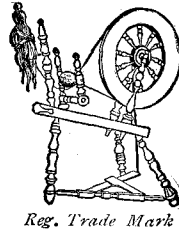


## Specials in Lingerie and Children's Wear



The lateness of the season makes this a specially opportune occasion to fill up your Children's wardrobes at very low cost. All of these goods are perfectly fresh and new, but we are clearing them out at the following very low prices:

**Boys' Wash Suits** in two styles. One of White Linen with colored embroidery; the other of Blue or Tan Devonshire with White Pants. Both in sizes 2 to 5 years, at \$2.95.

**Girls' Dresses**, of White Dimity and colored Chambray, sizes 2 to 5 years, \$1.50 to 4.75. Sizes 6 to 12 years, \$2.85 to 10.75.

**Drawers** of Cambric and soft Nainsook, embroidered and lace-trimmed, sizes 4 to 10 years, 50c.

**Princess Slips**, lace-trimmed, sizes 1 to 3 years, 45c.

**Band Skirts**, with Ruffles, Tucks, and Val. Lace, sizes 8 to 12 years, 45c.

The balance of our Summer Coats and Hats for Children has been reduced to half price.

### Lingerie for Women

**Philippine Gowns**, hand-embroidered, \$2.75, 3.75 and 4.50.

**French Gowns**, embroidered and lace-trimmed, \$2.95 and 3.95.

*Orders by Mail Given Special Attention.*

**James McCutcheon & Co.**

Fifth Avenue, 34th & 33d Sts., N. Y.

## A TIMELY PETITION

BY TUDOR JENKS

In times like these, when souls are tried,  
When urgent needs must be supplied,  
When perils of the future bide—

*Pray grant, O Lord, we may escape  
The strangling meshes of Red Tape!*

Give us wise men, men on the spot,  
Who'll cut each tangled Gordian knot,  
And clear away the dead dry rot—

*Pray grant, O Lord, we may escape  
The strangling meshes of Red Tape!*

## "THE BATTLE HYMN OF THE REPUBLIC"

Dr. Abbott's interesting editorial in the issue of The Outlook for June 27 on "The Battle Hymn of the Republic" brings to mind one important point in connection with the singing of that incomparable National and, as Dr. Abbott truly says, international song. It is invariably rendered too fast. Every one who knows anything of music is aware that the tempo is one of the most important things in musical interpretation. A change of tempo seems actually to change the meaning of a melody. For example, try playing the old Scotch dance "Gaily May the Keel Row" first very rapidly, as originally used for dancing, and then much more slowly. The latter method changes it to a somewhat expressive love song, giving it an unexpectedly tender and thoughtful note.

The air to which the "Battle Hymn" was composed is not inherently up to the level of that magnificent poem, but it is too closely associated with it to be superseded by another setting. As usually played and sung, however, it is so far below that level as seriously to detract from the dignity and force of the words. The tempo of a jig, or even a quickstep, may be suited to "John Brown's Body" or to the old jingle, "Hang Jeff Davis to a sour apple tree," but it is totally unsuited to Mrs. Howe's inspired poem. The song is dashed through in mad haste, making it difficult to pronounce the words, much less to give them expression. The poem is simply lost in the race, and one's breath is lost with it. Few realize the real force and enthusiasm that can be put into the melody, and the immense inspiration that it can convey when rendered in moderate time, with an impressive fullness of quantity, clearness, and emphasis. Of course the worst thing in singing is to drag out the time slowly and drearily; but there is a medium course, and I have never been able to understand why all bands, and even good chorus leaders, make a practice of galloping through the stately "Battle Hymn" at a pace that would make "Tipperary" unsingable. I once heard it sung by a large assembly when it happened to be started at the proper tempo. A little slowing up made all the difference.

I love "The Star-Spangled Banner," in spite of "Oh, say" and all the rest. Through its strong and telling refrain it was chosen instinctively by the people, and would be hard to supersede. But the great "Battle Hymn" is indeed, as Dr. Abbott says, for all times, all wars, all nations. I believe it has only to be sung differently to be recognized by the American people as their priceless treasure of National expression—their ideal song.

MARION COUTHOUY SMITH.

East Orange, New Jersey.

## War-Time Prohibition An Appeal From Britain

America has done gloriously. Will you please help the "Strength of Britain Movement" to win war-time prohibition in Great Britain? Already we have succeeded in reducing beer from 36,000,000 to 10,000,000 barrels a year. See Printer's Ink, June 28, for our history.

All officials honorary. Donations urgently needed, and may be sent either to **Hon. Secretary P. G. A. Smith, Bedford, N. Y.**, or direct to "Strength of Britain Movement," 20 Denman street, London, W., England.

## THE WORD OF THE TRUTH

A Harmony of the Whole Gospel in the simple sense in which it was first understood. You see the teaching of Jesus clearly, and see it whole. A manual of reasonable and practical religion. Sent postpaid for \$1; or, description on request.

The Truth Publishing Foundation, Eufaula, Ala.

## Important to Subscribers

When you notify The Outlook of a change in your address, both the old and the new should be given. Kindly write, if possible, two weeks before the change is to take effect.

# PRACTICAL AMERICA— AND THE FRANKLIN CAR

**A**mericans are at heart a practical people. There is something in them that responds to Thrift; something that makes them ashamed of extravagance and waste.

They may get off the track occasionally, but they always come back to the main road of efficiency and common-sense.

## **\$300,000,000 Wasted in Gasoline and Tires Every Year**

The average American is busy. Outside his business he lets others do his thinking. He thinks with his crowd.

He did this on motor cars. He bought dead weight and rigidity, ponderous machinery and big wheel base.

He lugged around radiators and plumbing, a water-cooling system of 177 parts.

He paid the price in upkeep and depreciation, tire destruction, gasoline waste.

It cost him about \$600,000,000 a year and did not give him the comfort of the flexible, easy riding Franklin, with its *world's record of economy in cost of operation.*

There is no middle ground in this thrift question.

A car has it—or it has not.

Like easy riding comfort—if thrift is there it proves itself.

Take the tire question, for instance.

If the owner of a *heavy machine* uses his car as freely as the Franklin owner uses his scientific-light-weight car, in three years he will buy *four sets of tires* to the Franklin's two—and the tires alone will cost him nearly *three times* what they cost the Franklin owner.

There never was a more complete demonstration of a *principle* than the way every *thrift-record* in the fine car class has been established by the *Franklin Car.*

## **Efficiency Standards Established for Motor Cars**

**Gasoline!** Franklin National Economy Test, May 1, 1914—94 Franklin Cars in all parts of the country averaged 32.8 miles to the gallon of gasoline.

And again May 1, 1915—137 Franklin Cars averaged 32.1 miles to the gallon.

And again in the Yale University Fuel Economy Test, when Professor Lockwood and Arthur B. Browne, M. E., established the fact that the Franklin Car uses less gasoline per mile than any other car with six or more cylinders.

**Oil!** In the New York to Chicago Oil Test the Franklin Car ran 1046 miles on one gallon of oil.

**Power!** Efficiency Test by the Worcester Polytechnic Institute demonstrated that the Franklin delivers 84.4 per cent. of its engine power at the rear wheels.

**Tires!** The five-year National Tire Average of Franklin owners is 10,203 miles.

**Investment Value!** If you can find a used Franklin for sale, you will pay *twenty per cent. more* for it than for any other fine car in proportion to its first cost and the use it has had.

## **American Motor Cars Carry More People than the Railroads**

The more this country gets down to stern *realities* the bigger place there is for the Franklin Car.

There is nothing new in the Thrift of the Franklin—only more people are recognizing it.

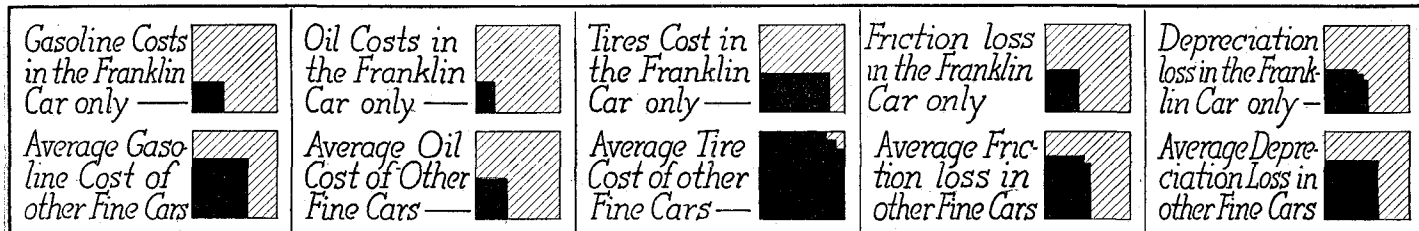
The Franklin owner has nothing to change, nothing to explain or excuse.

He is using his car more instead of less, because it is primarily a car of *utility*, owned and operated on a *Thrift basis.*

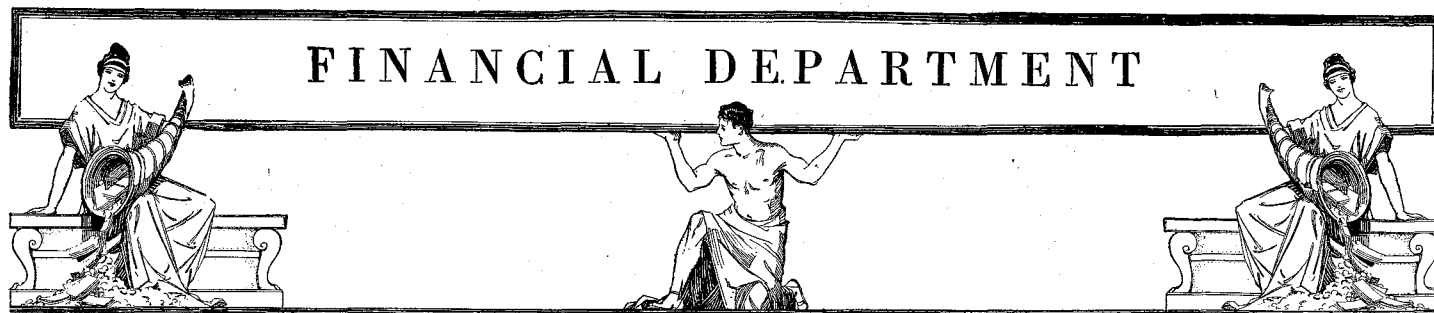
It must be gratifying to him that he saw these things *before* the call to National Thrift.

<i>Touring Car</i>	2280 lbs.	\$1950.00
<i>Runabout</i>	2160 lbs.	1900.00
<i>Four-pass. Roadster</i>	2280 lbs.	1950.00
<i>Cabriolet</i>	2485 lbs.	2750.00
<i>Sedan</i>	2610 lbs.	2850.00
<i>Brougham</i>	2575 lbs.	2800.00
<i>Town Car</i>	2610 lbs.	3100.00
<i>Limousine</i>	2620 lbs.	3100.00

*All Prices F. O. B. Syracuse*



**FRANKLIN AUTOMOBILE COMPANY**  
SYRACUSE, N. Y., U. S. A.



All legitimate questions from Outlook readers about investment securities will be answered either by personal letter or in these pages. The Outlook cannot, of course, undertake to guarantee against loss resulting from any specific investment. Therefore it will not *advise* the purchase of any specific security. But it will give to inquirers facts of record or information resulting from expert investigation, leaving the responsibility for final decision to the investor. And it will admit to its pages only those financial advertisements which after thorough expert scrutiny are believed to be worthy of confidence. All letters of inquiry regarding investment securities should be addressed to

THE OUTLOOK FINANCIAL DEPARTMENT, 381 Fourth Avenue, New York

## A Comparison of January and July Bond Prices

The attention of investors is called to the following comparison of bond prices and yields. A review of the market history of these issues shows that present prices are unusually low.

Issues	Jan. 1917		July 2, 1917	
	Price	Yield	Price	Yield
Florida East Coast Railway 1st Mortgage 4½'s . . . . .	96	4.72%	91½	5.00%
Chicago, Milwaukee & St. Paul Ry. Debenture (now Mortgage) 4's . . . . .	94⅝	4.45	85½	5.30
Chicago, Milwaukee & St. Paul Ry. General & Refunding 4½'s . . . . .	98½	4.57	84¾	5.32
Chesapeake & Ohio Ry. Co. Convertible 5's . . . . .	94¾	5.35	88¼	5.85
Seaboard Air Line Ry. Co. First & Consolidated 6's . . . . .	99½	6.04	93½	6.50
Interborough Rapid Transit Co. First & Refunding 5's . . . . .	99⅝	5.02	93½	5.38
American Tel. & Tel. Co. Collateral 4's . . . . .	92¾	4.78	87½	5.43
United States Rubber Co. First & Refunding 5's (Issue price) . . . . .	96¾	5.22	86	6.02

Circulars describing any of the above issues will be sent upon request.

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National City Bank Building, New York

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## THE SPIRIT OF NATIONAL SERVICE

**I**T is not money that the Nation must have for the prosecution of the great war. Our armies cannot be transported to France with money; they cannot eat money, nor fight with it, nor use it to heal their wounds. The huge store of gold in the treasury will not turn the tide of a single battle in Flanders.

What the Nation must have to wage the war for democracy is materials—the product of labor. Money will not produce these. It is labor, and labor alone, that will provide the Nation with the munitions of war. We must have guns, ammunition, transports, battle-ships, food, clothing, machinery—a thousand and one things from our farms and mines and factories. Our capacity to supply these is not measured by the gold in the treasury nor the deposits in the banks, but by the industrial productive power of the people.

It is true that the Government has asked the people for a loan of \$5,000,000,000, and that Congress is making ready to conscript \$2,000,000,000 from the people through taxation. But it is our labor, not our dollars, that the Government has really asked for.

### HOW GERMANY "SPENDS" BILLIONS

For three years Germany has been waging war against the democracies of Europe. She has "spent" billions of wealth, but there is no less gold within the German frontiers to-day than there was when she lighted the torch of destruction in July, 1914. She produces neither gold nor silver. And so long as her men hold out she can go on for years "spending" billions of wealth in warfare. Germany's ability to prolong the war is measured not by money, but by man power. She may print "money" by the billions; she may inflate her credit structure and pile up bank deposits to the moon; but all of this "money" will be powerless to maintain her armies at the front and sustain her people at home.

Germany's rise as a world power was the result of her wonderful development of the machinery of industrial production. Her success in the world conflict has been due to her ability to divert all her productive energies from the pursuits of peace to those of war. All her people are in the work of war.

If America is efficiently to devote herself to the task to which she has pledged herself—to make the world safe for democracy—she must give, not her dollars, not her stored-up wealth, but her productive energies to the business of war.

### SPEEDING UP PRODUCTION

We might give outright to our allies ten billions, twenty billions, fifty billions of money and credit. But they could not win the war with all this treasure. What they must have, and what we must supply, is the product of our industry. And no nation at war was ever in such a commanding position as our own is at this moment to produce the things needed in a great conflict.

For those of us who will not be privileged to go to France to fight for democracy, but must stay at home working for democracy, the path of duty is clear.

These things we must do:

1. Speed up the machinery of production.
2. Divert production from the things not needed to the things that are needed.
3. Check wasteful consumption.

The wealth of this country is now

\$200,000,000,000. Our annual production is \$50,000,000,000. In four years we produce as much as we have saved in the four centuries since the adventurous Italian navigator discovered the New World. In a fortnight the product of our industry is equal to the \$2,000,000,000 raised by the Government in the first Liberty Loan.

But we can greatly accelerate our production. Will not every American work harder and produce more when he realizes that upon this Nation's effectiveness of production hangs the fate of the war? Not since we took our place as a world power have we ever before worked together under the stimulus of a mighty National task to be done, and done well. In this great adventure to which we have pledged our lives, our fortunes, and our sacred honor, is it not conceivable that we may increase our production by a fifth—\$10,000,000,000 a year—enough to pay our share in the war?

### MAKING OUR WORK COUNT

Will not the farmer make two blades of grass grow where one grew before? Will not the machinist at the lathe be anxious to give another hour a day while his fellow-workman is giving his life in the trenches?

With the increased effectiveness of production there must also come the shifting of production from the less to the more essential industries. Motor trucks are now more needed than limousines. Lumber must be fashioned into cargo ships rather than summer cottages. Steel for railway construction must take precedence over steel for sky-scrapers. Europe is crying for bread, not for whisky.

The longer the war lasts, the more revolutionary will be the direction of production into the most essential industries. But this is a transition that must be effected with care, so as not wantonly to destroy the property or trample upon the rights of citizens who happen to be engaged in occupations that served our wants before the war.

The checking of wasteful consumption—not merely of food, but of all things needed by the Nation in the prosecution of the war—will be more difficult to accomplish. We have been a wasteful people. Only in very recent years have we begun to realize that our resources are not inexhaustible. But thrift we must learn, and the war, if prolonged, will drive the lesson home.

### SAVING \$5,000,000,000 A YEAR

Only a small part of our \$50,000,000,000 a year production can be actually saved. A large part of it—the food products of the farms, for example—is labored for only to be destroyed in consumption. Coal is similarly destroyed as fast as it is dug out of the earth, and here it is that we must strive for greater economy of consumption.

Our permanent savings (or what the economists would describe as our long-time savings, because all things are consumed by time) have been upwards of \$5,000,000,000 a year, or more than a tenth of our production. These are such things as railways, public works, shipping, factories, business buildings, homes, farms, power plants. It is these that constitute our accumulated wealth of \$200,000,000,000. To what extent we can during the war continue to make these savings will depend upon the extent to which we must devote our production to war, as well as to our ability to speed up and efficiently direct our industrial machine. We could, if we set ourselves to it, carry on

## Sound Investments For Present Funds

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Attractive, well-secured investments of a wide variety are fully described in our new booklet.

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