you could buy and selling them at a loss couldn't be classed as a real sacrifice when compared with that made by the boys who fought for you. Don't let a returned wounded soldier hear you make that plea.

Poor Excuse No. 5.

"I'll not subscribe to the Victory Liberty Loan. I might need my money for an emergency."

Emergency, eh? The war itself was an emergency. If it hadn't been won for you that would have been your real emergency.

Poor Excuse No. 6.

"The Loan? Oh, the war cost too much money. There was waste."

Did you ever know of a hurried job without waste? We got into the war with a standing start. Everything had to be rushed. We are not a nation that practiced war every day. Prices were already high from war influences. The Government had to spend money and do it quickly. But the waste of money, if it was waste, produced an end of war which saved the lives of 100,000 soldiers who would have found graves in France if the war had lasted another six months. Do you call that waste?

Poor Excuse No. 7.

"I'm exhausted with war work."

So were the boys who fought. But they didn't stop. They weren't quitters. And theirs was real war work.

Poor Excuse No. 8.

"I understand some of the money of the Loan is to pay contracts for munitions we never used. I don't like to pay for 'dead horses!'"

You are the man who would have the tailor make a suit of winter clothes to your measure and then refuse to pay for it because the weather turned unexpectedly warmer.

Poor Excuse No. 9.

"Makers of munitions are wealthy men. Let them carry the burden of the Loan."

Then you would refuse to pay your grocery bills because your grocer owns his home while you rent. Never mind. The wealthy men are sweating great drops of perspiration over their income tax and their war profits. They know there has been a war, and they're being asked to subscribe to the Loan, too.

Poor Excuse No. 10.

"I believe the Government shouldn't have contracted for so much stuff in advance. I'd be willing to subscribe to pay for material we had used."

Oh, that's it? Then you would pay the doctor who attends your sick baby only in case the baby dies, and you wouldn't pay for medicine that cured the baby unless the medicine was all used.

Poor Excuse No. 11.

"But I haven't the cash just now to lend."

Then lend your credit. The soldier gave up his present and even mortgaged his future. He gave for you and now you balk at lending your credit for him. Where is your patriotism?

Poor Excuse No. 12.

"Oh, I'm patriotic, all right. I gave to the Red Cross and the Y. M. C. A. and subscribed to the loans. But that was while the war was on."

Which is an acknowledgment that, in religion, you would pray only when in trouble and not give thanks when delivered from the trouble; that in business you would burn up your energy in making money and then leave rolls of bills lying in your desks throughout the year; that you would sell goods but not deliver them; that, domestically, you would be gallant to the girl while courting her and be a brute to her throughout married life. Your patriotism will not hold water. You cheer the flag only when it is in danger.

Patriotism is first with the W. C. T. U. as with other earnest workers. Just in the midst of a million dollar drive of its own the W. C. T. U. in Nebraska and other states will on Monday April, 21 cease its efforts and turn its machinery to the aid of the Fifth Liberty Loan. All the held speakers of the temperance society will be pressed into the service. Mrs. M. Clafin, the state president, has written her co-workers to aid the government beginning April 21. During previous liberty loan drives many W. C. T. U. societies have purchased bonds from their treasuries.

May day will witness the opening of a vast membership campaign for the Nebraska W. C. T. U. The white ribboners will make a systematic canvass of each town in the state to ask the women to join. The aid is for at least 5000 new members.

It pays to advertise in The Herald.

**DRINK HOT WATER
BEFORE BREAKFAST**

Says you really feel clean, sweet and fresh inside, and are seldom ill.

If you are accustomed to wake up with a coated tongue, foul breath or a dull, dizzy headache; or, if your meals sour and turn into gas and acids, you have a real surprise awaiting you.

Tomorrow morning, immediately upon arising, drink a glass of hot water with a teaspoonful of limestone phosphate in it. This is intended to first neutralize and then wash out of your stomach, liver, kidneys and thirty feet of intestines all the indigestible waste, poisons, sour bile and toxins, thus cleansing, sweetening and purifying the entire alimentary canal.

Those subject to sick headaches, backache, bilious attacks, constipation or any form of stomach trouble, are urged to get a quarter pound of limestone phosphate from the drug store and begin enjoying this morning inside-bath. It is said that men and women who try this become enthusiastic and keep it up daily. It is a splendid health measure for it is more important to keep clean and pure on the inside than on the outside, because the skin pores do not absorb impurities into the blood, causing disease, while the bowel pores do.

The principle of bathing inside is not new, as millions of people practice it. Just as hot water and soap cleanse, purify and freshen the skin, so hot water and a teaspoonful of limestone phosphate act on the stomach, liver, kidneys and bowels. Limestone phosphate is an inexpensive white powder and almost tasteless.

The Effect of By-Products on Food and Livestock Prices

If a thousand-pound steer could be used for nothing but its food parts, its meat, sold at regular prices, would not bring what the steer cost. If its three hundred and fifty pounds of inedible parts were thrown away, either producers would have to take lower prices for animals or consumers would have to pay more for food.

Hence, Armour and Company must find a way to use and sell every ounce of all livestock.

One of the fundamental benefits of big business is that it has the resources to make scientific investigations in developing new products and the organization to sell them when they have been developed.

There is more imposed upon us than merely the marketing of meat. The beef animal referred to above affords an instance—35% of our efforts in manufacturing and selling have to do with parts that are not food at all. Multiply this one steer by millions. Think of the problem of finding markets for glue, curled hair, hides and pelts, wool, lubricating oils, soaps, banjo strings, pharmaceutical preparations, sandpaper and many other by-products in almost unending quantities. This would be difficult for a concern with lesser facilities; no large organization, even, could accomplish the task without years of en-

deavor in upbuilding many kinds of markets.

To produce foods economically, we not only have to be in many lines of business, but we must also be large factors in each of these many lines. For upon our ability to profitably market the by-products depends our ability to buy and sell foods at our present small margin of profit.

But packer by-products relate to more than food. They affect the everyday life of all. They give employment and wages to many additional thousands of workers, and they are used in every business and craft, and relate to every industry in the world.

Thus it is that when you purchase Armour Products you are doing two important things:

You are helping assure producers of fair prices which encourage them to raise the food supply of the future.

And you are definitely securing for yourself utmost value in the food you eat.

ARMOUR AND COMPANY
CHICAGO

—Book, Society and Commercial Printing—The Herald.

**TELEPHONE EXPENSES
HAVE ADVANCED GREATLY**

THIS NECESSITATES INCREASED TELEPHONE RATES

Nearly everything we use in furnishing telephone service has increased in price the last few years.

Higher labor expense in manufacturing plants has raised the cost of telephone equipment.

Freight rates have gone up, too, and this has added to the price of the equipment we must buy.

The cost of telephone operation has steadily advanced, both because of the increased cost of material to the telephone company and the increased living expenses of employees.

The consumer has realized the necessity of paying more for rent, for food, for clothing and for transportation. The telephone industry has been affected by the same conditions which have produced higher prices in all necessities of life.

In order to meet the high cost of telephone operation a revenue in just proportion to expense must be obtained.

If this Company is to continue to furnish telephone service to the public it must obtain such rates as will produce a revenue sufficient to cover the cost of providing the service.



NEBRASKA TELEPHONE COMPANY