

# AMERICANS MUST ECONOMIZE, SAYS FRANK VANDERLIP

By Floyd Mac Grift  
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New York, Aug. 26.—(I. N. S.)—Inherently, the American business outlook is sound, but the next six years cannot be so bountifully prosperous as the past six—which were inflated owing to unusual war conditions—and unless the people curtail their luxuries extravagances, there will be difficulties ahead.

That summarizes, in a paragraph, the views of Frank A. Vanderlip, one of the foremost financiers in America, who discussed the business outlook of this nation from a broad standpoint. MUST WAKE UP

"There is little prospect," he said, "of America retaining its present volume of foreign trade unless American exporters, as a class, become more than amateurs and change their methods."

"I do not see how this country can enjoy as great prosperity during the next six years as in the past. I see no evidence as to why there can be such a continuance."

"The sooner this nation realizes that and gets back to the hard facts of economic life and to a sounder business morality, the better it will be for itself."

"Artificial conditions, the outgrowth of the war, which have been making our national life so extravagant, must be curtailed."

"I do not mean by this that the workingman is not entitled to fair pay for an honest day's work. Nor do I mean wage increases have not been essential."

**DOLLAR VALUE SAGS**

"I think one may safely figure wages and other expenditures on a basis of two and a half times those of 1914. Where a dollar was necessary in 1914, now it is necessary, I find in my own affairs, to spend \$2.50."

"But the point is that we should start—not necessarily or by any means with wages—to reduce expenditures."

"Everyone seems agreed that such a move should be made—but he is waiting for the 'other fellow' to make it. Cutting down the high cost of living is all very well, the average person agrees, except when such cutting interferes with his own profits."

"Not only in our business life but in our private affairs, I believe, we all should strive to be more frugal."

"Is the American business outlook today inherently sound?" he was asked.

"Business in this country," Vanderlip explained, "is largely dependent upon crops. There will be bounteous crops this year, especially of those crops harvested in the latter part of the season."

**BIG CROPS BRACER**

"Bumper crops tend to protect the United States from industrial depression in the home market."

"How about foreign trade?" he was asked.

"Our foreign trade gradually is declining, as figures issued monthly show. With the exception of a few American industries with their own distributing organizations abroad—such as the Singer Sewing Machine company, the Remington Typewriter company, the Standard Oil company and the McCormick Harvesting Machinery people—we are amateurs as compared with England, in foreign trade."

"There have been too many American businessmen who have failed in their own line, who think they can become successful exporters. With no study of the market they are trying to serve abroad, without catering to the individual or peculiar wants of the foreign buyer and without keeping themselves adequately informed as to world trade conditions."

"They are interested chiefly in the 'first shipment'—which often may prove the last under such circumstances. Consequently such exporters are doing our foreign trade incalculable harm, for foreign buyers will not put up with such dealings longer than necessary. They will buy elsewhere."

**IMPORTS NECESSARY**

"Another thing, we can not continually send abroad in the present volume unless we begin to take goods in exchange."

"Would you knock holes in our tariff wall?" Mr. Vanderlip was asked.

"That will not be necessary," he answered. "Persons interested in developing our foreign trade might do well to consider the policy of British manufacturers, who take great pains in pleasing foreign customers, in specializing in their respective ways and fostering permanent business relations through 'repeat orders.'"

Mr. Vanderlip held, however, that the chief reason today why American foreign trade was falling off were that Europe's initial hunger for American products, due to their war-occupation work, has been partly satisfied and that many European nations have exhausted their credits here.

## Lipman Wolfe & Co. "Merchandise of Merit Only"

**Charge Purchases**  
Made Friday Will Be Billed On  
Statements Rendered October First

### Furs Blankets

August Sales End Saturday

**School Sales**  
The Go-to-School Parade  
Starts  
From Lipman-Wolfe's

### Boys! For Two More Days



New Fall Suits \$15.<sup>75</sup>

Suits in the styles, the materials, the colors that boys will want this season. Trousers full cut and full lined with taped seams. Correct and dependable in every particular—and the price is very special. Sizes 7 to 17.

For Friday and Saturday Only

Flannel Shirts ..... \$2.35 Boys' Neckwear ..... 39c  
K. & S., Bell Blouses \$1.25 School Caps ..... \$1.35

Wool Mixed Knickers \$2.95

Medium and heavy weight trousers of the very best wearing fabrics, full cut and full lined, with taped seams. Sizes 8 to 17.

Fifth Floor, Lipman, Wolfe & Co.

### For Girls

A Specialized Section of  
Blouses, Middies and Smocks

New Blouses

Featuring dashing new models in dots, stripes and fine checks—pale pink, blue and maize, also white.

Long or short sleeves and just right, down to the tiniest clever detail for Miss 14 to 16. \$3.50 and \$4.95.

New Pongee Middy Blouses \$3.95

New Pongee Smocks \$5.95

The Middies have sailor collars and short sleeves. The Smocks are distinctly sub-deb. in effect with touches of hand-embroidery and smart sashes.

Special! Bloomers 59c

Of navy blue serge with hand or elastic top and elastic at knee. Sizes 6 to 14.  
Girls' Black or White Bloomers 75c to \$1  
Pleated Serge Bloomers for women and girls, \$4.95 to \$6.50.

Fourth Floor, Lipman, Wolfe & Co.



SKETCHED

Middy Skirts \$2.75

Of white jean, pleated on waists. Sizes 6 to 14.  
Pleated Skirts  
Of serge and plaids, pleated on waist, sizes 6 to 14, \$3.95, \$4.95, \$5.95 to \$10.00.



—and School Days Mean Bigger Wash Days.

The children all, from the little tots stumbling over their A-B-Cs, to the excited high school seniors, must look their best in the classrooms.

—Now, more than at any other time, you need  
**The Eden**  
Electric Washing Machine

—for the EDEN takes all the rub out of the tub and cleans everything better than rubbing. The big, sanitary zinc cylinder of the Eden lifts all clothes, blankets and linens gently up and down through hot suds in the same way careful women wash their daintiest silks and laces, saving time, energy and clothes.

A FREE TRIAL Is Gladly Offered and YOUR OWN TERMS Encouraged

Ask for Demonstration

Electric House, Seventh Floor, Lipman, Wolfe & Co.

Everything For Cash

Lipman Wolfe & Co.  
"Merchandise of Merit Only"

Everything For Less

# Economy Basement Store

Friday—Final CLEAN-UP of the Summer Season

And Two Sales of Goods Damaged by Bursting of City Water Main

## SILKS

Sacrificing 1398 Yards—More or Less Damaged by Water—All to Go Friday at

—And we could not duplicate this lot of silks at two to three times the Friday selling price. They have all been refinished and put in usable condition. Included are:

Taffeta Pongee Florentine Messaline Black Silks

Checked Taffeta China Silk Tricolette Colored Pongee Velveteen

—No phone orders, C. O. D.'s, returns or approvals in this sale.

—Come early, join the crowd at the door and get the best bargains of all.

—ECONOMY BASEMENT, Lipman, Wolfe & Co.



## Pictures

and Picture Frames

—Hundreds of framed pictures in the damaged-by-water sale at less than the regular cost of the frames—and frames at about cost of the glass. Choice in three groups at

39c 49c 69c

—Color reproductions of the old masters and of modern paintings, beautifully framed, many in carved effects.

—The picture frames are in all regular sizes and finishes, fitted with glass and back.

—No phone orders, C. O. D.'s, returns or approvals and no deliveries.

—Extra space and extra salespeople.

—ECONOMY BASEMENT, Lipman, Wolfe & Co.



Clean-up of All Summer Straw

HATS 25c

—Women's Hats in black and colors, all good shapes, mostly untrimmed.

—ECONOMY BASEMENT.

Wash Goods Remnants

—The natural accumulation of odd lengths of very desirable White Goods and Wash Goods of every description; linings, flannels, etc. No soiled or damaged goods in the lot; just good merchandise for which you can find a hundred uses. 1-4 to 1-3 less.

—ECONOMY BASEMENT.

2.95

Manufacturers' Cleanup of New Porch and Street Dresses

Best Purchase We Have Made in a Year to Sell at Anywhere Near \$2.95

—No, these are NOT just house dresses as you might judge from the price—they are

Truly Charming Porch and Street Dresses, Such as You Would Be Glad to Find at Double the Price

—Of plaid and checked percales and volles in harmonious colors with white organdy or embroidered collar and cuffs. Sizes 38 to 44 and all are new and fresh. Come and choose before they are picked over.

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

An Odd Lot of Corsets

Extra Special \$1 Sizes 20 to 27

—Not all sizes in all styles. Some have elastic at waist line, all are low at bust with medium or long hip.

Bandsaux 25c

—Hook-front style, broken lines, in sizes 34, 40, 42, 44 and 46.

GIRLS

School Dresses \$1.79 Sizes 6 to 14

—Plain and plaid gingham Dresses in waisted styles, very exceptional at \$1.79.

Sweaters \$5.45

—Odds and ends of Girls' Sweaters, excellent quality in wanted colors.

—ECONOMY BASEMENT.

Women's Cotton Vests 39c

—White ribbed vests, low-necked, sleeveless and perfect fitting—not all sizes, and extraordinarily reduced on that account.

Boys' Unions 39c

—Knit union suits and mainsook athletic style suits, not all sizes, but a good selection nevertheless, and an unusually low price.

Misses' Vests 20c

—Splendid quality cotton ribbed vests, sleeveless and with low neck. Some sizes are missing, but the 3 for 40c, or 20c each price makes it worth while to come and look.

Misses' Pants 29c

—Knit cotton of a superior grade makes up this unusual lot of very specially priced underwear. Not all sizes.

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

Women's Hosiery Cleanup

—A small lot of black cotton stockings, fine gauge, with double toe and heel and garter-proof top—odds and ends of various lines all worth very much more than the Friday price of..... 19c

—Odd lots of silk and silk plated stockings, mostly in black, some seamless and some with seams up the back—slightly imperfect and on that account priced at a doubly attractive discount..... 69c

—Pure thread Jap silk stockings, full fashioned and semi-fashioned with lisle sole, toe, and high spliced heel, extra wide garter-proof tops of lisle, slightly irregular and priced to go in a hurry at..... \$1.29

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

Curtains, Pair \$1.49

—Hemstitched marquisette Curtains, plain, in the ivory shade; 2 1/4 yards long, and obviously marked very low to assure complete clearance.

Tape Edge Curtain Scrim 33c Yard

—Firmly woven in white and cream, 36 inches wide, finished with an inch wide tape edge. The low price represents a saving that you must consider.

Curtain Marquisette, Special 49c Yard

—36-inch marquisette of a good quality, finished with a one-inch tape edge.

Fancy Bordered Curtain Scrim 55c Yard

—Fancy woven, bordered curtaining in white and cream colors, 36 to 40 inches wide.

—ECONOMY BASEMENT.

Continuing the Clean-up of

Women's Low Footwear

Hundreds of Pairs—Broken Lines At Less Than Wholesale

Reduced to \$5.45

Reduced to \$3.25

—White poplin Oxfords and Pumps of high quality, odds and ends, with high and low heels of wood and leather. Sizes 2 to 9, widths AAA to C.

—Pumps, Ties and Oxfords in brown and black kid, patent and black satin with Louis heels, Baby Louis, Cuban and military heels. Sizes 1 1/2 to 9, widths AAA to C.

The Great Sale at \$3.85

—This is the most remarkably low price that we have seen on women's pumps, ties and oxfords of such undoubtedly good style and quality. Of black, brown and patent kid with Louis, Baby Louis and other heels. Sizes 2 1/2 to 8. Widths AA to C.

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

MEN-- Work Trousers \$2.35

—Trousers that will wear, and in good looking dark shades—at the lowest price that you or we have seen on such quality in many months. All sizes.

Men's Athletic 95c Union Suits

—Our entire stock of higher priced athletic—checks, corded madras and nain-checks—all sizes in one material or another—everything included in this sale.

Sox, 5 Pairs \$1

—Black cotton lisle socks with double heels and toes, splendid for wear, and a grade that sells in the regular way for much more.

—ECONOMY BASEMENT.

Hall Gas Floor Heater  
No Fumes—No Dirt  
Clean—Healthful  
Furnace Heat  
INTRODUCTORY PRICE  
\$65

Hall Gas Furnace Co.  
107 PARK ST.  
Just South of Morrison Main 7062

Miller & Tracey  
Adult Caskets \$30 to \$1000  
Main 2691 578-85

THIS STORE USES NO COMPARATIVE PRICES—THEY ARE MISLEADING AND OFTEN UNTRUE