



New **ARROW** COLLARS FOR SPRING
CASCO-23/8 in. CLYDE-21/8 in.



The Corset Is the Foundation

Your college outfit starts with a

Redfern Corset

Your figure will be graceful, and you will have distinct style, irrespective of simplicity in dress, and your health assured.

Moreover, a Redfern Model is so ideally comfortable, fitting so naturally that its wearer may do any athletic stunt as easily as she dances, rides or walks, in her corset.

Be sure to have your Redfern Corset properly fitted before you choose your suits and frocks—then their correct appearance is assured.

\$3.50 up



Every Weight of Underwear for Men

is found in the LEWIS Union Suit for Fall and Winter; cotton, cashmere, cotton and worsted, silk and worsted and Sea Island cotton mercerized. You can get light, medium or heavy weight

LEWIS UNION SUITS

Priced, \$1.50 to \$6.00 and Higher

We display and sell these famous LEWIS Union Suits and want you to examine the different weights and materials, and the generously good construction and then note the big consumer-value.

BUY LIBERTY BONDS

Uncle Sam's Bank Is the Safest in Entire World.

You Could Not Place Your Money to Better Advantage, at Same Time Helping the Greatest Cause of Humanity.

(By BOOTH TARKINGTON.)

When we intrust our savings to a bank, we like to know that it's a sound bank. We feel safe then to leave our money in charge of that bank and its officers. They will use it in various ways which seem good to them, but we will get it all back, if the bank is sound. Yet no bank in the United States of America can be as sound as the United States itself. Therefore, when the United States government turns banker, the safest place for our money to be put is in the hands of this government. Anybody can see that, without bothering to look twice. Uncle Sam himself will take care of our money, and we'll get it back. We know that. His word is so good that we can get the money back whenever we need it, because his bonds will sell, any time, for just about what we pay for them. A few years hence, of course, they will sell for more than we pay for them.

During the time that we leave our money with Uncle Sam—what we call the Liberty Loan—he pays us interest. Well, I've had a higher per cent than he pays—not for a loan, because I had to pay taxes that reduced the per cent to 3 1/4—but on investments. Once I made an investment that paid 19 per cent, but it only paid it once, and then the fellow who talked me into it left town without telling anybody good-by. I've found, since then, that I can't get much better than Uncle Sam's rate in the long run. When I think I can, usually the factory has to have new boilers, after my first dividend comes in, or the ore "isn't quite the quality we had reason to expect," and I begin the long squirm to get out with something reasonably near what I put in. No; nowadays I think the government rate is about all I'm going to get from any investment which I place with regard to the investment's margin of safety. Therefore I get all I can of Uncle Sam's Liberty bonds because they are today, of all the possible investments in the whole world, absolutely the safest. Nobody except Uncle Sam will or can give us his rate and the same absolute certainty that we'll get our interest paid promptly and the principal when it is due.

That's the selfish side of it; we can't do better with the money for our selfish selves. The other side of it is that Uncle Sam uses the money for our own boys in France and our boys on the seas—our boys whose hard and terrible daily work is done so gayly; and death always with them—dropping from the air above them, ready to strike up at them from the ground, or from the water beneath them. They bear this for us, that our ideal of freedom may not be lost forever and that we shall not become the Prussian's servant. A good interest rate and safety for the money, and safety for our ideals, and for our liberty—that's what we get when we invest in the Liberty loan!

WORDS AND DEEDS

(By WALT MASON.)

I may use language till I make Demosthenes look like a fake. I may rear up some nine feet high, and tell how I would bleed and die, if I were not so old and gray and crippled up and full of hay. I may denounce the foreign foe and tell how gladly I would go to wield a shotgun in the scrap and shoo the kaiser off the map; but if I think more of my wad than of my country and my God, the things I say won't cut much grass; my words are merely sounding brass. Our Uncle Sam is needing men; he's needing rhino by the ton; he can't conduct a high-class scrap without a lot of dough on tap. To raise the dust he asks all lads to lend him all their surplus scads, to buy his bonds—security the safest ever man will see. And if I do not gambol up, as gay and frisky as a pup, and buy the bonds till I go broke, my loyal spels are merely smoke. Oh, boys, most any tin-horn skate can work his jawbones and orate; most any hick can chew the rag and say nice things about the flag; but when we come right down to tacks, the patriot who's smooth as wax is he who comes, an ardent soul, for Liberty bonds to blow his roll.

They Bayoneted the Wounded.

A returned Canadian officer, in telling of an engagement in which he had taken part said: "We retook the trench from which we had been driven and found the Huns had bayoneted all our wounded when they had to get out." Those are the fellows your boy has to fight over there. Give him your whole-hearted support! Buy bonds!

Bradley
KNIT WEAR

"Cum Laude" Sweaters

Funny how ubiquitous a sweater is. From matriculation to graduation its uses are multitudinous, its paths devious. And how nomadic, too. The athlete's luxurious shaker, proudly alphabetted, migrates from "stude" to co-ed, from frat house to girl's dorm. If it's a Bradley, it abides there. Ask for them at the best shops. Write for the Bradley Style Booklet.

BRADLEY KNITTING CO., Delavan, Wis.

ACHIEVEMENT

Twenty-five years ago the General Electric Company was founded. It has set free the spirit of research. Since then, electricity has sent its thrill through the whole structure of life. It has given tangible form to invention, in apparatus of infinite precision and gigantic power. Eager to turn wheels, to lift and carry, to banish dark, to gather heat, to hurl voices and thoughts across space, to give the world new tools for its work—electricity has bent to man's will. And it has gone forth, co-operating with every industry, to command this unseen force and fetch it far to serve all people. Throughout this period the General Electric Company has held the great responsibilities and high ideals of leadership. By the achievements which this company has already recorded may best be judged the greater ends its future shall attain, the deeper mysteries it yet shall solve in electrifying more and more of the world's work.

GENERAL ELECTRIC COMPANY