

FORTUNES MADE WITHOUT EFFORT

Profits of Stockholders in Mail-Order Houses Stagger the Imagination.

CUSTOMERS SUPPLY CAPITAL

One Man Makes More Than \$250,000 on \$25,000 Investment in Nine Years—Hundreds Like Him.

There is one way to make money by dealing with the mail-order houses but it isn't by buying goods from them. The man who thinks he is making money by buying his goods from mail-order houses has only to read of the amazing profits made by some of these big corporations to realize that all the money is being made by the man on the other end of the deal.

The stockholder in a big mail-order concern toils not and neither does he spin, but he piles up his money so fast that it makes the ordinary man's head swim to read about it. Here is the experience of the stockholder in one of the large mail-order concerns, as told by a reliable financial journal. It gives a glimpse into the inside workings of the mail-order business that should be of interest to those who have made such things possible.

How the Game Works.
In 1908 this man bought 600 shares of stock in the mail-order corporation in question when the stock was selling around \$40 a share, the 600 shares costing him a little less than \$25,000. In 1911 the company declared a stock dividend of 33 1/3 per cent. In other words the company after paying cash dividends regularly, had accumulated a surplus profit of one-third of the amount of capital invested in the business; but instead of distributing this profit among the stockholders the company kept the money in the bank and issued stock for that amount to the stockholders. By this action 200 more shares of stock were issued to the man who had originally bought 600, increasing his holdings to 800 shares, without his having put any more money into the business.

Another stock dividend of 50 per cent was declared in 1915 and this added 400 shares more to his holdings, giving him 1,200 shares in all. A third stock dividend of 25 per cent was paid early in 1917, bringing this man's stock holdings up to 1,500 shares, still without his having paid in any more money. On this 1,500 shares of stock, cash dividends of \$8 a share are now being paid. This investor therefore is now receiving \$12,000 a year from his original investment of about \$25,000, and as the stock is now worth around \$160 a share, the present market value of his stock is \$240,000, giving him a profit of \$215,000. In addition to cash dividends which he received during nine years, amounting to many more thousands of dollars.

Only One of Hundreds.
This is the story of just one small stockholder in one mail-order concern. A profit of more than \$215,000 made by one small stockholder in nine years on an investment of less than \$25,000. It reads like fiction but it is financial history. There are hundreds of other stockholders in this and other mail-order corporations, some of whom have made millions while this man made thousands. Add the profits of all these stockholders together and the result is a sum that staggers the imagination.

Small wonder that the men who own the stock of the big mail-order houses can live in palaces, ride in the highest-priced automobiles, own private yachts and buy \$100,000 paintings. But who has furnished the money to pay for the palaces and the automobiles and the yachts and the \$100,000 paintings? The people in the country and the small towns who have kept an endless stream of money flowing into the coffers of the mail-order houses have made all this possible. Their millions of dollars have gone to the big cities to build up these great concerns. Their millions of dollars have provided the automobiles and yachts and other luxuries for the stockholders in these corporations.

Present From Mail-Order Buyers.
These men who have piled up such big fortunes in the mail-order business have not even had to pay for much of the stock from which they are now drawing princely dividends. The people in the country and the small towns, generous souls, have bought it for them. This is shown in the case of the stockholder just mentioned, who originally invested. The generous mail-order buyers have made him a present of \$215,000 worth of stock and he has not had to turn his hand over to get it. He has never even had to so much as write a letter to get it. The generous mail-order buyers have handed it to him on a golden platter. There's money in the mail-order business without a doubt, but it's on the side of the man who does the selling and not the one who does the buying. If you must do business with the mail-order houses buy some of its stock and let the fellow in the next town buy you automobiles and private yachts while he struggles with the hard times that come from draining his town of the cash that goes to keep you in luxury.

BOY SCOUT NOTES

The monthly meeting of the Executive Board, Boy Scouts of America, of this town, will be held Monday evening in the high school building. The Court of Honor will meet at the same time, and scouts who so desire may take medal tests.

Professor E. L. Kimball, of La Grange has been employed by the West Suburban Council as executive pro tem for two and one-half months, beginning June 15, in place of executive E. L. Bingham, who is traveling abroad.

A District Council, Boy Scouts of America, has been formed for DuPage County, with Earl Rice, who has returned from over-seas, as executive. Mr. Rice is living at Wheaton, and will have charge of the DuPage County scouts who go to Camp Owasippe July 21 to August 2. Mr. Rice will accept under his charge any scouts from Downers Grove who wish to go to this camp for a week or two. In the meantime arrangements are also being made for more accessible camps for the younger scouts.

F. N. Davis has been appointed a member of the Executive Board of the West Suburban District Council.

CAMPBELL AND BERTOLIN ACQUIRE ANOTHER THEATRE

Mr. Hilliard Campbell and Mr. Charles Bertolin, otherwise known as "Dad", are pleased to announce that they have added another theatre to their list, the Elmwood Theatre of

Oak Park. These are four moving picture theatres in Oak Park and Campbell and Bertolin control three of them which is some record since October 1. This all means bigger and better pictures for the Curtiss. Their new Elmwood Theatre is one of the prettiest and best suburban theatres in Illinois. Modern projection and up-to-date pipe organ. When in Oak Park look us up, Southern Oak and Elmwood Theatres.

Plenty of HOT Water Quickly—Economically

With a Gas Tank Water Heater, just light the gas under the coils to have a quick, plentiful supply of hot water at very little cost.

An Automatic Heater gives hot, running water all through the house with a turn of the faucet. The water heats piping hot as it runs and the closing of the water faucet also shuts off the gas—thus stopping all expense.

Now is the time to install a Gas Water Heater to have warm water all through the summer.

Come in and see the various heaters.



Western United Gas and Electric Company



A great many calls for "Information" are for numbers correctly listed in the Telephone Directory.

Delay in completing these calls will be avoided if telephone users will consult the Telephone Directory carefully for the name and number of the person they wish to reach.

When calling "Information" try to give her correct spelling of names, initials and addresses of persons wanted.

CHICAGO TELEPHONE COMPANY

That's My Boy!



Are you proud of Du Page County's part in winning the war?

Of course you are. Du Page County has a proud record—a record that is enviable. No other county has achieved more or sacrificed more in helping to win the World War.

Other counties all around us are publishing Honor Rolls to be preserved in homes, in schools and by historical societies. Have they more to be proud of than Du Page County?

Surely not. Then we cannot lag behind in commemorating the deeds of our noble and self-sacrificing fighters and war workers.

Think of being able to take this beautiful volume, in its rich "Kowhide" binding, and to open it up to the picture of your boy. There is his picture—the one he sent you from camp—and there, too, is the story of his services to the nation and World.

WHAT YOU MUST DO.

Your part in making this Honor Roll possible is most important. You can make it a wonderful success, or by holding back the photograph and record of some worthy fighter or worker you can cause disappointment and chagrin.

Gather together the pictures and records of everyone in your family who took an active part in Du Page County's war work. Send or bring these to us without delay. Subscribers are growing impatient for this beautiful book, the forms must close soon. As this is an official record of Du Page County's part in winning the war there is absolutely no charge for printing the pictures or biographies.

Many volumes have been reserved as gifts to far-away friends and relatives. We must hurry the work in order not to disappoint these people.

No doubt you will want to reserve one or more copies for your library. Make your reservation early and avoid disappointment. Only one edition will be published and when it is exhausted it will be impossible to secure a copy.

If you are proud of your boys, and neighbors and friends—if you want Du Page County's war record to be complete and a big credit to the county—if you have regard for the feelings of our brave men and women—send their pictures and biographies.

Do your part in making this beautiful and lasting volume a complete success. It will stand not only as a monument to the conscientious and whole-hearted patriotism of the entire county, but will show that we are far sighted in wanting our county's record preserved.

There is no time to be lost. Act today. Act NOW—while the matter is fresh in your mind.

THE HONOR ROLL OF DU PAGE COUNTY.

DOWNERS GROVE, ILLINOIS.

DOWNERS GROVE PUBLISHING COMPANY