

THIS WEEK'S SPECIAL
BRICK —

“Golden Gate”
Grape
Pineapple
Between
Two Layers
of Vanilla

**Full
Quart
Brick**

HYDROX

There is a
HYDROX Agency Near Your Home

**Former Evanstonian
Comes to the Rescue
of Merchant Marine**

The story of the effort and accomplishment of Laurence Wilder, former Evanstonian, to give America the finest merchant marine in the world, is told at length in the current issue of McClure's magazine.

Mr. Wilder, the son of John E. Wilder, 1622 Forest place, has been for two years fighting for the passage of the Jones-White Mercantile Marine bill which in May of this year was passed by the House and Senate and

approved by the President, principally appropriating \$150,000,000 for the shipping board's loan fund to create an unrivaled merchant marine.

Mr. Wilder, more than any other man besides Senators Jones and White and Judge Ewing Davis, is given credit for the Jones-White bill by the author of the article, Charles J. McGurck.

Reviewing his life Mr. McGurck reports that he was descended from Mayflower stock and seamen who were with John Paul Jones, Drake and other great fighters on the water. He was born in Oak Park, Nov. 22, 1887, attended Lewis institute and Princeton, engaged for two years in the rehabilitation of ancient motor cars at Trenton with Lt. Com. Breeze, the man who was later to fly the NC4 across the Atlantic, the two making an annual income from this of about \$5,000 each. Seeking practical nautical training, he spent a while on the ore ships on the Great Lakes and came off the lakes to Cincinnati to take charge of farm gas engine production for the Aerometer company of Chicago. He spent the year of 1909 and 1910 studying therodynamics at Purdue and did scientific and mechanical work in Brussels and Germany. He returned to work with his father in the leather business, building a plant to become the largest producing plant in the world at the beginning of the World war.

Recruit for the Navy

Unable to get into service in the war because of defective vision and bad feet, he devoted his time to recruiting "gobs" for the Navy. In 1919 he became president of the Fansteel Products company of North Chicago which manufactured rare metals, and in 1921 became American agent for a Swiss electrical company, one of the largest engineering firms in the world. In 1925 this company had the business of 100 percent of the American airplane industry and it still holds it. Lindbergh, Chamberlain and other aviators have used their magneto.

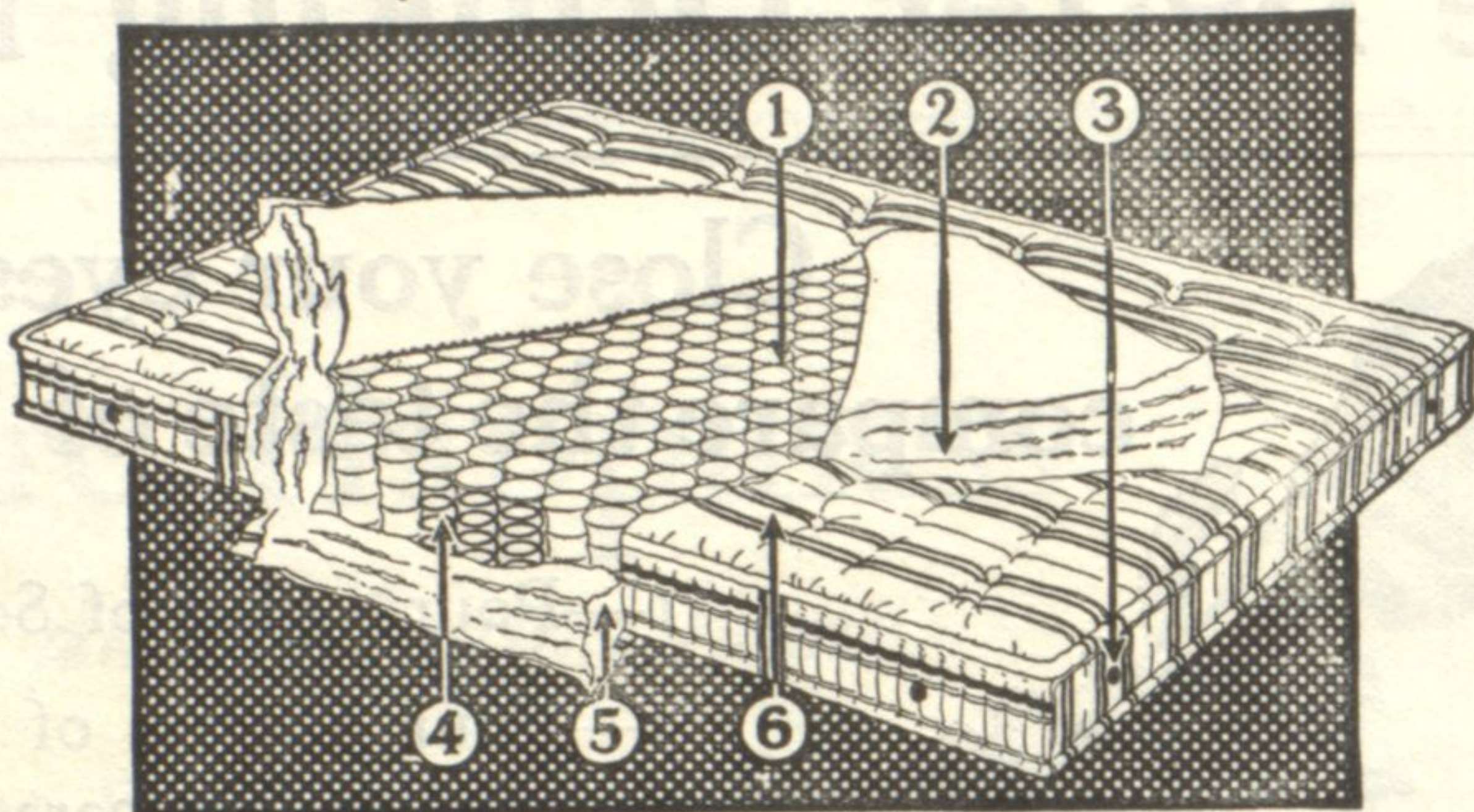
Re-interested in matters of the sea, Wilder turned again at this period in his career to regard America's lamentable lack of an adequate merchant marine. He saw the need of a fleet of American ships in which America would incorporate all that she had learned in her industries, utilities and railroads. Seventy-five years ago this country turned away from the sea, he pointed out, and bent all energies to developing and settling the nation. Now that task is completed and it is time, he believes, to turn back to the sea.

Four years ago Wilder purchased the largest ship-building company in the world and added to it a number of other electrical manufacturing companies and started in competition with the General Electric and Westinghouse corporations. Significant and magnificent electrical engineering productions came out of this merger, the greatest achievement of all the airplane Saratoga, the largest and fastest ship afloat. Upon the lines of its building is being built the Flying Cloud, a great ship that will cross the Atlantic in four days and become the nucleus of the merchant marine. Its model has proved its ability to travel at a speed fifty percent greater than that of existing liners with half the fuel and one-third the crew.

On May 5, just before the House of Representatives passed the Jones-White bill, Wilder, for his company, made a direct offer to the president to buy the United States liners, which include the Leviathan, the America, the George Washington, the Republic, the President Roosevelt and the President Harding. In the event that President Coolidge sells them, these great ships will be operated until the Flying Cloud and five of her sisters are ready. That will be some time between 1930 and 1935. In the meanwhile these ships will be used as training ships.

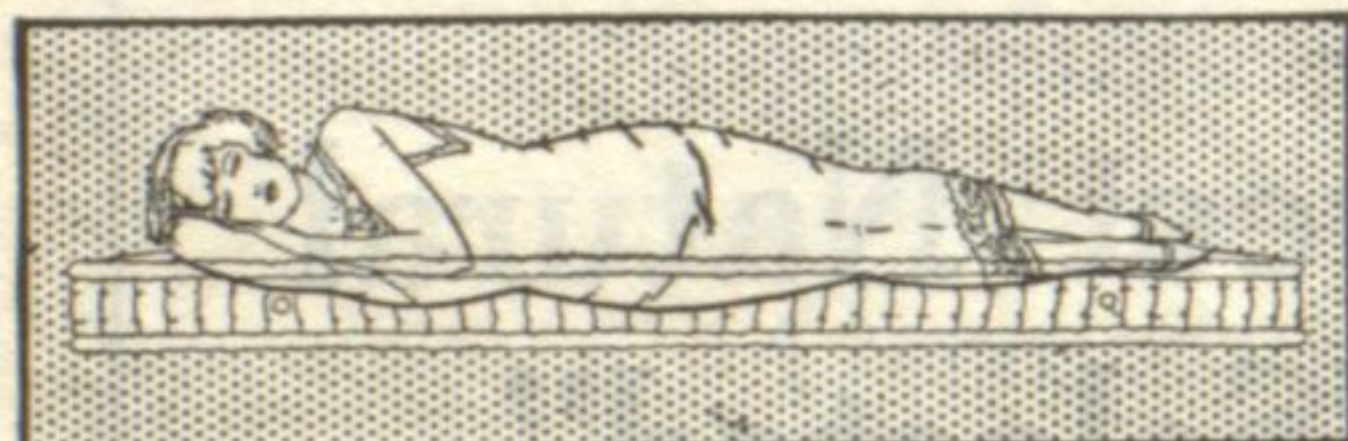
SIMMONS Beautyrest Mattresses

- 1 Gentle, yielding support is given by the more than 625 small coils
- 2 Deep, soft layers of fine new felted cotton form luxurious cushion
- 3 Eight ventilators in side walls keep interior fresh and sweet always
- 4 Fabric pockets cut open to show tempered coil springs under tension
- 5 Sides and ends are of same fine construction as top and bottom
- 6 Attractive, durable cover. Generous roll edge keeps bed neat and tidy

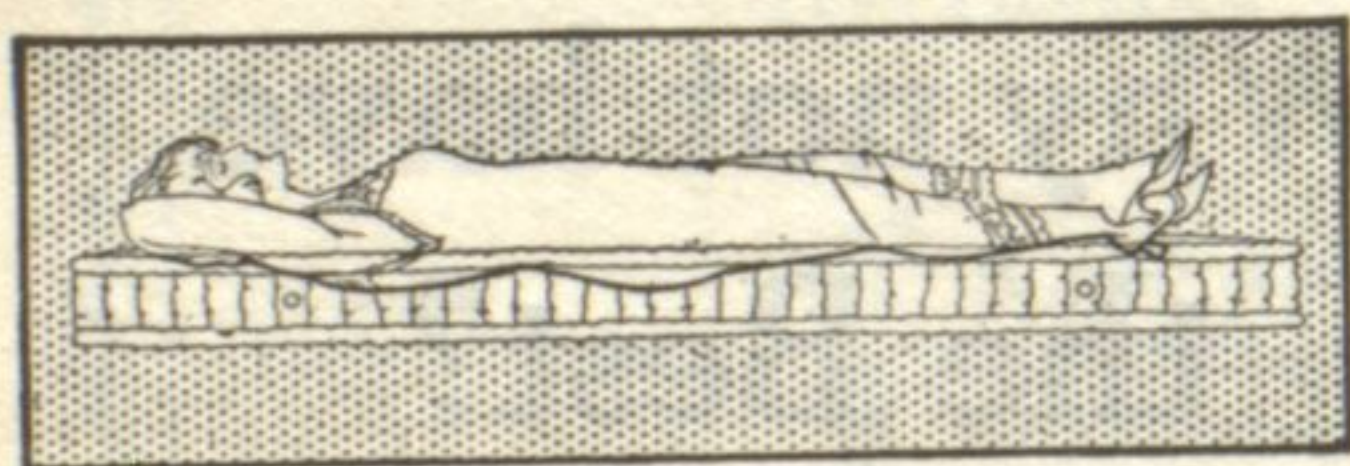


Here is the biggest money value ever offered in a mattress at any price

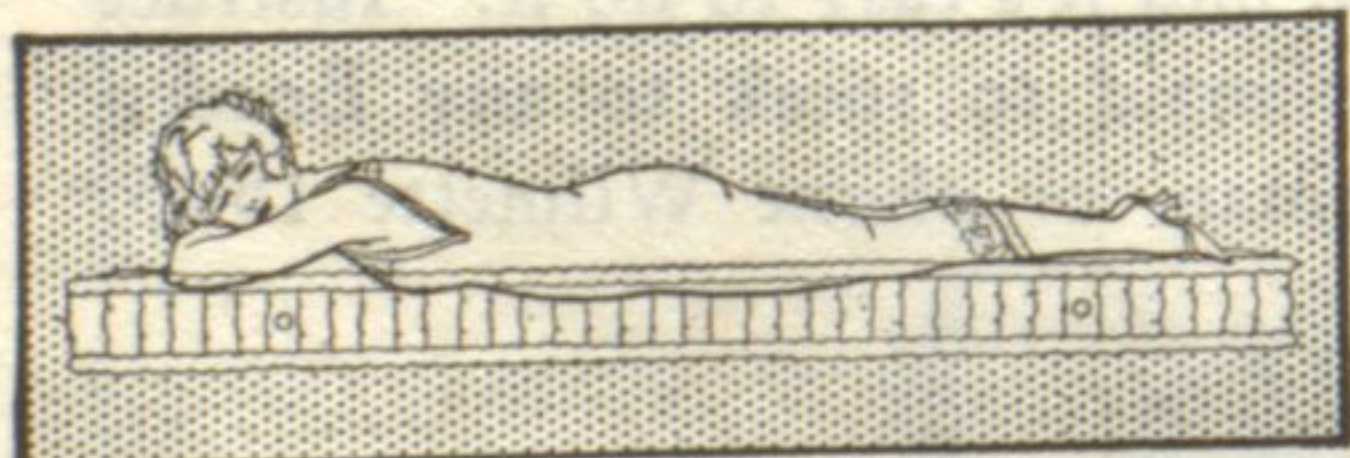
Study these comfort diagrams



See how evenly the body is supported by the flexible coils. The spinal column rests in an easy, relaxed position.



Note how the body compresses the sensitive springs to various heights instead of sagging to meet the mattress.



The resilient springs act independently, shaping the luxurious cushion of cotton to conform to all body curves.

Never before has so fine a mattress as the new *Beautyrest* sold for a price as low.

We are offering our customers this greatest mattress value on the market. Its inner-spring construction insures you years of the finest sleep-luxury.

More than 625 small springs, in separate fabric pockets, give gentle, flexible support to your tired body. Thick layers of new felted cotton, complete a buoyant cushion which cradles your body in the easiest and most restful position. See diagrams.

Until Simmons produced this super-mattress at so low a price, only the rich were able to afford such luxury. Now everyone can enjoy it. Once you have seen the new *Beautyrest* you will not rest content until you have put it on your bed.

\$39⁵⁰

OPEN THURSDAY AND SATURDAY EVENINGS

S. ROSENBAUM CO.

Incorporated

Chicago Stores:
3120 Lincoln Ave.
5228 N. Clark St.

810 DAVIS STREET

University 5023

Greenleaf 1489