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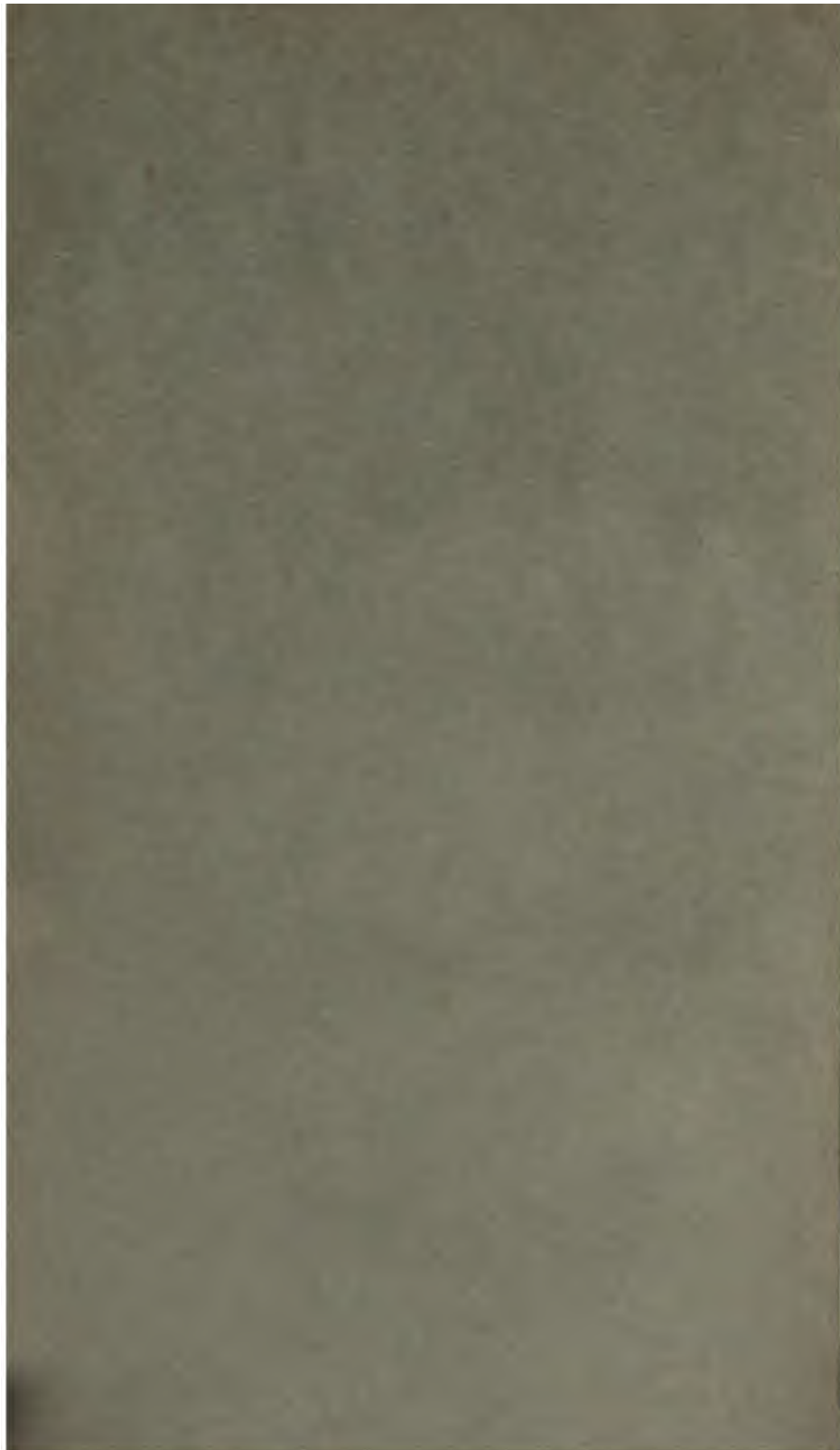
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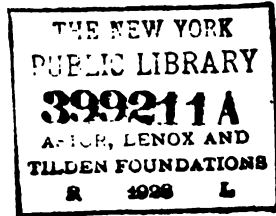
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RETAIL ADVERTISING  
(PARTS 1-7)

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## PREFACE

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The International Library of Technology is the outgrowth of a large and increasing demand that has arisen for the Reference Libraries of the International Correspondence Schools on the part of those who are not students of the Schools. As the volumes composing this Library are all printed from the same plates used in printing the Reference Libraries above mentioned, a few words are necessary regarding the scope and purpose of the instruction imparted to the students of—and the class of students taught by—these Schools, in order to afford a clear understanding of their salient and unique features.

The only requirement for admission to any of the courses offered by the International Correspondence Schools, is that the applicant shall be able to read the English language and to write it sufficiently well to make his written answers to the questions asked him intelligible. Each course is complete in itself, and no textbooks are required other than those prepared by the Schools for the particular course selected. The students themselves are from every class, trade, and profession and from every country; they are, almost without exception, busily engaged in some vocation, and can spare but little time for study, and that usually outside of their regular working hours. The information desired is such as can be immediately applied in practice, so that the student may be enabled to exchange his present vocation for a more congenial one, or to rise to a higher level in the one he now pursues. Furthermore, he wishes to obtain a good working knowledge of the subjects treated in the shortest time and in the most direct manner possible.

In meeting these requirements, we have produced a set of books that in many respects, and particularly in the general plan followed, are absolutely unique. In the majority of subjects treated the knowledge of mathematics required is limited to the simplest principles of arithmetic and mensuration, and in no case is any greater knowledge of mathematics needed than the simplest elementary principles of algebra, geometry, and trigonometry, with a thorough, practical acquaintance with the use of the logarithmic table. To effect this result, derivations of rules and formulas are omitted, but thorough and complete instructions are given regarding how, when, and under what circumstances any particular rule, formula, or process should be applied; and whenever possible one or more examples, such as would be likely to arise in actual practice—together with their solutions—are given to illustrate and explain its application.

In preparing these textbooks, it has been our constant endeavor to view the matter from the student's standpoint, and to try and anticipate everything that would cause him trouble. The utmost pains have been taken to avoid and correct any and all ambiguous expressions—both those due to faulty rhetoric and those due to insufficiency of statement or explanation. As the best way to make a statement, explanation, or description clear is to give a picture or a diagram in connection with it, illustrations have been used almost without limit. The illustrations have in all cases been adapted to the requirements of the text, and projections and sections or outline, partially shaded, or full-shaded perspectives have been used, according to which will best produce the desired results. Half-tones have been used rather sparingly, except in those cases where the general effect is desired rather than the actual details.

It is obvious that books prepared along the lines mentioned must not only be clear and concise beyond anything heretofore attempted, but they must also possess unequaled value for reference purposes. They not only give the maximum of information in a minimum space, but this information is so ingeniously arranged and correlated, and the

## PREFACE

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indexes are so full and complete, that it can at once be made available to the reader. The numerous examples and explanatory remarks, together with the absence of long demonstrations and abstruse mathematical calculations, are of great assistance in helping one to select the proper formula, method, or process and in teaching him how and when it should be used.

The subjects taught in the present volume are advertising construction, principles of typographical display, use of illustrations in ads, stereotyping, engraving processes, and printing-house methods. In addition there is an encyclopedia of ads, headlines, and selling points, which in actual practice will prove an invaluable fund of information and ideas.

The chief idea kept in mind has been to give definite and complete instruction in the writing and displaying of advertisements, together with the practical application of the instruction to various lines of retail business. Thorough grounding in the fundamental principles of advertising is first given, together with instruction in the analysis of selling points of an article of merchandise, and the selection of the most important selling points and their presentation in an interesting and convincing manner. Typographical and printing-house matters, and engraving processes are thoroughly treated from the standpoint of the requirements of the ad writer. A compendium of advertising and printing terms and abbreviations gives to the person unacquainted with these matters ready means for looking up any unfamiliar word. The sample pages of leading advertising types and borders given at the end of the volume will prove of great assistance when laying out an ad for the printer.

This volume is preliminary to a further treatment of the subject which fully covers retail advertising, including department-store work.

The method of numbering the pages, cuts, articles, etc. is such that each subject or part, when the subject is divided into two or more parts, is complete in itself; hence, in order to make the index intelligible, it was necessary to give each

**PREFACE**

subject or part a number. This number is placed at the top of each page, on the headline, opposite the page number; and to distinguish it from the page number it is preceded by the printer's section mark (§). Consequently, a reference such as § 16, page 26, will be readily found by looking along the inside edges of the headlines until § 16 is found, and then through § 16 until page 26 is found.

**INTERNATIONAL TEXTBOOK COMPANY.**

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# RETAIL ADVERTISING

(PART 1)

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## ADVERTISEMENT CONSTRUCTION

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### THE AD WRITER AND HIS WORK

**1. Introduction.**—The purpose of advertising is to sell something. The sale may be made directly through orders received from the readers of the ad, or indirectly, by creating a demand for the advertised article in the stores of the locality in which it is advertised.

Advertising of the class first mentioned is known as *mail-order advertising*; i. e., the reader of the ad orders and pays for the advertised article by mail. That of the second class is *local advertising*, when confined to a single city or to a certain locality; *general advertising*, when extended over a large territory.

Advertising is conducted through various mediums, the character of which varies with the article advertised and the class for whom it is intended.

**Mail-order advertising** is conducted principally through magazines or newspapers of very large circulation. At one time this class of advertising was monopolized by mediums known as “mail-order monthlies”—monthly papers, cheaply gotten up and circulated almost entirely in the rural districts. Such papers are still strong mediums for mail-order advertising, but are no longer the only ones. Papers or magazines circulating widely over thinly populated sections will always

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be good mediums for selling by mail, because of the absence of good stores in such territory, and on account of the constantly increasing facilities offered by the government and by the railroads for the quick and cheap transportation of goods. Of late years, however, it has been conclusively demonstrated that city people buy by mail as readily as country people, if, by so doing, they can effect any saving in cost, or purchase articles or goods that are better than those obtainable in their immediate locality. The result of this evolution has been that magazines circulating almost entirely in cities, make good mail-order mediums, provided their circulations are large.

**General advertising** is conducted by the manufacturer through magazines, newspapers, street cars, bill boards, etc., the advertising campaign being planned to create a demand on retailers throughout the country. **Local advertising**, being intended to influence trade in the immediate locality of the advertiser, is usually conducted through the newspapers or street cars, and is often supplemented by circulars or soliciting letters sent to selected lists of names.

**2. Every advertiser, whether engaged in mail-order, general, or local advertising, needs men or women to plan, prepare, and place his advertising matter. An advertising man's work may be confined entirely to the preparation of ads, circulars, etc.; or, his duties may be such as to embrace the entire conception and execution of an advertising campaign. But at present we will deal only with that most important part of any plan or kind of advertising—the preparation of the matter. This is the work of the ad writer.**

**3. Selling Points.**—The ad writer must always keep in view the real object of all advertising—to sell. His ad must be a salesman. Any argument, illustration, or method of display that will help to sell the advertised article may properly be included in the ad; anything that does not lead to this end must be rigorously excluded. Advertising space is very expensive, and no advertiser can afford to waste it.

A selling point of an article is any quality or attribute of the article that will make people want to buy it. For instance, you might buy ice cream because it is cooling. Then coolness would be a selling point. Or you might want to buy it because it is nourishing. Then nourishment would be a selling point. The ad writer must analyze the article he wishes to advertise, and strongly present its selling points to the public.

The ability to readily discover the selling points of an article is perhaps the most important qualification of an ad writer. No amount of skilful presentation, display, or illustration will sell goods, if the real point—the reason why the public should buy—is not made clearly apparent. The ad writer cannot depend on the proprietor of the store or the maker of the goods to give him these points; often they are the last persons to discover the one salient feature that is of greatest selling value. The ad writer must acquire the ability to quickly put his finger on the vital spot—the moving, selling force of the article advertised.

An ad writer working in a large advertising agency may take up in the morning the preparation of a series of ads for a kidney medicine. Before noon “hurry up” orders may be turned over to him calling for the construction of an ad for an automobile, a lady’s shoe, or a brand of tomato soup. If he is working for a department store, he must be ready on 10 minutes’ notice to attractively write up a bargain in handkerchiefs, a new stock of umbrellas, or a clearing-out sale of china. Everything depends on his ability to not only see at a glance all the selling points of the goods to be advertised, but also to select the right point—the one feature that will be of interest to the greatest number of possible customers. This power of discernment—this salesmanship—is possessed by some persons more than by others, but it is capable of great development in every one.

**4. Writing a Good Ad.**—The ad writer has not, as a rule, the opportunity to become thoroughly informed regarding the various articles he is required to present in his ads.

Nor is it necessary that he should be. To interest the people, he must use the language, the expressions, and the ideas of the people. He must train himself to take an outside rather than an inside view of an advertising proposition. This is the reason why the maker of an article or the proprietor of a store often finds difficulty in writing effective ads. He knows too much about his business to place himself in the position of an outsider. He writes ads that would appeal to him but not to the general public. The ad writer should aim to acquire a general and superficial rather than a technical knowledge of everything he is or is likely to be required to advertise.

It should always be borne in mind that the object of advertising is to sell something. Some ad writers seem to think it affords them an opportunity to show what a nice literary style they have, or how funny they can be, or what pretty pictures they can draw. But what the advertiser wants is business. An ad may be nicely written, very amusing, or beautifully illustrated, but if it fails to sell goods it is worthless. So to write a good ad, just tell what you have to sell and why people should buy it. Use short, strong words familiar to everybody. Then give the ad space enough so that the printer can properly "display" it. If it tells the truth about some salable article, it will surely bring results.

5. In order to more clearly point out the elements of a good ad, we have reproduced in Fig. 1 a faulty ad clipped from a local newspaper. The printer undoubtedly did his best with the copy furnished him, but on account of the quantity of matter and the number of "displayed," or prominent, lines, the result is anything but satisfactory. With the exception of the firm name, or "signature," a small ad should contain but one "display," and that should be at the beginning. It should be (1) the name of the article for sale, or (2) a selling point, or (3) both combined, or (4) words likely to attract the attention of those in need of the article and incline them to read the ad. In this ad, the heading is "blind." The advertiser wants to sell spectacles

and eye glasses, not "When in Need." Such words might apply to anything in general, but to nothing in particular. The second display would better have been the first and only prominent lines. It is a good idea to mention the price in an ad, but it should not be displayed unless there is plenty of room. Nothing smaller than a 6-inch ad should contain a second display. Display is like credit; to use it is

**When in Need**  
 Of anything in the line of  
 optical goods we can supply it.  
**Spectacles  
 and Eye Glasses**  
 Properly fitted by an expert  
 optician,  
**From \$1.00 Up**  
 Also all kinds of prescrip-  
 tion work and repairing.  
**Wilcox & Washington**  
 132 Waltham Avenue

FIG. 1

to lose it—that is, if you use it too much. No ad will stand out and arrest the attention of the hasty reader unless there are strong contrasts between the light and dark portions. Fig. 1 is a jumble of dark and light parts, so it fades away and is lost sight of in the general gray appearance of a newspaper page. Most ads fill up the "milky way" in which the "star" ad shines. Make yours a star.

Another weak point in this ad is the introduction of a new and distinct idea in the last paragraph; i. e., the prescription



work and repairing; this should be made the subject of a separate ad. One strong point, well presented, is better than several weak statements.

In Fig. 2 is shown a revision of this ad designed according to the principles mentioned. The 6-point magazine border sets the ad off from the surrounding reading matter, and contrasts sharply with the white space and gray "body" of our setting. The main display "Save Your Eyes" is likely

**Save Your  
Eyes**

Don't put off wearing glasses till your sight is hopelessly impaired. Begin now and avert trouble later.

Our expert optician will fit you with rimless eye-glasses that will make you see better and look better, for from \$1.00 up.

**Wilcox & Washington**  
132 Waltham Avenue

FIG. 2

to attract the attention of any one that has experienced trouble with his sight, or who knows that he is straining his eyes at his work. The body of the ad is set in a narrow measure, leaving a liberal margin of white space as a frame to our type picture—for every ad should be a picture—an artistic arrangement of black and gray and white. The main display and opening paragraph point out why the reader should wear glasses. The second paragraph tells why he should buy them of the advertiser, and also attempts to overcome the prejudice that some people have against

the wearing of glasses, by suggesting the improvement in personal comfort and appearance likely to result from their adoption.

Taken as a whole, Fig. 1 is complex and weak; Fig. 2 is simple and strong. Fig. 1 contains five faces of type; Fig. 2, but two. Fig. 1 is a mere announcement to the general public; Fig. 2 is an argument and an appeal to possible customers.

**6. Typographical Arrangement.**—Throughout the first lessons in advertising, our aim will be to gradually make you familiar with the leading type faces and the technical terms used in printing houses. Later, this information will be systematically arranged and enlarged to cover all the printing-house rules and methods that an ad writer should know. In the meantime, carefully note the following:

*Sizes of Type.*—The height of a type is usually expressed in *points*. A point in printing is  $\frac{1}{72}$  inch. Hence, when a type is spoken of as being 8 or 10 points high, it means that the type body is  $\frac{8}{72}$  or  $\frac{10}{72}$  inch high, and so on for all other sizes of type. Thus, by referring to Figs. 6 and 7, you can easily see that the type in the heading of Fig. 6 is larger than that in the heading of Fig. 7; and on referring to the notes under these cuts, you read that the heading of Fig. 6 is set in 24-point type and that the heading of Fig. 7 is set in 18-point type; that is, that the heading in Fig. 7 is 6 points, or  $\frac{1}{12}$  inch, smaller than that in Fig. 6.

The face of a type is not always of the same height as the body of a type, although when speaking of type the height of the body is meant. This will be made clearer by referring to Fig. 3.

The chief thing for you to remember is that types vary in size, and that for any given size a corresponding allowance of space must be made in laying out ads. Thus, if five 18-point letters take up 1 inch of space, it is hardly to be expected that five 36-point letters could be crowded into the same space—it would be like trying to get a No. 10 foot into a No. 5 shoe. A careful study of the headlines in the sample ads in the following pages will give you a better idea of type sizes than perhaps anything else.

*Names of Type.*—Types are given different names by different manufacturers according as they differ from one another in appearance.



FIG. 3

For example, the type in the heading of Fig. 8 looks different from that in Fig. 9, and the type in the heading of Fig. 9 looks different from that in Fig. 11. These different styles of type are designated by different names—such as Gothic, or Blanchard, or De Vinne, etc.—just as if we were to take a number of pieces of wood and call one walnut, another oak, another mahogany, etc.

*The Em.*—The unit of measurement for the width of a column of type is usually a perfectly square piece of type metal called an *em pica*, which is exactly 12 points, or  $\frac{1}{4}$  inch, in width and height; hence, 6 pica ems make an inch. Instead, therefore, of speaking of a newspaper column as so many inches wide, it is said to be 13 ems wide, meaning that it is  $2\frac{1}{4}$  inches wide—only it is much more convenient to speak of the width in ems.

*Leads.*—The lines of type as we see them in the printed ads can be arranged with relation to each other in two different ways; that is, they may be *solid* or *leaded*. When they are arranged solid, there are no spaces between the lines of type except what happens to be on the body of the type itself. When, however, the lines of type are leaded, it is meant that they are spaced apart by means of thin strips of metal called "*leads*" (pronounced "*leds*"), which are spoken of as 1-point, 2-point, or 3-point leads, etc., according to their thickness or height of body face. Thus, a 2-point lead will separate two lines of type 2 points, or  $\frac{1}{2}$  inch; a 4-point lead, 4 points, or  $\frac{1}{2}$  inch, and so on. If type is simply designated "*leaded*," it is usually taken among printers to mean that the type lines are spaced 2 points apart. Compare the body matter of Figs. 4 and 5, 6 and 7, 11 and 12.

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#### HARDWARE-STORE ADS

**7. Introduction.**—A young man, thirsting for information, once asked a sage how to prevent a shotgun from scattering. The wise man replied: "Put in a single shot." This is a good thing to remember in advertising any business. Don't try to sell out the entire stock at once. First, because the usual force of salesmen would be insufficient for the occasion; and second, because you cannot do it anyway. The object of retail advertising is to get customers, and it is far easier to get customers for one article than for a hundred, or for fifty, or for five. So in starting out to advertise a hardware store, do not become bewildered by the multiplicity of tools and implements. Just concentrate your energies on some one article—anything that will bring the people to the

store. The salesmen are expected to see that customers buy everything that they need before they go, and to treat them so well that they will come again and continuously patronize the store.

The chief purpose of the advertising should be to obtain the trade of housekeepers. Occasionally it will be advisable to advertise to mechanics. But this class of customers is much smaller than the class that buys household appliances and utensils.

**8. Ice-Cream Freezers.**—Suppose it is the month of June. Nothing could be more seasonable than ice-cream freezers, but perhaps there are different styles and various sizes in stock. Will it be better to advertise a cheap freezer or one more expensive? That depends on the class of people that live in the locality, the margin of profit on the different styles, or the firm's desire to push any particular make. Probably the cheapest freezer is kept in stock and sold at a small profit merely to meet competition; the firm is not anxious to push it because it fails to satisfy the customer. Then again, most people that can afford to make ice cream are able to pay for the better grade of freezer. Such people are also more likely to become good customers of the store. So, everything considered, the high-priced freezer is the best one to advertise.

The things to be considered then are: why is it the best freezer, and what can be said about freezers that will not only induce people to buy freezers, but to buy that particular high-priced freezer?

To find the selling points, take the maker's catalogue. This will state:

First, that it freezes cream very quickly. The paddles and gearing are so designed that the cream can be kept in constant motion while freezing, and is thus quickly chilled and smoothly frozen.

Second, it turns easily. The gears are carefully fitted, the shaft bearing is smoothly turned, and the length and shape of the handle is such as to afford a good leverage.

Third, it is built to last. All metal parts are heavily galvanized and rust-proof. The tub is made of selected wood, and is held together by electric-welded wire hoops that cannot slip down as the cheaper flat hoops will. The can is of the heaviest tin plate.



**Ice Cream  
In Ten  
Minutes**

The new ARCTIC Freezer will do it every time. Put the cream, milk, sugar, and flavoring into the can, a little chopped ice and salt into the tub, turn the crank ten minutes, and it's done.

The ARCTIC costs a little more than some others, but think of the time, patience, and ice that it saves. Then, too, it runs easier, lasts longer, and freezes better than a cheaper machine. Get one today and keep cool.

**Hard & Ware**  
16 Center St.

FIG. 4

Caxton 12-point border; headlines in 18-point Post Old Style; body in 8-point Old Style Roman, solid; firm name in 12-point Post Old Style.

Fourth, though high priced, it is cheap. It will outwear two low-priced freezers. Because it freezes the cream quicker, it requires less ice.

**9. Sample Ice-Cream Freezer Ads.**—We now have four good selling points. Figs. 4, 5, 6, and 7 are four 4-inch, single-column newspaper ads, each with one point displayed, and the other three brought out in the body matter.

Fig. 4 is designed to emphasize the quickness with which cream may be frozen in an "Arctic" freezer. Notice that

**Get An Easier  
Freezer**

Don't waste time and temper on an old-fashioned, hard-running machine. A child can freeze cream in ten minutes with the ARCTIC, and it soon saves enough ice to pay for itself. Price varies with size, but any size will outwear two cheaper freezers. Haven't room here to tell you all of its good points. Come and see one.

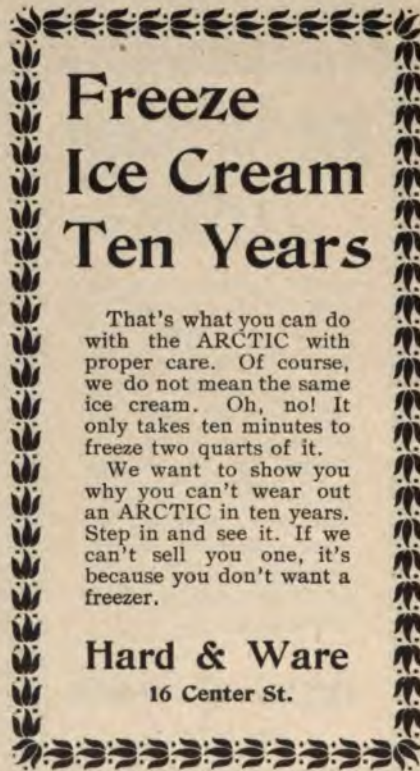
**Hard & Ware**  
16 Center St.

FIG. 5

The border is 12-point Flame; headlines in 18-point Blanchard Condensed; body in 8-point Old Style Roman, 2-point leaded; firm name in 18-point Blanchard Condensed.

the body is set to a narrow measure, leaving plenty of white space to contrast with the border, headline, and firm name.

Ease of running is the selling point brought out in Fig. 5. Notice that the body contains much less matter than Fig. 4, but by placing leads between the lines of type, it is made to fill the space. Leading body matter makes it easier to read than when it is set solid.



**Freeze  
Ice Cream  
Ten Years**

That's what you can do with the ARCTIC with proper care. Of course, we do not mean the same ice cream. Oh, no! It only takes ten minutes to freeze two quarts of it.

We want to show you why you can't wear out an ARCTIC in ten years. Step in and see it. If we can't sell you one, it's because you don't want a freezer.

**Hard & Ware**  
16 Center St.

FIG. 6

The border is 12-point Garland; heading in 24-point De Vinne; body in 8-point Old Style Roman, solid; the firm name in 14-point De Vinne.

The ad shown in Fig. 6, in a slightly humorous manner, tells of the long life of Arctic freezers.

Fig. 7 shows a very plain but effective setting. It points out the real economy of buying a good freezer. The second

line of the heading is letter-spaced to make it as long as the first line. This style of display, in which all the lines are made equal in length, is frequently used.

These examples are not necessarily the best ads that could be written on ice-cream freezers, but merely illustrate the methods and principles of ad writing given in our instruction.

***Freezer Wise;  
Ice Foolish***

That's a new version of "penny wise; pound foolish," but it means the same. It's mighty poor economy to buy one of those low-priced, hard-running ice devourers that requires half an hour of time and a horsepower of muscle to freeze a quart of cream. Spend a little more money in the first place. You can't melt much ice in ten minutes, and that's all the time required to freeze two quarts in an ARCTIC.

***Hard & Ware***  
16 Center St.

FIG. 7

The border is plain 6-point brass rule; heading and firm name in 18-point Posc Italic (slanting letter); body in 8-point Old Style Roman, 2-point leaded.

**10. Refrigerators.** — To prepare ads for a modern refrigerator, a careful study of the maker's catalogue and an examination of the article itself will bring forth many good



selling points, chief of which are: First, it is a sanitary refrigerator, protecting its contents from unhealthy contamination. Second, it is an economical refrigerator, because the construction is such as to maintain a low temperature for a very long period with one filling of ice.

## Get a Safe Refrigerator

In cheaply made refrigerators, articles of food absorb moisture and become contaminated and unsafe.

The E-Z Clean Refrigerator is built on sanitary principles. Its improved construction insures a constant circulation of pure, dry air with minimum ice consumption. The zinc lining is rust and mold proof. There are no open joints to catch dirt, and every part can be removed for cleaning. It will last twice as long as a cheap refrigerator, and soon save enough ice to pay for itself.

**Hard & Ware**  
16 Center St.

FIG. 8

6-point brass rule border; headlines in 24-point Blanchard Condensed; body in 8-point Old Style Roman, solid; firm name in 14-point Post Old Style.

Among the sanitary features are: The interior of the provision compartment is zinc lined and the ice holder is galvanized steel, leaving no exposed wood liable to mold and decay. The air is circulated, condensed, and dried so

perfectly that no moisture is deposited on the meats or vegetables. The moisture removed from the air by condensation also carries off all food odors and other impurities, leaving the air dry and pure. All interior parts can readily be taken out and cleaned, and all zinc joints are soldered tightly to prevent the accumulation of dirt or food particles.

**Which is the  
Cheaper  
Refrigerator?**

The low-priced "cooler" that melts ice like the summer sun, and soon becomes moldy, leaky, and unsafe; or a fair-priced, E-Z Clean Refrigerator, producing the lowest desirable temperature with the least amount of ice?

Strong, safe, and clean, backed by 25 years of study and experiment. "The best is the cheapest," and the E-Z Clean is the best.

**Hard & Ware**  
**16 Center St.**

FIG. 9

12-point Caxton border; heading in 18-point Condensed Gothic; body in 8-point Old Style Roman, solid; firm name in 12-point Gothic.

**11. Sample Refrigerator Ads.**—The ad shown in Fig. 8 emphasizes the sanitary features of the refrigerator, and also directs attention to its other advantages.

Some people seem never to learn that you cannot get something for nothing, and are liable to purchase a low-priced article simply because it is low priced, and without regard for its durability or future cost. It is especially true of refrigerators that the best is the cheapest in the end, and in advertising any well-made refrigerator it is necessary to point out that it is poor economy to save on the ice box and lose on the ice. We only pay for a refrigerator once, but we have to buy ice every day or two, and the frequency with which the ice must be renewed depends very largely on the construction of the refrigerator. The ad shown in Fig. 9 is designed to give prominence to these points.

**12. Lawn Mowers.**—Every householder that rents or owns a plot of grass needs a lawn mower. To the inexperienced buyer, all mowers look alike. In fact the low-priced, low-grade mower is frequently painted and finished more attractively than the well-made article. The poorest grade of mowers is usually offered by department and novelty stores, wherein bargain prices are too often the only consideration in making sales. What the hardware dealer requires, then, is an advertisement pointing out the superiority of some standard make of mower over the cheap goods of his price-cutting competitors. Lawn-mower manufacturers do not issue many catalogues for distribution to prospective customers, but any well-informed salesman will explain the difference between a cheaply made and a well-made mower. The low-priced mower has, as a rule, but three blades (the revolving cutter knives); the better grades have from four to six blades. The greater number of blades insures cleaner cutting and easier action. Each blade has less work to do, and therefore does it better. The low-priced mower has a narrow wheel base (the distance between the centers of the front wheel and the rear roller), and is inclined to bob up and down over every weed or ant hill on the lawn. The better-grade mower has a wide wheel base and tends to level all irregularities of the ground. The low-priced mower quickly becomes dull because of the poor material of which

the blades are made, and the owner must continually be paying for resharpening them. The better-grade mower has finely tempered blades that stay sharp for a long time, thus saving expense and annoyance. The low-priced mower has few and inaccurate adjustments. In fact, after being used a



**Shave  
Your  
Lawn**

An unkempt grass plot looks like a man who needs a shave, but a smooth lawn greatly improves the appearance of any dwelling.

If your lawn needs a shave, a four-blade, Smooth-Kut Mower will trim the grass, level the humps, and fill up the hollows.

It will stay sharp, push easier, cut smoother, and wear longer than any lower-priced make. Let us show you one.

**Hard & Ware**  
16 Center St.

FIG. 10

12-point Flame border; heading in 24-point Post Old Style; body in 8-point Old Style Roman, solid; firm name in 12-point Post Old Style.

short time it is almost impossible to take up the wear, and the machine becomes useless. The better-grade machine can quickly be adjusted to cut high or low or to take up wear, and will run well after five years' use.

**13. Sample Lawn-Mower Ads.**—In Fig. 10 is shown an ad designed to create a demand for mowers among those who have none. Fig. 11 is intended for those who have had experience with cheap mowers.



**Is Your  
Mower Dull?**

If it is a Smooth Kut, have it sharpened and it will stay sharp all the season, but if it is a "bargain-sale" machine, you might as well stop giving your money to the grinder or repair man. Sell the mower for old iron, and buy an easy-running, four-blade Smooth Kut. Material and construction the very best; adjustment easy and accurate. Will last for years, and actually improve with use. We guarantee it to cut well the entire season with one sharpening.

**Hard & Ware**  
16 Center St.

FIG. 11

12-point Garland border; heading in 18-point De Vinne; body in 8-point Old Style Roman, solid; firm name in 14-point De Vinne.

**14. Gas Stoves.**—The increasing use of electric lights as a substitute for gas has caused the gas manufacturers to encourage the introduction of gas stoves. In many cities they make arrangements with hardware dealers to sell gas stoves and heaters at very low figures and to set them up

free of charge. The gas stove offers several good selling points to the ad writer. A perusal of the maker's catalogue or a talk with a salesman or user of a gas stove will furnish him with material for several good ads. The one shown in

**Quick, Cheap, and Easy Gas Cooking**

You can't appreciate the saving in time, temper, and money effected by a Regal gas stove until you have used one. It is as great an improvement on a coal stove as the latter is on the old-fashioned fireplace. At the touch of a match, it gives an intense heat just where you want it—instantly controllable. No smoke, no smell, no coal to bring up, no ashes to carry out. No fallen cakes, burnt bread, nor delayed meals. Quick, reliable, and economical. Set up in your kitchen, attached, and ready for use, without extra charge.

**HARD & WARE, 16 Center Street**

FIG. 12

2½-inch, double-column; 12-point Flame border; heading in 30-point Condensed Gothic; body in 8-point Old Style Roman, 1-point leaded; firm name in 18-point Condensed Gothic.

Fig. 12 is general in character, and presents all of the chief selling points of this article.

**15. Chief Functions of an Ad.**—An ad, to be effective, must first attract attention; second, create a desire for the article advertised; third, convince the reader that he

ought to have the article; fourth, make the sale, or, what is the same, make the reader decide to buy the article.

The first function, *attracting attention*, is accomplished by good display and use of illustrations, and also by an attractive heading. The second function, *creating a desire*, is accomplished by appealing to the senses of sight, taste, hearing, smell, and touch, and to people's vanity, laziness, ambition, cupidity, etc. The third function, *convincing*, is accomplished by appealing to people's reason. This portion of the ad is usually descriptive or argumentative, and should answer all possible objections that the reader may raise, in his mind, as to the necessity or desirability of obtaining the article. The fourth function, *making the sale*, is accomplished by stating price, explaining why it is a proper price, giving the terms of payment, if necessary, and finally stating who has the article for sale, and where it can be found—in other words, the firm name and address. This should be followed by any special information regarding telephone numbers, free delivery, etc.

**16. Analysis of Selling Points.**—In order to write an ad that will produce the best results, a careful analysis of the selling points of the article should be made. To facilitate this work the following list is given; it is not intended to be complete, but merely suggestive.

#### SELLING POINTS THAT CREATE DESIRE

*Appearance.*—high grade, ornamental, neat, graceful, pleasing, stylish, attractive, nobby, inviting, substantial, massive, rich, exclusive patterns, smart, handsome

*Fit.*—comfortable, guaranteed, perfect, good, ready to wear, custom made, like a glove

*Comfort.*—restful, soothing, soft, firm

*Convenience.*—always ready, handy, adjustable

*Flavor.*—aromatic, delicious, good, appetizing, **savory**

*Taste.*—tempting, appetizing, spicy

*Aroma.*—fragrant, delicate, pleasing

*Color.*—brilliant, delicate, harmonious, rich

*Sound.*—resonant, clear, tuneful, harmonious

*Touch.*—smooth, polished, soft, silky

## SELLING POINTS THAT CONVINC

- Quality.*—best, better than average, high for price, none better, superior
- Material.*—high grade, selected, good, imported, domestic, guaranteed, fashionable
- Workmanship.*—best, good, expert, hand made, superior, guaranteed, union made
- Utility.*—needed daily, every one needs it, useful for many purposes
- Durability.*—lasts a lifetime, guaranteed for a year, protected against decay
- Strength.*—tested, guaranteed, seasoned, protected, extra heavy, braced
- Safety.*—children can use it, protection against accident, tested, guaranteed, absolute
- Reliability.*—guaranteed, free trial, indorsements from users, capital, sold by the best concerns, time tested
- Purity.*—tested, guaranteed, chemically pure, absolutely pure, government inspected

## SELLING POINTS THAT MAKE THE SALE

- Economy.*—saves time, saves work, saves money, saves doctor's bills
- Price.*—lowest, low for this quality, no higher than that of inferior goods, reasonable, special, exceptional, introductory, good investment, special now, trading stamps
- Terms.*—discount for cash, instalment plan, premium for cash

Before attempting to write copy, select all the selling points in this list that apply to the article to be advertised, and endeavor to discover all selling points not given. After the analysis is complete, the most important selling points should be selected as the foundation for the copy. Information regarding the selling points of an article may be obtained by: (1) reading the maker's catalogue; (2) consulting a salesman; (3) studying the article itself; (4) consulting a user of the article.

This habit of analyzing each article for which an ad is to be written will save the time of the advertiser as the points to be emphasized and the copy made will be more effective for several ads. Before any copy is written, the ad writer should pick out the most important qualities or advantages of any article himself.



**17. Copy for Ads.**—All written matter that is to be set in type is called “copy” by the printer. Before starting to write copy for any ad ask yourself these questions: (1) What selling points shall I introduce into the heading? (2) How shall I create a desire for the article? (3) What is the chief reason why people need the article? (4) Why should they buy it of this advertiser? Make the copy a strong presentation of selling points. Strive to present these in as clear, concise, smooth-reading, and interesting a manner as possible. Bring out the selling points in a way that will be most likely to create a desire for the article advertised. Be careful to show why it is better than other articles of a similar nature. Avoid long sentences, since they tend to confuse the reader and weaken the force of the statements made. Sentences should not, however, be so short as to be abrupt, or obscure in meaning or connection.

Copy for small ads may be written in black ink on the chart bearing the layout, but copy for large ads must be written on separate sheets of paper and attached to the proper charts. Do not, in any case, write the body matter inside the layout.

**18. Use of I. C. S. Ad-Writers’ Chart.**—Every ad must be laid out on one of the I. C. S. Ad-Writers’ Charts accompanying this Paper, and according to the method described in the following paragraphs. Layouts may be made with pencil, but directions for the printer with regard to names and sizes of types, border, etc. must be written with ink. Only sizes of types and borders shown in the sample ads and in Part 7 (which is the same as §7 of the first Bound Volume of the Course) should be used.

In order to make the method clear, we will describe step by step the laying out of the 3-inch single-column newspaper ad shown in Fig. 2. The italic letters refer to Fig. 13, which is a reproduction of the original layout.

*First*, lay out the size of ad by drawing lines *a b* and *b c*. Standard widths for newspaper ads are: single column, 13 ems

pica (commonly called ems or picas); double column,  $26\frac{1}{2}$  ems; triple column, 40 ems.

*Second*, indicate space to be occupied by border (which in this case is 6 points wide) by drawing lines *d, d, d, d*, and draw a short section of it, *e*. Write its width and name at side of layout. The most common widths for borders are 6-point and 12-point. Others are 2-, 3-, 4-, and sometimes 8-point.

*Third*, indicate spaces to be occupied by display lines. The space for first line of heading is indicated by lines *f, f*, which are the same distance apart that the *body* of the type is high (in this case, 24 points). The spaces for second line of heading and for firm name and address are indicated in a similar manner. Leave a little space between display lines, between display lines and border, and display lines and body space.

*Fourth*, show limits of body space (space for body matter, or text, of ad) by means of dotted lines *g, h*, or corner marks *i*, and state the measure, or width, of body space on the layout. To facilitate the setting up of ad, the body space should always be an exact number of picas wide.

*Fifth*, letter in all display lines lightly. Then decide whether the general display plan of the ad is well proportioned, and whether each part stands out distinctly, yet is not so far separated from surrounding parts as to make the ad appear disjointed. Then make such slight changes as may be necessary, and letter in all displays carefully, specifying sizes and names of type to be used.

Remember that the height of a letter (called the *face* of type) is not so great as the height of the *body*, and that a small space should be left between the bottom edge of all letters except the drop letters *g, j, p, q, y*, and the line indicating the lower edge of the body. (See Fig. 13.) On the sample pages in Part 7, the printed letters show the height of face, while the heavy vertical lines at right-hand edge of pages show the height of body.

Display lines must be printed, not written, and for the present must be made as near like the type specified as possible. (See heading of Fig. 13.) After a proper knowledge of types and typography has been obtained, lettering like that

# THE I. C. S. AD-WRITE

STANDARD NEWSPAPER TRIPLE COLUMN  
 STANDARD MAGAZINE DOUBLE COLUMN  
 STANDARD NEWSPAPER DOUBLE COLUMN  
 STANDARD MAGAZINE COLUMN  
 STANDARD NEWSPAPER COLUMN

Ems 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25  
 Pica

**Save Your Eyes**

6-pt. Magazine border  
 24-pt. Blanchard Condensed  
 8-pt. O. S. Roman leaded  
 7 picas  
 12-pt. Blanchard Condensed  
 Wilcox & Washington  
 132 Waltham Avenue

Body space measures  $1\frac{1}{2} \times 1\frac{1}{4}$  - about 43 words required

Save Your Eyes  
 Don't put off wearing glasses  
 your sight is hopelessly impaired  
 and avert serious trouble later  
 Our expert optician will

FIG. 13

used for firm name and address of Fig. 13 will be accepted. This part of making the layout will then require less time.

*Sixth*, determine size of type for body matter, whether it is to be set solid or leaded, and the amount of copy that should be furnished.

For ordinary sized ads 8- or 10-point body type is about right. For ads smaller than 4-inch single-column, in which the body space is necessarily small, the use of 6-point type is permissible. In ads in which body space is fairly large, say 4-inch double-column ads and larger, 10- or 12-point type may be used; or 8-point if the amount of copy makes it necessary. Leaded matter should be used in preference to solid, as it is easier to read and makes an ad more attractive.

To determine the amount of copy to furnish, use the I. C. S. Ad-Writers' Copy Table, which accompanies this Paper, or the Table of Words to Square Inch in the lower right-hand corner of each chart. Directions for use of the former are printed on the table itself. To use the latter, first, find the area of the body space by multiplying its height in inches by its width in inches. Then multiply the result by the number in the table that corresponds to the size of type selected, set solid or leaded, as the case may be. The result will be the approximate number of words of copy to furnish. A few words more or less, preferably less, will be near enough. For example, the body space in Fig. 13 measures  $1\frac{1}{2}'' \times 1\frac{1}{4}''$ . Hence, its area is  $1\frac{1}{2} \times 1\frac{1}{4} = \frac{3}{2} \times \frac{5}{4} = \frac{15}{8} = 1\frac{7}{8}$  square inches. The table gives for 8-point leaded (2-point leaded), 23 words to the square inch.  $1\frac{7}{8} \times 23 = 43\frac{1}{2}$ , so about 43 words of copy should be furnished. If more than about 45 or 46 words were written, (a) some of the words would have to be cut out; or (b) the matter set 1-point leaded, or solid; or (c) a smaller size of type used. If not enough copy was written, the reverse of one of the foregoing expedients would be necessary. The size and style of body type, and whether or not it is to be leaded should be specified on the layout.

**19. Size of Display Type.** The following method for determining the size to specify for display type is

only approximate, but will serve all practical purposes: (1) Measure the width of the space between the inside edges of the border, and subtract the widths of the spaces it is desired to leave between ends of longest display line and the border. In Fig. 13 the distance between inside edges of border is 12 picas. Subtracting the 1-pica space at each end of "Save Your" leaves 10 picas. Hence, a size of type must be specified that will permit these two words to be set in a line 10 picas long. (2) Count the number of letters in the longest display line, reckoning each space between words as one letter. In Fig. 13 the total is nine, two capitals, six lower case letters, and one space. (3) Turn to page in Part 7 that contains samples of style of type selected, and measure length of line occupied by the proper number of letters of a size of type that looks about right.

Blanchard Condensed is to be used in Fig. 13, so we turn to page 96, Part 7, and measure the space occupied by two capitals and seven lower case letters of the 24-point size. The result is about  $9\frac{1}{2}$  picas. This is well inside our limit, 10 picas, so this size of type is specified. If 24-point Blanchard Condensed had proved too large, it would have been necessary to use a smaller size of the same style of type, or the same size of a more condensed (narrower) type, and vice versa.

**20. Margin and Indention.**—The margin of an ad is the strip of white space extending around the type matter between it and the border, its width being equal to the width of the space between border and longest line of type. If it is desired to separate any of the type matter still farther from the border, **indention** is used. Fig. 13, for example, has a 12-point margin, the space between the S of Save and the border being 12-points; and the body matter is "indented," or "held in," an additional 6 points at each side.

If desired, these terms may be used when laying out ads, but it is simpler, and just as intelligible to the printer, to specify the measure, or width, of the body matter, disregarding margin and indention entirely.

# RETAIL ADVERTISING

(PART 2)

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## PRINCIPLES OF DISPLAY

**1. Display** in an ad is nothing more or less than contrast between the dark and light portions. This contrast may be effected by the use of colors of varying depth or brilliancy, as in a bill-board poster, or by properly proportioning the black, white, and gray portions of matter printed in black ink, as in a newspaper ad. The newspaper ad writer should always remember that he has to deal with three colors—black, gray, and white—and learn to distribute them effectively in the space occupied by the ad.

The white of a newspaper is not a pure white, but nearly so, and is really the only color of which one can be sure. The gray is made up of the body matter of the ad—a mass of small black lines and spots, which give a gray effect of varying depth when printed on white paper. The black is seldom a pure black, due to the fact that, although the ink may be black, the paper is of poor quality and the printing is done very rapidly from more or less imperfect stereotypes. For illustrating the principles of display, we will represent the gray masses of body matter by reproductions of Ross stipple paper, a kind of paper used by illustrators. It has a raised surface of cha'x, on which black lines or dots are printed in various designs.

**2. Fig. 1** shows a good way of displaying a 4-inch, single-column ad. The black border separates it from the gray matter of the newspaper page, and becomes as it were

*For notices of copyright, see page immediately following the title page*

a frame to the type picture it surrounds. The headline and firm name are represented by the two dark masses at the top and bottom of the advertisement. In order to give these prominence, a liberal amount of white is left around them. The body matter is represented by the gray mass in the



FIG. 1

central portion of the ad, and is separated from the border and displayed lines by liberal margins.

This is probably the most satisfactory manner of displaying a small ad in the average newspaper, but if the page carries a great number of black ads, such a setting will not contrast with the others and the display will be ineffective.

This may be overcome by using a narrow border, making the margins from two to four times as wide as would ordinarily be used. See Fig. 2. In such ads the displayed lines must be short, and but little copy can be used.

3. Before giving instructions to the printer as to the display of an ad, make a penciled layout of it in black, gray,



FIG. 2

and white masses, and satisfy yourself that your proposed scheme of display will be well balanced and effective. When a proof is submitted by the printer, hold it off at arm's length, and look at it through the lashes of your half-closed eyes. You will then see, not words or illustrations, but



masses of black, gray, and white, and can quickly determine whether the setting is really in good display or is merely a jumble of dark and light spots that make it a specimen of typographical ineffectiveness. By carefully following this system, you will never commit the common errors of placing too many displayed lines in an ad, of crowding your space too full of matter, or of making too many paragraph breaks in the body matter. Strive to get broad, bold effects. Do not scatter the three colors with which you are working; concentrate them. Use heavy-faced type for your displayed lines, and place them against a liberal background of white space. In a dark-bordered ad, be sure to leave plenty of margin between the body matter and the inside of the border.

#### GROCERY ADS

**4. Selling Points of Groceries.**—Women are the buyers of groceries, and the ads should be so written as to interest women. Low prices should be the chief selling point for staple groceries like flour, molasses, butter, coffee, tea, etc.; it is expected that the quality will be good. A grocer can do nothing more disastrous than to advertise any article of poor quality. The chief function of retail advertising is to attract new customers to the store, and the grocer should advertise nothing but what will please the new purchaser and tend to make her a permanent customer; occasionally it may be advisable to advertise fancy groceries like preserves, cocoa, imported cheese, etc. As such ads appeal only to people of means, who want the best in everything regardless of cost, quality should be the chief selling point. But everybody, rich or poor, must have staple, ordinary groceries, and, generally speaking, these are the best kind to advertise. The price argument is the one that appeals most strongly to the thrifty housekeeper, who naturally desires to purchase the necessary articles of food at the lowest prices consistent with proper quality.

Each grocery ad should specialize in one article except when it announces some special sale. The article should be

seasonable, the description appetizing, and the name and price prominently displayed. But little copy should be used. No one cares to be told what every one already knows, and in all kinds of ads of more or less familiar things, only *the points of difference* should be brought out: why the article advertised is more desirable or cheaper than the ordinary kind. This applies especially to staple groceries. On the other hand, ads of fancy groceries, fruits, etc. should appeal to the imagination by description of the taste, color, fragrance, or healthfulness of the article advertised.

Judicious advertising is of great value to the grocer. A careful housekeeper will go far out of her way to save 5 cents a gallon on molasses or 3 cents a pound on coffee, or to procure choice pineapples for canning or some appetizing cheese for an afternoon lunch. Owing to the prevalent custom of calling for and delivering grocery orders, the housewife is not obliged to buy of the nearest grocer, but may choose from a dozen or more. Advertising enables the grocer to hold his old customers and to attract new ones. It can be made to force the sales of the more profitable fancy groceries and to quickly move a stock of perishable fruits or vegetables. It makes it possible for him to create a lasting trade in some special brand of butter, coffee, or flour of which he may have the exclusive sale. The profit on such an article may be very small, but if it attracts or holds customers it is a valuable asset.

Illustrations are seldom required in grocery ads, but in some cases their use is very effective. This is especially true in the case of a trade-mark cut used in the ad of some exclusive-sale article.

**5. Sample Grocery Ads.**—The following ads are written and displayed in a style suitable for a grocer. In the flour ad, a 2-point rule is used around the center display forming a *box*. When sufficient white space is allowed inside the rule this boxing of a display line tends to make it more prominent. It is a good idea for a grocer to adopt one style of border and type for his type ads, so that people may readily find his

# Parker's Flour

After ten years' experience in the grocery business we can honestly say that this is the best all-around flour we have ever sold, and we do not believe it can be equaled in this city at the price.

**It Makes More Bread**

and better, too, than any other flour you can get for the money. It is made especially for us from selected spring wheat. We don't make much on it at the price, but it is our best advertisement. After you try it, you will understand why our customers will take no other brand. Per 49 lb. sack - - **\$1.35**

**Parker Bros., 125 Wayne St.**

FIG. 3

6-inch, double column; 12-point Caxton border; headlines in 54-point De Vinne; body in 12-point Old Style Roman, solid; center display in 18-point De Vinne surrounded by 2-point face rule; firm name in 24-point De Vinne.

announcement. Retail advertisers frequently purchase from a type founder some border or type face not in use in their local papers, and use it in all their ads. The grocer should

# Glen Farm Butter

Deliciously sweet and fresh. Made from the pure, rich cream of field-fed Holsteins. Never cheaper than now. None better at any time or price. In 5-pound pails, put up on the farm. Per pound,

23c

Parker Bros.  
125 Wayne Street

FIG. 4

4-inch single column; 6-point Magazine border; headlines in 48-point Howland; body in 10-point Old Style Roman, solid; firm name in 18-point Howland.

be able to get along very well in most cities with a 4-inch, single-column ad each day, using larger space for a special sale or to advertise some special brand.

# OUR EGGS

are cheaper at 30 cents a dozen than lower-priced, but uncertain eggs, because every one of ours is good. They're shipped to us daily, from Glen Farm, and we know that you can depend on them to be fresh.

**PARKER BROS., 125 Wayne Street**

FIG. 5

2½-inch double column; 6-point Magazine border; headline in 48-point and 36-point Howland; body in 10-point Old Style Roman; 2-point leaded; firm name in 24-point Howland.

# Rex Blend Coffee

We all have our notions regarding coffee, and it's not easy to produce a blend that will suit everybody. But we seem to have such a blend. It's all coffee and all good coffee. If you don't like it, you'll be the first one. Try it. Per pound,

28c

**Parker Bros.**  
125 Wayne Street

FIG. 6

4-inch single column; 6-point Magazine border; headlines in 48-point Howland; body in 8-point Old Style Roman; 2-point leaded; firm name in 18-point Howland.

**MEAT-MARKET ADS**

**6. Selling Points of Meat.**—There is as much competition among marketmen as among grocers. More, perhaps, among marketmen, because they buy nearly all their meats from the so-called meat trust, which charges a uniform price for each different grade of beef or pork. There is little opportunity for one butcher to undersell another on the same grade of meat unless he is satisfied with a smaller percentage of profit. The wholesaler carries several grades of meats, and any price-cutting ad should impress the reader that the quality did not fall with the price. Often the butcher can obtain home-raised beef, veal, lamb, pork, or poultry at unusually low prices. These make excellent leaders for advertising. But, generally speaking, price is not the best available selling point of meats. First-class goods, a clean store, careful attention to customers, square dealing, and prompt delivery are the things that make and hold trade, and are points that should be advertised. As a rule, butchers have difficulty in disposing of certain portions of beef. The greatest demand is naturally for the tender and more easily prepared cuts—steaks, rib roasts, etc. As a matter of fact, round steaks, chuck roasts, etc. are among the most nutritious portions of beef, but unless properly cooked are tough. By advertising these cuts and how to cook them, the butcher can better control the demand. Such cuts are cheaper than sirloins and ribs, and the strong point of economy will help to sell them.

Then, there are various specials, such as sausage, frankfurts, bologna, home-cured hams and bacon, that make excellent advertising material. An advertising man near Boston was interested in a suburban farm. As an experiment, he advertised "Deerfoot Farm Sausages" in the Boston papers. The business built up by this ad was so great that his experiment became the foundation of a permanent business. The sausages of a firm of butchers in Central New York are famous everywhere within a radius of 50 miles.

As in the grocery business, it pays a butcher to advertise

some specialty at small profit simply as a leader to keep his name before the public and attract people to his store.

Meat ads should be seasonable and appetizing. Pork or other heavy meat should not be advertised in summer. Poultry, of course, sells best around the holidays. Lard should always be advertised as clean and pure; manufacturers of substitutes for lard have so vigorously attacked the latter as unclean and unhealthful that the butcher must make purity and cleanliness the chief points of his lard ads.

To make money, he must build up a large patronage and aim to cover as broad a territory as possible by delivery wagons. Advertising will enable the centrally located market to get business that would otherwise go to dealers in the suburbs. It will increase the volume of sales by constantly suggesting the desirability of meat foods. In these days of vegetarians and health-food companies, this point is worthy of consideration.

**7. Sample Meat-Market Ads.**—A few suggestions for meat-market ads are given on subsequent pages.

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#### RESTAURANT ADS

**8. Selling Points.**—In all but the largest cities, newspaper advertising should be a paying investment to the restaurant proprietor. As long as people must eat away from home, and as long as they may choose between different restaurants, there will be competition. The easiest way to meet and overcome competition is by judicious advertising.

Almost every one's ideal of good cooking is "the way mother used to do it." We naturally prefer the food that is prepared at home simply because it is at home. People do not, as a rule, eat at restaurants out of preference, but because they cannot go home to eat. Therefore, the restaurant that is most homelike in its furnishings, its service, and its cooking, is the one that will be most popular, provided the public is told all about it through advertising. There are three classes of restaurant patrons: first, regular



# Superior Sausage

Our sausage pleases  
the most fastidious.  
It is not overloaded  
with herbs and  
spices, because the  
high quality of its  
ingredients renders  
them unnecessary.  
Made fresh every  
day from selected  
beef and pork. Per  
pound, delivered at  
your home,

14c

**SIEGRIST**

18 Market St. Phone 62

*Glad to call for orders*

FIG. 7

6-inch single column; 12-point Arlington border; headlines in 36-point Howland; body in 10-point Old Style Roman, 2-point leaded; firm name in 30-point Howland.

# Pure Lard

Experienced pastry cooks know that there is no substitute for good lard. Manufactured shortenings are better than poor lard, but we sell neither. Our lard is kettle rendered, odorless, and free from water. In 5-pound pails, full weight of lard, per pound,

12c

**SIEGRIST**

18 Market St. Phone 62

*Glad to call for orders*

FIG. 8

6-inch single column; 12-point Arlington border; headlines in 60-point Schaeffer; body in 10-point Old Style Roman, 2-point leaded; firm name in 24-point Schaeffer.

# Rich Roast Beef

After all, there is nothing more satisfying or healthful than a juicy rib roast of high-grade beef, such as we sell. We have a knack of cutting and tying up a roast that makes it cook well, carve well, and taste well. Try one for Sunday's dinner.

## SIEGRIST

18 Market St. Phone 62

*Glad to call for orders*

FIG. 9

6-inch single column; 12-point Arlington border; headlines in 48-point Schœfer; body in 10-point Old Style Roman, 2-point leaded; firm name in 24-point Schœffer.

and weekly boarders—people who live in rooms and take all their meals out; second, business men and women, residing in the suburbs, who eat only their midday meals downtown; and third, transients who buy but one or two meals, and who have never eaten there before, and may never eat there again.

The restaurant proprietor can well afford to cater to those of the first class. They are dependable, come whether it rains or shines, and induce their friends to join them temporarily or permanently. They get acquainted with one another, and eating with acquaintances makes one feel more at home. Eating a meal in a restaurant full of silent strangers is very much like dropping a half dollar into a slot machine and receiving so much "fuel" to be used in "keeping up steam."

The restaurant proprietor should make his price for weekly board as low as possible and advertise to obtain the patronage of regular boarders. The ads should speak of the home-like atmosphere, the wholesome food, the variety of the bills of fare, the convenience of the location, etc.

In the smaller cities, wherein the restaurants may be profitably advertised, the midday meal is the principal one, the one most likely to attract business people and transients. Price, quick service, and the fare should be the chief selling points of ads designed to attract these classes of customers. The space used may be anywhere from 1 inch to 4 inches, and the insertions daily, every other day, or twice a week, the expenditure for advertising varying according to the time of year, the capacity of the restaurant, and the cost of space.

**9. Sample Restaurant Ads.**—Following are several samples of restaurant ads:

Fig. 10 is a 1-inch ad of about the style that would be used by a restaurant in a rather large city where space is expensive. Note the strong display obtained in the small space. One of the essentials in writing small ads is to forget that the space is small when laying out your display lines. If you can use as large type in a 1-inch ad as you would in a 2-inch ad, you can make it almost as prominent. When you

find it necessary to cut down space, do not cut down the display any more than you can help; cut the copy.

## 21 Meals \$4.50

Everything wholesome and digestible, our own pastry, variety and frequent change in fare, homelike atmosphere, music, electric fans. Breakfast or supper, 25c.; dinner, 35c.

**Latour's** Second Floor,  
10 Park Street.

FIG. 10

1-inch single column; headline in 24-point De Vinne; body in 6-point Old Style Roman, solid; firm name in 18-point De Vinne.

Fig. 11 is an advertisement of a restaurant somewhat higher priced and of a higher grade than the one advertised in Fig. 10. By using the light open border and the light-faced

**Four = Course  
Dinner, 50 cts.**

Home-made pastry. Pure milk.  
Excellent tea and coffee. Superior  
cuisine and serv.ice. Special tables  
for ladies. Clean, cool, and quiet.

**LATOUR'S**  
SECOND FLOOR, 10 PARK ST.

FIG. 11

2-inch single column; 6-point border; headlines in 18-point De Vinne; body in 6-point Old Style Roman, 2-point leaded; firm name in 18-point De Vinne.

display type, an air of refinement is given to the ad. Different styles of types and borders convey different impressions

Heavy black borders and Gothic type look cheap and sensational. Light dainty borders and light-faced type have quite the opposite effect. The ad writer should study these points and try to acquire typographical taste.

Fig. 12 is an ad of a saloon and restaurant advertising under the more elegant name of café. Such places usually



FIG. 12

2-inch single column; 6-point border; headlines in 18-point Quentell; firm name in 14-point Quentell; body in 8-point Old Style Roman, 2-point leaded.

give excellent meals for the price asked. The proprietor expects, and not without reason, that the patron will purchase one or two drinks or cigars after his lunch, so that, in order to attract customers, he can offer eatables almost at cost. Ads for such a business should be snappy and up to date.

#### BAKERY AND CONFECTIONERY ADS

**10. Selling Points of Baked Goods and Confectionery.**—The immense business of The National Biscuit Company, and of Lowney, Whitman, Huyler, and other makers of confectionery is an example of the promotive power of advertising. If the baker and confectioner that does not advertise has lacked an example, he now has it in the success of these general advertisers. If he has lacked an

incentive, he now has a most powerful one—the necessity of self-protection. Beginning with the simple soda biscuit, the so-called cracker trust has encroached on his territory little by little until now the housekeeper can obtain of the grocer many baked delicacies never before sold outside of bakeries.

In the candy line, the advertising of these concerns has forced the confectioner to stock up with the advertised

## MY BREAD IS CLEAN

“All is not gold that glitters.” Neither is all wholesome that is tempting in appearance. It is not enough that bread should look well and taste well; it must be made of clean flour, by clean bakers, in a clean bake shop. My bread looks well, tastes well, and is as clean and wholesome as any bread that “mother used to make.” Drop into my bake shop most any time, and I will be pleased to show you why my 10-cent bread is the best in town at any price.

**DORNET** FRENCH BAKER AND CATERER  
ARCH AND ELM STS. Phone 16

FIG. 13

3-inch, double column; 6-point parallel rule border; headline in 24-point Jenson; body in 10-point Old Style Roman, solid; firm name in 24-point Jenson.

brands and sell them at a smaller profit than could be realized on his own unadvertized goods. So every good baker and confectioner should advertise: first, for self-protection; second, to push his own goods over advertised brands.

The selling points of baked goods and candy should be wholesomeness, freshness, and price, usually in exactly the order named. The public has a general impression, which is perhaps not altogether unwarranted, that the money made

in the bakery and confectionery business is made through adulteration; so, if the advertiser can truthfully guarantee his goods to be pure and wholesome, he will be kept busy waiting on customers. If he also states that his business is so large that his stock is sold out daily, he will be kept still busier, for nobody but a dyspeptic cares to eat stale bread or cake. The price of standard baked goods is pretty well

# Try My Pie

I want to convince you that it is possible to make palatable—yes, delicious—pastry that is at the same time perfectly digestible.

My pie crust is light and flaky, yet not too rich. By using pure fruits for the filling, no antidigestive seasoning is required. Many who have for years denied themselves their favorite dessert, now enjoy my pastry regularly.

Suppose you start in with a King Apple pie.

**DORNET**

FRENCH BAKER AND CATERER  
COR. ASH AND ELM STS. Phone 16

FIG. 14

3-inch, double column; 12-point Flame border; headline in 42-point De Vinne; body in 10-point Old Style Roman, solid; firm name in 24-point De Vinne.

established by mutual agreement, but he can cut prices on fancy specials of his own, and thus attract new customers.

If baked goods are pure they must be clean, but in view of the common prejudice against manufactured food, it is a good idea to harp on cleanliness in all the ads, and then be sure to live up to the claim. A 3- to 6-inch, double-column ad once or twice a week should be ample space if it is filled with seasonable matter written in an appetizing style.



The baker should carefully study the ads of the general advertisers of food products. In them he can find many suggestions for texts and illustrations. Dainty illustrations and plenty of white space will help to convey the impression of cleanliness and purity. When illustrations of human figures are used, they should appear healthy and happy.

# RETAIL ADVERTISING

(PART 3)

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## ILLUSTRATIONS IN NEWSPAPER ADS

**1. Kinds of Cuts Required.**—Almost any ad can be strengthened by the use of good illustrations. A picture attracts attention. It tells more about the article advertised than words can be made to tell, and often displays selling points that could not be described in type. But all illustrations are not good. Many print well; but, being stock cuts bought from some syndicate, they are frequently mere “eye-catchers,” and do not truthfully represent the goods advertised. Others are carefully selected to fit the description; but, being poorly made, or made for paper of a better grade than is used on a newspaper, they do not print well. Therefore, in order to avoid mistakes in the use of cuts, the ad writer should know something about the process of printing a paper and the kinds of cuts adaptable to that process.

Almost all newspapers, except those of small circulation, are printed on rotary perfecting presses. A large roll containing several miles of paper in one continuous strip is attached to one end of the press, in the larger presses several rolls being attached to each end of the machine. When the press is started, the paper is automatically fed between the rollers and around the cylindrical stereotypes of the type matter, and, before leaving the press, is printed on both sides, cut, pasted, and folded—the printing and delivery of one paper occupying but a few seconds. This matter of speed is one of the factors that determines the kinds of cuts that may be used in a newspaper.

*For notice of copyright, see page immediately following the title page*

Perhaps the most important factor that affects the use of illustrations in newspapers is the stereotyping. The matter for each page of a paper is made up of hand-set or machine-set type, and electrotypes of ads. But before the page can be printed on a rotary perfecting press, it must be changed from a flat mass of type to a cylindrical plate that will fit the printing cylinders of the press. This is accomplished by *stereotyping*.

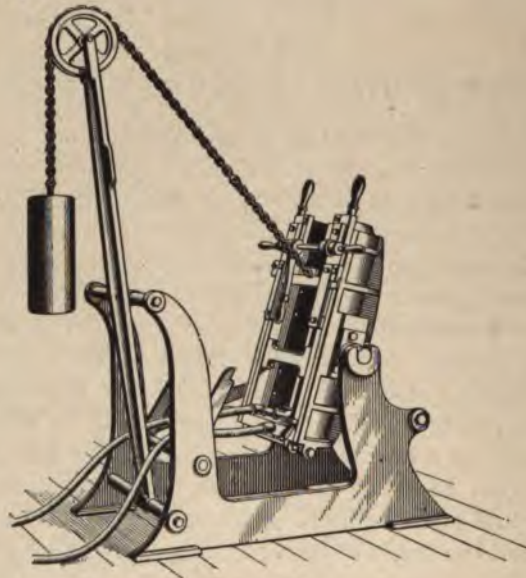


FIG. 1

The page as first set is placed on a smooth table, and covered with a specially prepared sheet of wet, pulpy paper. The stereotypers, armed with long brush-like beaters, pound this pulpy substance, or *flong*, until it has entered every open space in or around the letters or cuts. The type with its paper sheet is then placed in a press and squeezed between steam-heated iron surfaces until the moisture has evaporated from the paper, which, when removed, retains the impression of the type. This sheet, now called a *matrix*, is fitted, face up, into a semicylindrical casting box, such as is shown in

Fig. 1. The box is closed and hot type metal poured in between the face of the matrix and the other side of the mold, which is kept cool by means of a water-jacket. The hot metal fills all the depressions in the matrix, then chills and solidifies so quickly that it scarcely scorches the paper. The casting box is then opened, and the semicylindrical metal plate is removed, trimmed, and fastened to the printing cylinder of the press. Other pages are prepared in the



FIG. 2

same manner until the cylinders are full, when the press is ready to start. Fig. 2 is a view of a semicylindrical stereotype ready to be fastened on the press cylinder.

It is apparent from this description that it is difficult to make a satisfactory stereotype of a fine-line cut, although some excellent work is being done by leading newspapers. But to be certain that your cut will print well, it must be rather coarse and deeply etched, so that the stereotyper's

paper can be pounded into the interstices of the cut and the hot metal can, in turn, enter the cavities or depressions of the matrix.

"Copy" for ads may be received at the newspaper office in various forms. The most common is in the form of manuscript, the ad being set up by the newspaper's ad compositors. If the advertiser puts his ad in more than one paper at a time, and desires the display or arrangement in each to be the same, he may instruct the newspaper publisher who receives the manuscript to send to the other papers a flat paper matrix of the ad when set up and approved. When the paper matrix is received by the latter, it is placed in a



FIG. 3

special casting machine, and a flat stereotype taken, which is made thick enough to line up with the type in the form. This stereotyped ad is then inserted with the other matter in the form, and when the regular matrix is made, the ad is reproduced almost as perfectly as if taken from the original type and cuts. This process has the advantages of being convenient, saving time and expense, and insuring uniformity.

**2. Cuts Suitable for Newspaper Ads.**—Because of the limitations of the newspaper press, nothing but simple outline drawings, of the style shown in Fig. 3, were formerly reproduced for ads. All of us can remember the time when "wooden" figures, with boiler-plate top coats and stove-pipe

nats, standing erect like cigar-store Indians, were used for clothing-store ads.

In recent years, through the cooperation of the printers and the artists, effective and artistic illustrations have become the rule rather than the exception. After the plain outline drawing, and the silhouette of the style shown in Fig. 4, came the half-silhouette and half-shaded illustrations, like those shown in Figs. 5 and 6. Perhaps the best style of modern newspaper cut is shown in Fig. 7; it is called the



FIG. 4

*hand stipple.* It is a pen-and-ink rendering of a photograph or wash drawing, which, with a little care in stereotyping, will print well on any newspaper press. The little black dots of the drawing make clean-cut points in the engraving. It stereotypes readily, and successfully overcomes the printing difficulties incident to rapid running and poor paper. Two or more of these styles of illustration may be combined. They are all reproduced by the line-engraving process.

In some finely printed papers, half tones can be used for illustrating ads, but they are not so reliable as good line or

stipple cuts. The coarse screen required for newspaper work obliterates most of the detail, which can be clearly brought out in a line or stipple drawing. A line engraving and a half tone may be combined in one cut if desired.

### 3. Displaying Illustrations in Newspaper Ads.

The effectiveness of illustrations in newspaper ads depends very largely on the manner in which they are displayed. As pointed out in a previous paragraph, a good illustration serves the double purpose of an eye-catcher and a means of



FIG. 5



FIG. 6

displaying the selling points of the article advertised. But to properly serve its purpose, the illustration must be so placed in the ad as to stand out prominently, rather than be buried among borders and type. Except in very large ads, it is a waste of space to run the border around the cut. A cut needs white space for a contrasting background, and should be removed as far as possible from all printed lines or masses of type that fill up the white space or tend to prevent contrast. These principles are illustrated in Figs. 8, 9, and 10.

# Great Overcoat Scoop!



We cornered the market, closed a deal with two of the largest manufacturers of Men's Fall and Spring Overcoats in the United States, securing 5,000 Top Coats at our own price practically. They are the season's handsomest patterns, every overcoat made by journeymen handworkers. Some are finer than others, of course, but the prices quoted do not represent more than 40 per cent of their values.

**The Finest Top Overcoats  
The Best Wearing Overcoats  
The Best Fitting Fall Overcoats**

The magnitude of this offer is measureless. It means giving you \$15, \$18, \$20, \$22 and \$25 Top Coats, which are equal to custom tailors' \$30 and \$40 productions, for

- Men's \$25 Silk Lined Top Coat, for.....
- Men's \$25 Silk Lined Thibet Overcoat, for.....
- Men's \$18 Oxford Mixed Overcoat, for.....
- Men's \$22 Silk Lined Covert Top Coat, for.....
- Men's \$20 Fancy Mixed Top Coat, for.....

**\$10**

A chance like this to add a Top Overcoat to the wardrobe at about half price is a rarity. It should be an occasion of interest to every man in town.

We have about 300 rain and cravenette overcoats, worth \$18, \$20 and \$22 which will be included in this mighty sale at **\$10**

**Taylor Clothing Co.**  
STEWART BUILDING  
BROADWAY, COR. CHAMBERS ST.

REGISTERED IN  
BY U.S. PAT.  
All Rights Reserved  
By Taylor Clothing Co.

FIG. 7

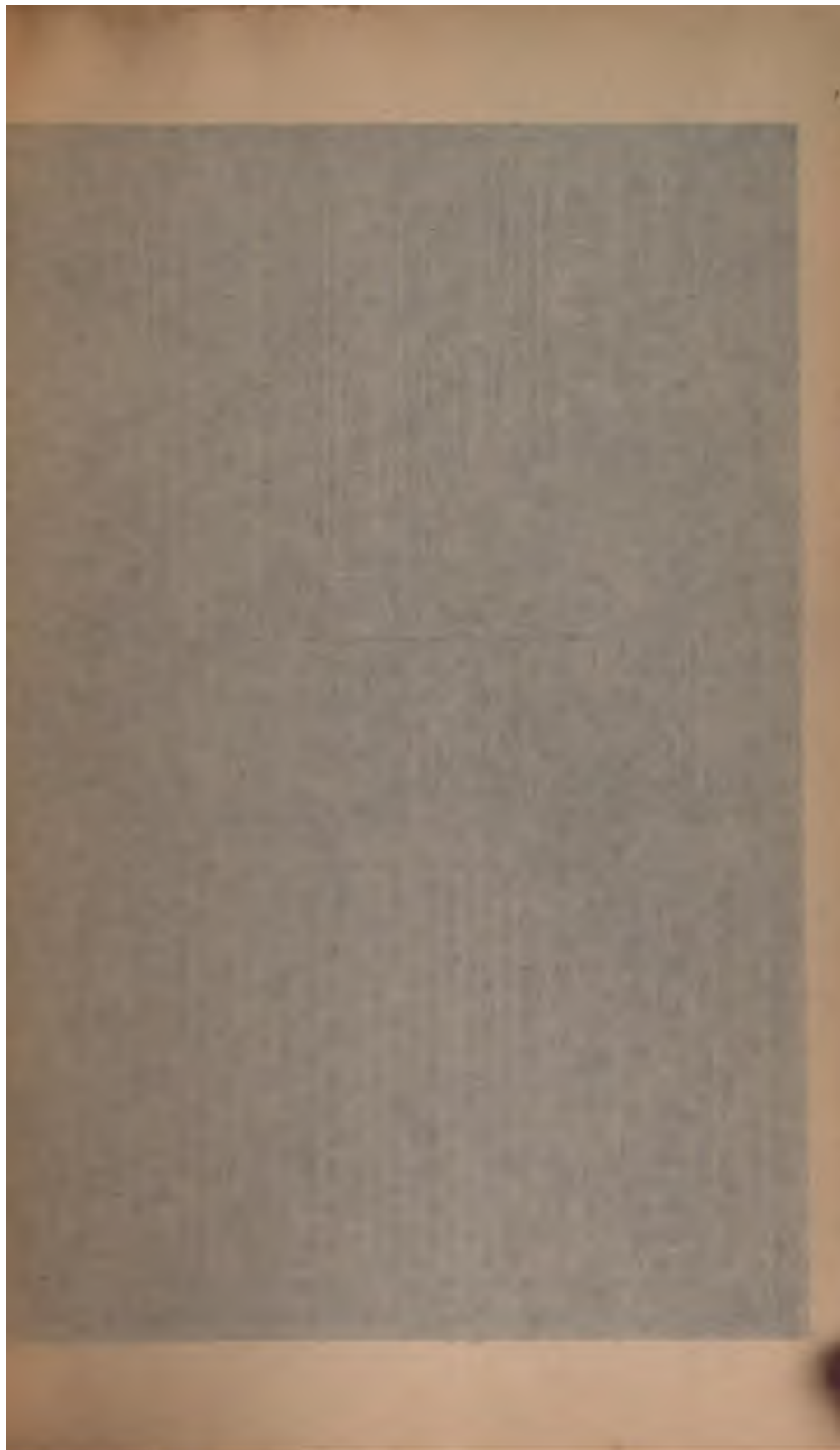


In Fig. 8 is shown one method of displaying a cut at the top of a 4-inch, single-column ad; Fig. 9 shows another method. The principle is the same in both, but the arrangement differs slightly because of the difference in the shape of the cuts. Note in Fig. 8 how much prominence is given



FIG. 8

to the collar by causing it to jut out from the border and type, and the contrast obtained by blackening the tie. Although only collars are advertised, the tie is added to give the illustration life, or realism. With only the collar illustrated, the ad would have been uninteresting and flat in color. This is an important point to remember in the use of



You know it's a usual thing  
 for this store to be very busy  
 on Saturday. Buy today if it's  
 convenient.

It is not unusual to see the  
 Saturday night crowd for many  
 reasons. It is the day when  
 the majority of the population  
 get their shopping done, and  
 the stores are full of people  
 who are ready to buy.

These few items will give you  
 a good idea of the quality of  
 our goods.

100 lbs. of meat	\$1.00
50 lbs. of meat	\$0.50
25 lbs. of meat	\$0.25
10 lbs. of meat	\$0.10

**SANTER BROTHERS,**  
 Complete Outfitters



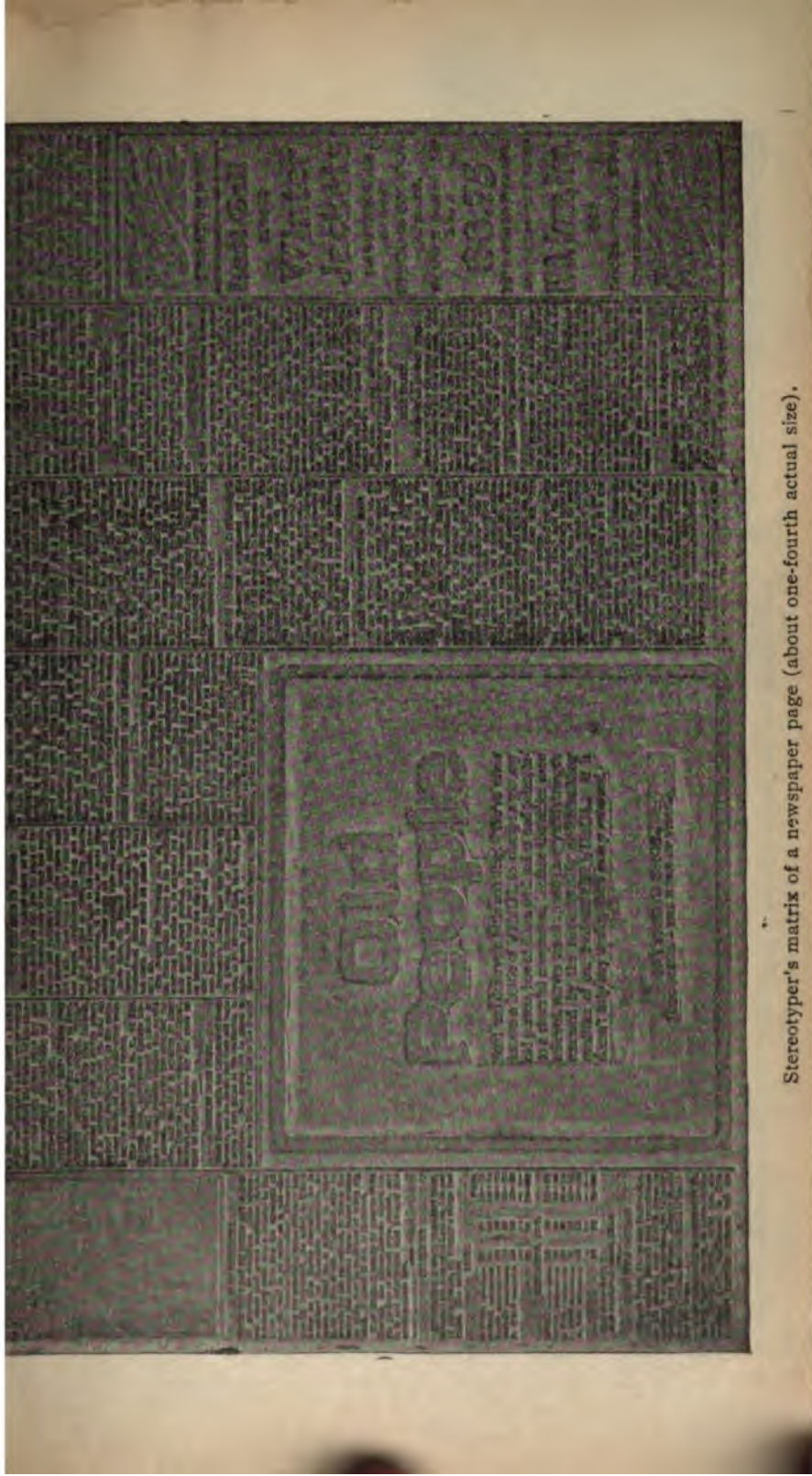
**Here's What We Whites**

This is a list of the most popular  
 items in our store. They are  
 all of the highest quality and  
 are guaranteed to last.

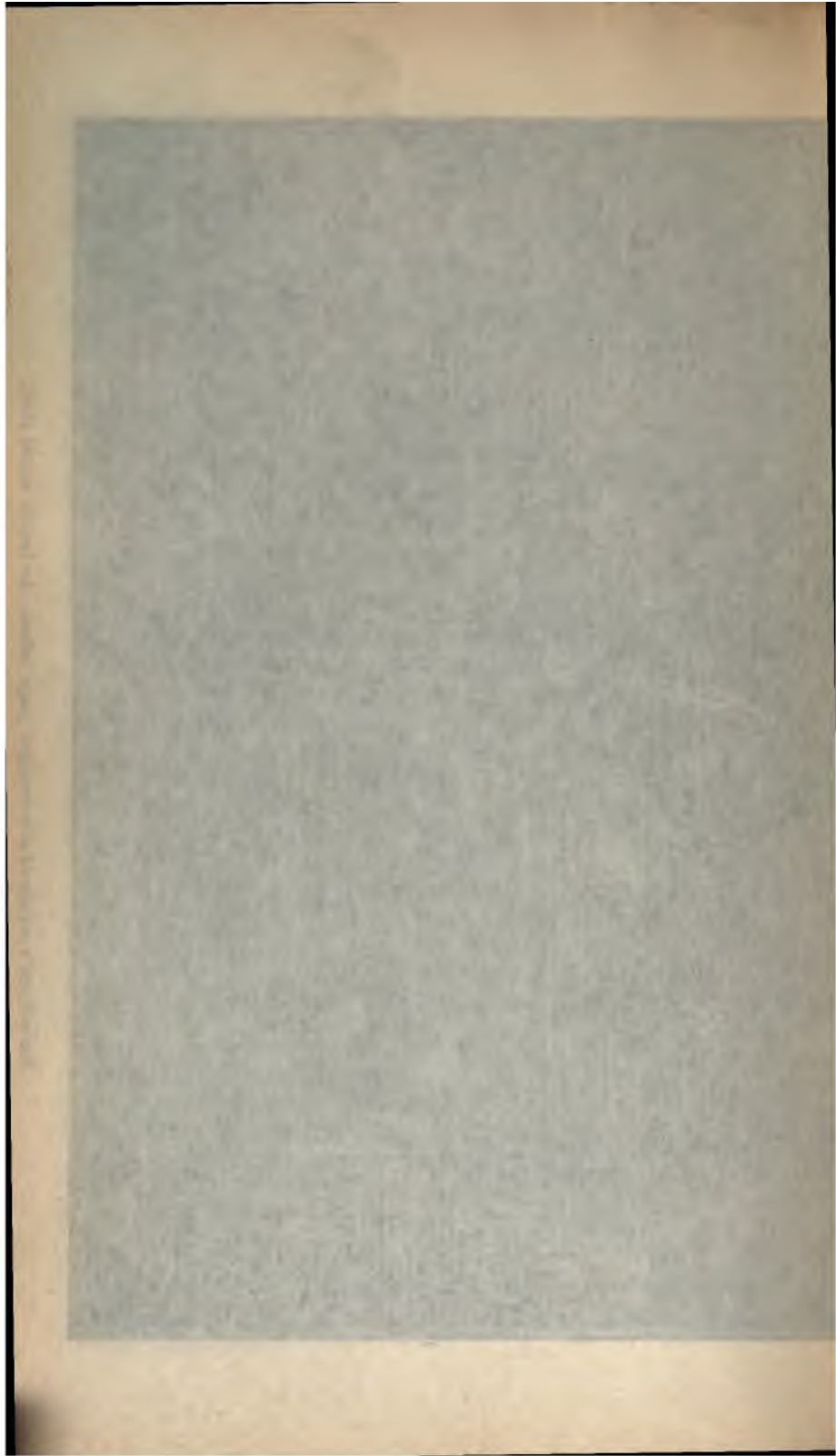
**Women Trousers, \$1.98 To Order**

These trousers are made of  
 the finest material and are  
 guaranteed to last.

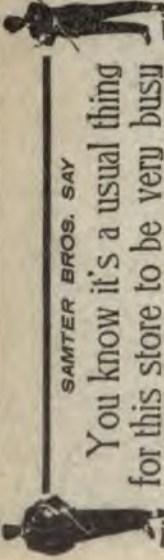
Complete Outfitters



Stereotyper's matrix of a newspaper page (about one-fourth actual size).





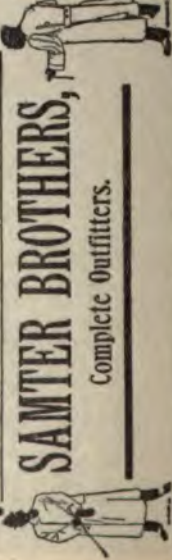


SAMTER BROS. SAY

You know it's a usual thing for this store to be very busy on Saturday. Buy today, if it's convenient.

It's easy enough to find in our small lot. Clearing sale many things you'll want for wear either now or later on. It's true, the winter season is almost gone, but medium weight clothes you can wear all the year 'round. We would rather curtail all profit now than put them in our stock room, and we think the advantage of low cost to you will keep them out. We can only mention here a few lots. There's many more in every department, but bear in mind the time is not far distant when these low prices cease.

These few items will give you an idea what to expect in the price of other things. \$5.00 - "Hansen" Shoes \$12.00 - Suits, Men's, in Fine Fancy Materials \$9.75 - Fancy Cheviots, now reduced to \$7.00. There's a few small lots of those \$6.00, three-piece suits for boys. We want you to have them at \$3.00.



SAMTER BROTHERS, Complete Outfitters.

Athletic and

Some of the most interesting news of the week is the... (text continues)

On a recent... (text continues)

On a recent... (text continues)

On a recent... (text continues)

On a recent... (text continues)

Advertisement for 'Trousers' featuring an illustration of a man in a suit and the text 'Trousers To Order. Here's What He Writes:'. Includes a testimonial from W. E. FRYDER.

Advertisement for 'Woolen Trousers, \$1.98 To Order.' by Scotch Woolen Mills Co. Includes a testimonial from Mr. Fidler.

IN THE THEATERS. THE LITTLE THEATRE. THE LITTLE THEATRE. THE LITTLE THEATRE.







illustrations. Try to introduce into them an element of life or of human interest.

The cut in Fig. 10, of the two lovers about to kiss, would be much more likely to attract the attention of young people that have just become engaged than would a cut of the



FIG. 9

diamond ring alone. The coffee grinder in Fig. 9 would make a better illustration if a pretty woman were shown in the act of operating it. But in such a small ad too much detail is not desirable. Round-cornered borders are suggested for all the ads, because they separate the matter from square-cornered ads which are always in the majority.

4. **The Value of White Space.** — In designing an ad it is a good idea to try to relieve it of a square appearance. Because advertising space is square-cornered, there will always be a majority of advertisers who will fill up every corner to the limit in order to get their money's worth. But this idea is a fallacy, as all square-cornered ads have a dead



FIG. 10

sameness about them that has the effect of giving the round-cornered ads prominence and individuality. Do not think you are wasting space by leaving part of it blank. If you use a cut, you want it to be seen and to be effective, and if white space makes the cut more prominent or more effective, you are certainly wise in leaving the space blank.

The large ad in Fig. 11 uses the space very economically; while the cut stands out prominently and attractively because of the generous use of white space. The space required for properly displaying a cut can almost invariably be saved from the copy space by rewriting and boiling down the



FIG. 11

matter. The best ad writers use few words, but every word counts. The ads of beginners are always distinguished by verbose and weak sentences, and the effort to condense matter to give space for displaying a cut will almost always result in a great improvement in the copy. Do not repeat in the text what the cut has already told. Use a good

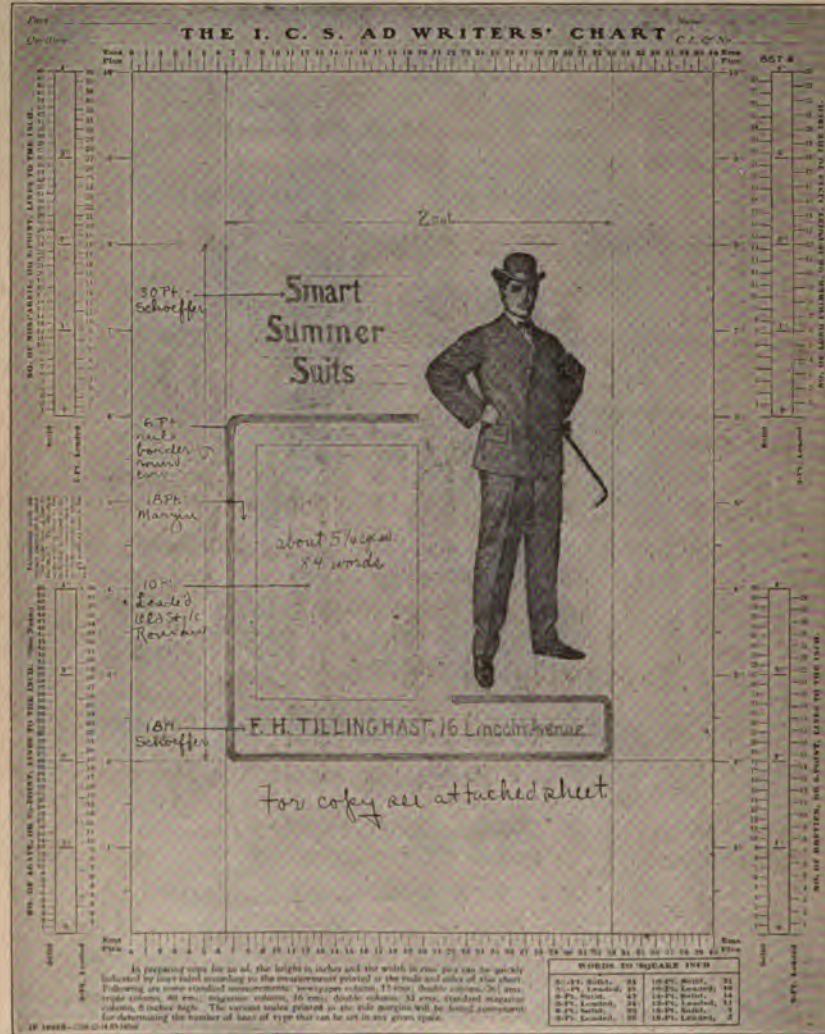


FIG. 12

illustration that actually illustrates, and make the text supplementary by bringing out selling points, such as *price*, *quality*, etc., which cannot be told in the illustration.

Fig. 12 is a half-tone reduction of the layout of an illustrated ad, for the guidance of the printer. As will be seen, the specifications call for a 6-inch, double-column ad. The details of its arrangement will be clear without any further explanation.

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#### ADS FOR MEN'S FURNISHERS

**5.** In order to successfully compete with the department store, the men's furnisher must carry a more complete stock of high-grade goods, and must advertise continuously. In all but the largest cities, the department store carries only the cheaper lines of goods, frequently sacrificing both style and quality to price. The men's furnisher cannot, as a rule, meet the price competition, and it is not necessary that he should do so, provided he can acquire and sustain a reputation for carrying better or more stylish goods than can be found in the department store. Four-inch, single-column ads three or six times a week, with an occasional larger ad for some special offer, should be sufficient to keep his stock moving if the ads are well written and attractively displayed. This is a class of advertising that is greatly strengthened by good illustrations.

**6. Collars.**—The chief selling points of collars are the fineness of the linen, the number of layers of the fabric (distinguished as 2-ply, 3-ply, etc.), the shape or style, and the price.

Collars of good quality sell for about 25 cents each, and when they are to be laundered by hand are worth the price; but when sent to a machine laundry, as most collars are, they last no longer than the 10-cent variety. The cheap collars are now obtainable in most cities in all the popular styles. The ad shown in Fig. 13 is designed to bring out the selling points of 10-cent collars.

**7. Neckties.**—The selling points of neckties are style or shape, color and price; quality or durability are of secondary

advertising value, as all ties worth advertising are of suitable material. Style and price are the chief selling points brought out in the ad shown in Fig. 14.

**8. Hats.**—The selling points of hats are style, quality, and price. Quality is perhaps the least important of the



**10-Cent  
Collars**

last just as long as more expensive ones, when sent to the ordinary laundry. We can furnish them in any of the latest models and in all sizes. 2,100 linen. Take a look at them.

**TOM THUMB**  
*Furnisher to Men*  
**8 PEARL STREET**

FIG. 13

4-inch, single-column; 6-point round-corner rule border; headlines in 24-point Schœffer; body in 8-point Old Style Roman, solid; firm name in 10-point Schœffer.

three, as the average man will take a hat of doubtful quality when he will not buy one that is out of style, and cannot buy one that is too high-priced. The ad shown in Fig. 15 is designed to emphasize both price and style.



## Tasteful Ties

A young man's taste is told by his tie. No other article of apparel expresses so much of the wearer's individuality.

We carefully studied prevailing metropolitan styles before selecting our assortment, and can offer you, at 50 cents, any style of cravat worn by well-dressed men.

**TOM THUMB**

*Furnisher to Men*

**8 Pearl Street**

FIG. 14

5-inch, single-column; 4-point border; headlines in 30-point Blanchard Condensed; body in 8-point Old Style Roman, 2-point leaded; firm name in 10-point Post Old Style.



**9. Advertising to Women.**—It is a common complaint among men's furnishers that their business comes with a rush at noon and evening when men are not at work. The clerks required for these rush periods are idle much of the day.



## Correct Hats For Spring

In our preliminary showing of the new spring hats you will find exclusive styles correct in shape, finish, and color. Hats for which you pay \$3.50 and \$4 elsewhere we sell for \$3.

Come in and look them over, even if you are not yet ready to buy.

### Tom Thumb

Furnisher to Men 8 Pearl Street

FIG. 15

4-inch, single-column; 3-point round-corner rule border; headlines in 18-point De Vinne; body in 8-point Old Style Roman, 1-point leaded; firm name in 14-point De Vinne.

In order to overcome this difficulty and also to increase trade, it may be advisable to advertise to women, especially married women, who can buy furnishings for husbands or sons.

After a man is married he is inclined to be less particular about his dress than he was when calling on the ladies. The ad shown in Fig. 16 is intended to induce married women to purchase furnishings for their husbands. It would undoubtedly impel many husbands to spruce up a bit on their own account. Such indirect ads may sometimes reach people who would not heed the ordinary appeal. They have been used by some prominent advertisers. Patton's Sun Proof Paint

## Does Your Husband Look Seedy?

Put him inside one of our \$1.50 negligee shirts, collar him with a "high turn down," tie him up with a stylish bow, and crown him with a cool panama. Then he'll look like a lover again.

**TOM THUMB, Furnisher to Men, 8 Pine St.**

FIG. 16

2½-inch, double-column; 6-point Caxton border; headlines in 24-point Post  
d Style; body in 10-point Old Style Roman, 2-point leaded; firm name in  
point Blanchard Condensed.

Company used an ad which read: "Is your brother a painter?"  
Dr. Shoop, of Racine, Wis., advertises: "Send me the name  
of a sick friend, etc."

### CLOTHING-STORE ADS

10. Retail clothiers advertise more extensively than any other class of merchants selling a single line of goods. Everybody must wear clothes, and would have to buy them whether the dealers advertised or not. But advertising enables the clothier to meet competition, to force the sale of

new styles of clothing, and to sell more clothes than if he did not advertise. Advertising not only controls trade, but actually creates it. Many people do not realize what they need until some one tells them. A desire for beautiful or convenient things—luxuries, not necessities—may be created in the minds of the public. This is especially true of clothing. When the average man buys a suit of clothes, he

<h2>Better Clothing</h2>		
	<p>It is by making better clothing—not cheaper—that we are able to hold and constantly increase our patronage.</p> <p>Why sink your personality in "readymades" when you can obtain clothes of character and individuality, made in good taste and style, at a slightly higher cost?</p> <p>Every garment we make bears our label, and that label guarantees the <i>best</i> in material, pattern, cut, and finish.</p>	
<h2>CUTTING &amp; TAYLOR</h2>		

FIG. 17

3-inch, double-column; 3-point rule border; headlines in 30-point Post Old Style; body in 8-point Old Style Roman, 1-point leaded; firm name in 18-point Post Old Style.

believes that he will wear it at least two seasons. But if the style changes at the end of the first season, he must buy a new suit if he would be up to date. Dealers in wearing apparel welcome a change in styles, because it means increased business—that is, if the people are made aware, through advertising, that their present clothes are out of style and that they can find the proper thing at the clothiers.

# The Cut of The Coat



The cut of the coat is the most important element in its construction. It should be such as to give the wearer a comfortable and graceful appearance. The shoulders should be well defined, and the coat should fit snugly at the waist. The length of the coat should be such as to show the skirt, and the skirt should be cut in a style that is becoming and suitable for the season.

## BENHELM

Tailor of Tailors

Small text at the bottom of the page, likely a printer's mark or a small advertisement, which is mostly illegible due to the image's orientation and resolution.

...people of the world...  
 ...the most beautiful...  
 ...This is the only...  
 ...of the world...

Better Clothing



CUTTING & COLOR

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...the most beautiful...  
 ...the only...  
 ...the people are...  
 ...that their present...  
 ...they can find the proper thing...

6-inch, three-column; 6-point border; headlines in 36-point boldface; firm name in 30-point Post Old Style. Note the

# e Cut of ne Coat

te of the tailor. The garment that  
fancy may not be the one that you

In the mirror of the retail clothier  
see yourself as others see you. Is it  
your appearance to the judgment of  
the salesman; biased by the necessity  
to the clothing rather than the  
you? Individuality and character are  
ed in every garment I make. Years  
in serving the best dressers guar-  
thing made by me is perfect in style  
l is of the color and cut best suited  
s complexion and figure.

## ENHEIM

*Tailor of Taste*

ld Style; body in 10-point Old Style Roman, 4-point  
me'' effect of the cut in the panel.

# The Cut of the Coat

The to the tailor. The coat is  
 made by hand and the  
 in the mirror of the  
 you will see the  
 your appearance in the  
 the garment hangs in the  
 to the clothing store and  
 about individuality and  
 and in every garment  
 as a wearing the  
 looking made by me is  
 and is of the color and  
 with complexion and eyes.

**ENNHEIM**

Tailor of Taste

Small text at the bottom of the page, likely a printer's mark or address, which is mostly illegible due to the image's orientation and resolution.

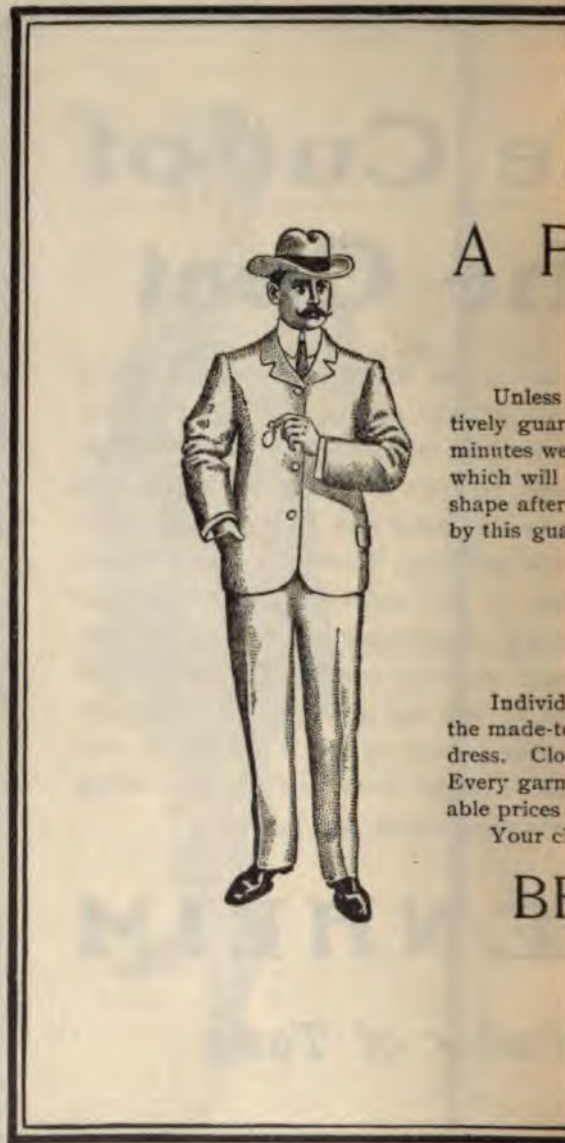
Great Relief in  
 Minutes



NORTON & CO.  
 100 N. BROAD ST. N.Y.

(Small, illegible text describing the product's benefits and usage, including phrases like 'relief in minutes' and 'no other remedy')





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which will  
shape after  
by this gua

Individ  
the made-to  
dress. Clo  
Every garm  
able prices  
Your ch

BF

6-inch, three-column; 6-point parallel rule border;  
Roman, 2-point leaded; firm name in 18-point Fren

# All Around Overcoats

## Permanent Fit In Minutes

Quite out of the ordinary, we posi-  
perfect and permanent fit. In ten  
a dozen business suits, any one of  
when you buy, and will retain its  
l wear. We can make and stand  
our clothes are cut by the famous

J. & T.  
E-Retaining  
System

de the entire line, giving each suit  
nce desired by every lover of good  
form to the most recent styles.  
ored throughout, and the reason-  
e well dressed for a small outlay.  
five exclusive patterns. **\$18 to \$30.**

## & THORN

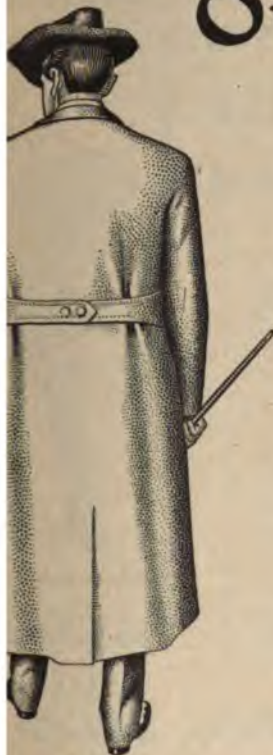
### J. H. Melton & Co.

\$16 to \$50

8-point French Old Style; body in 8-point Old Style

1

# All-Around Overcoats



For the man who wants to look "real swell" in the evening, the skirted paddock is the thing.

**\$40 to \$50**

For knock-about wear, nothing equals the belted plaid tourist.

**\$25 to \$35**

But for general service, day and night, office or theater, the regular-cut overcoat of dark material, 44- to 50-inch lengths, is unquestionably in good taste, and should be the only choice of the one-overcoat man.

**\$16 to \$50**

gives a range of prices on these popular, full-back, draped-from-the-shoulder garments that will meet any purse or personal requirements. We believe our \$28 coats, in dark-gray worsted, strike the happy medium of cost and color. Come in and look them over.

**J. H. Melton & Co.**

FIG. 20

ch, double-column; 6-point border; headlines in 30-point Post Old Style; in 10-point Old Style Roman, solid; firm name in 18-point Post Old Style.

The chief selling points of ready-made clothing are style, fit, quality, and price. The custom tailor's strong points are style, fit, and quality. He cannot meet the low price of ready-made clothing, so his ads should point out why his clothes are worth the higher price. The retailer, on the

## Dress Your Boy Like a Gentleman's Son

"The boy is the father of the man."  
If you would have your boy become a neat, well-groomed man, teach him to take pride in his personal appearance. Our

### Long-Wear School Suits

cost but little more than the poorly made department-store bargains; and, looks and wear considered, are really a far better investment.

Bring him in, let him try on a good two-piece suit, and convince yourself that we are offering splendid values for the price asked.

**BROWN & THORN** \$5.00  
to  
\$12.00



FIG. 21

4-inch, double-column; 3-point border; headlines in 24-point Blanchard Condensed; body in 10-point Old Style Roman, solid; firm name in 14-point Post Old Style.

other hand, should advertise how nearly he can approximate the tailor's style, fit, and quality for a lower price. Owing to the great improvements that have been recently made in ready-to-wear clothing, the custom tailor is now entirely dependent on two classes of customers: first, those who are

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The first of the most important things to be done is to  
 establish a firm foundation for the future. This can be done  
 by investing in education and training for the workforce.  
 It is also important to ensure that the infrastructure is  
 sound and that the legal system is fair and efficient.  
 These are the key factors that will determine the success  
 of any nation in the long run.



The second of the most important things to be done is to  
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 It is also important to ensure that the infrastructure is  
 sound and that the legal system is fair and efficient.  
 These are the key factors that will determine the success  
 of any nation in the long run.



The third of the most important things to be done is to  
 establish a firm foundation for the future. This can be done  
 by investing in education and training for the workforce.  
 It is also important to ensure that the infrastructure is  
 sound and that the legal system is fair and efficient.  
 These are the key factors that will determine the success  
 of any nation in the long run.

Blom & Thom  
 1111 Broadway  
 New York, N.Y.

# Blom & Thom

## Cheerful-Style Boys' \$1.90

For the young-people boys, cheerful-appearing, comfortable, and well-fitting suits, we have a special selection of suits, made of the finest materials, and with the latest in style.

## Our \$10 Boys' School Suits

These suits are made of the finest materials, and with the latest in style. They are well-fitting, comfortable, and cheerful-appearing. They are made of the finest materials, and with the latest in style.

## \$25 Business Suits

These suits are made of the finest materials, and with the latest in style. They are well-fitting, comfortable, and cheerful-appearing. They are made of the finest materials, and with the latest in style.



able and willing to pay his high prices in order that they may wear clothes of distinctive pattern and material, and suited to their individual notions of what good clothing should be; second, those who are so oddly proportioned that they cannot be fitted in the ordinary clothing store. Even the latter



## French Walking Boots

No other modern design so fully meets *all* the requirements of the ideal ladies' shoe. It is an unequalled combination of style and fit, shapeliness and comfort. The high but broad heel, arched instep, and slightly mannish finish make it *the* swell boot for the street. \$4.00 a pair.

**MacDonald & Collins**

FIG. 23

4-inch, double-column; 6-point border; headlines in 30-point Post Old Style; body in 12-point Old Style Roman, solid; firm name in 18-point Post Old Style. Illustration made from Ross paper drawing.

class of the tailor's customers is being rapidly thinned out owing to the introduction of slim, stout, long, and short variations on the normal sizes. Then, again, high-grade, ready-to-wear clothing is so built up by padding, and shaped with stiff linings that abnormal proportions and defective



builds are concealed, and the wearer is made to look like a normally proportioned individual.

In view of these facts, price is the chief selling point of ready-made clothing. Next in importance are style, fit, and wear. Great durability is not a valuable selling point for either ready-made or custom-made clothing. Styles change rapidly, and the average man tires of a suit after one season's wear.

Clothing ads must, of necessity, be seasonable, and should be enlivened with first-class illustrations of models wearing the particular clothes advertised. Stipple or half-shaded line cuts are the best for the purpose. If you cannot obtain ready-made cuts that correctly represent the goods, procure a photograph of them on a good-looking model, and send the photograph to some first-class engraving house for reproduction in shaded line or stipple. These special cuts are somewhat expensive, but add so much to the appearance and effectiveness of the ad that it pays to use them. The drawings can be copyrighted in the clothier's name, and the copyright notice, appearing under the illustration, will convince the reader that it is an accurate picture of the article advertised. Do not advertise more than one kind of clothing in an ad, except when announcing a special sale. In the latter case the real selling point is "the reduced prices due to the prolonged warm weather," or "the damage done by water or smoke," "the necessity of clearing out the old stock to make room for new goods," etc. All these apply to the stock in general rather than to any particular class of clothing.

**11. Sample Clothing-Store Ads.**—In the preceding pages are shown some specimens of clothing ads for both ready-made clothiers and custom tailors. Figs. 17 and 18 are custom tailors' ads, offering tailor-made suits. It will be noted in these ads that no price is mentioned, because, being custom tailors' ads, the price should not be the most important selling point. Fig. 19 is an ad of ready-made business suits, while Fig. 20 is a ready-made-clothier's ad specializing on overcoats. In this latter ad, note the

prominence given to the price. Fig. 21 is an ad of boys' clothes. Note the display of the cut and the price. Carefully study these ads, and observe how each one presents the best side of the advertiser's proposition.

Fig. 22 is an example of a large general clothing ad, announcing a special sale of spring and summer clothing. In any kind of a special sale, price is the chief selling point; but it is necessary that a reasonable excuse for cutting the price be given, otherwise people will not believe that there has been any actual reduction in prices. Special attention is called to the manner of displaying the cuts. Referring to the copy, any kind of a special-sale ad should first explain the reason for the cut in prices, and then follow with some individual items written and displayed much the same as they would be in separate ads.

Clothing ads are not very easy to write, and he who attempts it must keep well posted on styles and materials and constantly study the ads of the most progressive metropolitan houses.

#### SHOE-STORE ADS

**12.** Next to clothing, in the amount of retail advertising, come shoes, and they should be advertised for the same reasons that apply to clothing. Many people own but one pair of shoes at a time. Through advertising, such people may be induced to purchase extra pairs for dress occasions. Those who have been in the habit of buying \$3 shoes, may be influenced by advertising, to buy \$5 shoes. Judicious advertising not only enables one dealer to meet the competition of another, but actually increases the cash receipts of both, because it induces people to buy more or better shoes.

The chief selling points of ready-made shoes are style, wear, and price. Fit is of secondary advertising value, as any one with a normal foot can be fitted in the modern shoe store.

The chief selling point of the custom shoemaker's ad, however, should be fit. Few persons have shoes made to order except those whose feet are abnormally shaped, or

•

who are troubled with corns, bunions, or other foot troubles. A strictly hand-made custom shoe will, as a rule, wear longer than all but the highest-priced, ready-made shoes. This point may be advertised as justifying the additional cost of made-to-order shoes.

Within recent years several shoe manufacturers have, through newspaper and magazine advertising, built up successful businesses, supplying shoes direct to the customer by mail or through their own local stores. To meet this competition the retailer must advertise continuously and must use good copy. The ads and booklets of the mail-order dealers are, as a rule, very well written, and offer many suggestions for good retail copy.

Six- or eight-inch double-column ads two or three times a week should be sufficient for quite a large shoe store. As a general rule, an ad of a single variety of shoes will pay better than a general ad containing a price list of several varieties. The ad should be a salesman, not a catalogue.

**13. Sample Shoe-Store Ads.** — On the following pages are given a few suggestions for shoe-store ads.

# Feet Fitted For "Five Fifty"

It's mighty poor economy to buy ready-made footwear that just falls short of fitting, when you can get Schroeder's formed-to-your-feet shoes for \$5.50 a pair. Corns and tender feet are caused by poorly made and badly fitting shoes.

If your feet are in good condition, we can help you keep them so. If you are already a victim of faulty shoes, we can soon enable you to walk with ease and comfort, and eventually cure your tender feet. Our strictly hand-made shoes will wear twice as long as the ordinary "ready-made," and have a style and finish that are essentially distinctive.

## SCHROEDER

Custom Shoemaker



FIG. 24

inch, double-column; headlines in 30-point Gothic; body in 8-point Old Style  
an, 1-point leaded; firm name in 18-point Gothic.

**Women's  
\$3.50  
Shoes**



These two shoes are our specialties,  
and their popularity has caused our  
success. Years of study and experi-  
ment have made

*Hawkins's*

shoes standards of excellence. In  
style, fit, comfort, and wear they are  
the equals of any other ready-made  
shoes at any price.

**Men's  
\$3.00  
Shoes**



FIG. 25

6-inch, double-column; 3-point border; display lines in 14-point and 24-point  
Post Old Style; body in 10-point Old Style Roman. 2-point leaded; firm name in  
18-point Post Old Style Italic.



## Ideal Boys' Shoes

These shoes for boys don't rip, because they have no seams at the places where boys' shoes usually rip. They're made on a different plan from other shoes, so that they are practically seamless. When you get hold of a boy's shoe that can't rip, you've taken a long step in shoe economy. These shoes are made of good, stout, wear-resisting leather, and are strongly sewed. They're made for boys who are "so hard on their shoes," yet are dressy enough for church or Sunday-school wear. \$2.00 to \$2.50, according to size.

They have genuine oak-tanned soles, will wear as long again as the bargain-counter variety, and will always look well and feel comfortable.

# H A W K I N S

Cor. Main Street and Delaware Ave.

FIG. 26

6-inch, double-column; 6-point border; headlines in 30-point Post Old Style; body in 19-point Old Style Roman, 1-point leaded; firm name in 24-point Post Old Style



# RETAIL ADVERTISING

(PART 4)

## ENGRAVING PROCESSES

### LINE ENGRAVING

1. This is the age of cuts—at least so far as the ad writer is concerned—and the tendency in all lines of advertising is toward more and better illustrations; the newspaper ad writer must therefore learn what kind of illustrations are suitable for his work. While this has been briefly treated in Part 3, to be thoroughly familiar with the kind of cuts that print well on newspaper, or on other cheap stock, the ad writer must be familiar with the engraving process by which such cuts are produced.



FIG. 1

*Design for Reproduction*

The great majority of newspaper cuts are **line engravings**—photographic reproductions on zinc of black-and-white drawings. To illustrate the engraving process, assume that a line engraving of the design shown in Fig. 1 is desired. The first step is to photograph it. Drawings for reproduction are usually made larger than the cut desired so that, in making the reduction, any little defects, irregularities, or roughness in the lines of the drawing will be much less apparent in the finished cut. If, as is sometimes

*For notice of copyright, see page immediately following the title page*



necessary, the cut is made larger than the drawing, lines that seem smooth in the original come out ragged and uneven in the cut, because every minute defect is exaggerated. Such enlargements should be avoided when possible.



FIG. 2  
*First Bite*

The drawing is tacked on a board, placed in front of a camera, and illuminated by an electric arc lamp. It is then photographed on a sensitized glass plate. When the plate is developed, the resulting negative is transparent in such parts as were black in the drawing and opaque in the parts that were white in the drawing. In other words, the colors are exactly reversed.

After obtaining the negative, a positive is made on zinc. A sheet of polished zinc is first coated with a solution of albumen and bichromate of ammonium in water, and then dried. This solution, when dried on the zinc, has the property of becoming insoluble if exposed to the action of light.



FIG. 3  
*Powdered for Second Bite*



FIG. 4  
*Second Bite*

To make the positive, the negative of the drawing is placed in a printing frame, with the film side down, on the face of the sensitized zinc, and exposed to light. The light passes through the transparent parts of the negative and renders insoluble the opposite coating of the zinc. The coating opposite the opaque parts of the negative remains soluble. The zinc plate is then

removed from the printing frame, coated with ink, and washed in water. The soluble portions of the coating rub off, leaving the image of the drawing in insoluble inked lines.

After drying, the zinc is dusted with a resinous powder, called *dragon's blood*, which adheres to the ink. When the plate is heated, the powder melts and incorporates with the ink, making the lines acid-



FIG. 5  
Powdered for Third Bite

proof. The back of the zinc is then coated with acid-proof asphalt varnish, cooled, and placed in a bath of dilute nitric acid. The exposed portions of the zinc are soon etched

away, as shown by Fig. 2. After the first *bite*, or etching, which is completed in a few minutes, the zinc is removed, dried, and dusted with dragon's blood, which is brushed against the sides of the lines left in relief by the acid, as shown



FIG. 6  
Third Bite

in white in Fig. 3, which is a section of the plate prepared for the second bite. The powder is necessary in order to protect the sides of the relieved lines; without it the acid would undercut the edges so that they would be liable to break away in printing. The plate is subjected to a second and a third bite, after which the sunken portions are cut away by a routing machine. It is then mounted type high on wood. The various stages of the work shown in the illustrations, Figs. 1 to 8 inclusive, are about twice the natural size.

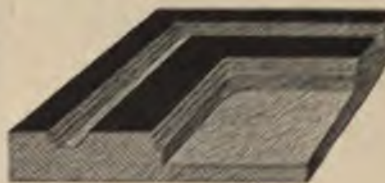


FIG. 7  
Rounded After Third Bite

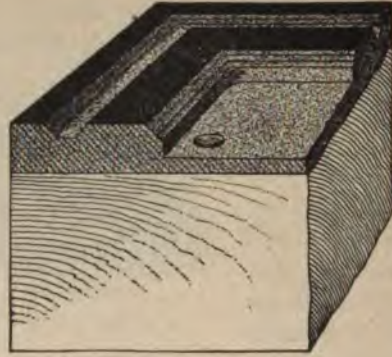


FIG. 8  
*Mounted Type High*



FIG. 9  
*Line Engraving of the Bookcase Shown in Figs. 10, 11, 12, and 13*

**2. Drawings** for line engravings must be made in black ink on white paper. Gray or shaded effects may be obtained by the use of numerous fine lines or dots, but each dot or line must be black; otherwise, its photographic image on the negative will not be transparent, and the coating on the zinc will not be rendered insoluble by the light transmitted through the negative. Isolated fine lines or dots are liable to etch away in the bath, and should be avoided by the artist.

**3. In ordering** line engravings, the dimensions desired in a finished cut should be indicated on the drawing. Of course, it is only necessary to indicate one dimension, as the other will be reduced in proportion.

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#### HALF-TONE ENGRAVING

**4. Every year** millions of half tones are used by advertisers, and their increasing popularity makes it necessary for the ad writer to understand their possibilities and limitations. The essential point of difference between a line engraving and a half tone is that the line engraving can reproduce only lines, dots, or masses of uniform depth of color; the half tone can be made to reproduce any tone varying from the highest light to the deepest shadow. The process of making line engravings was explained in detail, because the etching requires certain qualities in the original drawing that are within the control of the ad designer. But it is unnecessary for him to possess more than a very superficial knowledge of the making of half-tone engravings, because by this process any photograph or drawing, however poor in quality, can be reproduced without being especially prepared. In some cases, half tones can be made directly from the natural object.

The process is photographic, the half tone being made on copper for fine book printing and on zinc for stereotyping and printing in a newspaper. Copper half tones are harder and more durable than those made on zinc and reproduce more delicate gradations in light and shade. Zinc half tones

can be quickly etched to a proper depth for stereotyping and are cheaper than those made on copper. To illustrate the process, assume that it is desired to make a half tone of a photograph. A negative of the photograph is made, the same as in line engraving, except that the light is made to pass through a *screen* before it falls upon the sensitized plate. This screen is a glass plate ruled in opposite directions with

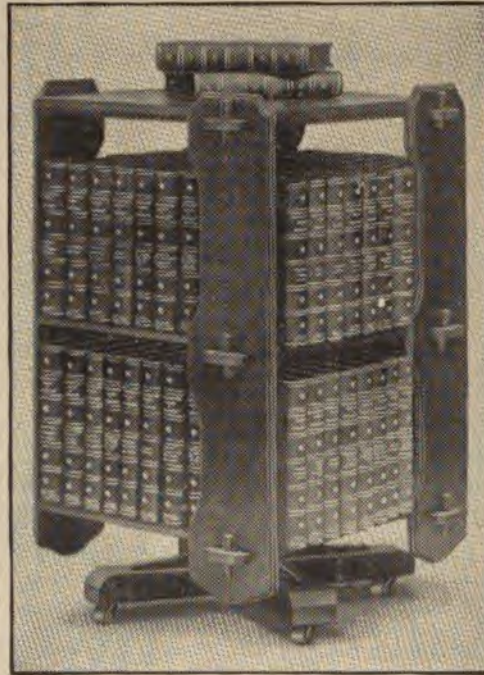


FIG. 10

*55-Line Zinc Newspaper Half Tone, Engraved Background*

fine lines, the number of which vary, in different screen plates, from 50 to 200 lines per inch. The effect of this screen is to break the rays of light into separate, square beams that make square dots on the negative. When a positive of this negative is made on a sensitized sheet of polished copper, and this positive is etched by the acid bath,

the original picture is reproduced on the surface of the copper in small square dots, which express every variation of tone that exists in the original.

The two features of half-tone engraving of greatest importance to the ad writer are the selection and the preparation of the original, and the choice of the screen. As stated, a half tone can be made of a photograph or drawing not especially prepared, but in most cases, some manipulation is very desirable. The best half tones are made from burnished



FIG. 11

*75-Line Zinc Newspaper Half Tone, Cut-Out Background*

photographs, chocolate brown in color, with plenty of contrast. If the photograph is flat in color, or if the details are not well brought out, it will pay to have it touched up or painted by the artist at the engraving establishment. This work requires considerable experience and should not be attempted by an amateur. But whenever possible a suitable original photograph should be procured. This will save the expense of painting, and the resulting half tone will be

more artistic and satisfactory than one that has been over-manipulated.

The choice of a screen for a half tone depends on the paper on which it is to be printed. For printing on news paper or on any such rough-surface paper, the screen should be 55, 65, or 75 lines to the inch (designated as 55-screen, 65-screen, etc.). For printing on supercalendered paper, 85-, 100-, or



FIG. 12

*100-Line Copper Half Tone, Finished Square With Black Border Line*

120-screen are best. On enameled book paper, 133-, 150-, or 175-screen may be used. Of course the character of the original must be considered in the selection of a screen. A photograph having plenty of strong contrast with little detail, a good portrait for instance, will look quite well in a coarse screen and can be printed on ordinary paper. But if

the original is full of fine detail, such as a photograph of a machine or a woven fabric, a fine screen must be used and the half tone must be printed on very smooth paper. Half tones having screens not finer than 133, may be duplicated by electrotyping, but the electrotypes, being shallower and not so clean cut as the original half tones, never print quite as well. The finest jobs of printing are always done from original half tones, which may be made square, round, oval,



FIG. 13

*133-Line Copper Half Tone, Cut-Out Background, Vignetted Base*

or irregular in shape, or may be vignetteed or combined with line engravings. Vignetteed half tones should not be used in newspapers, for the reason that, in order to produce the "fading away" or cloudy effect, the impression must be made more accurately and delicately than is practicable on a newspaper press using stereotypes. The square form is the cheapest and the style most used. Many half tones may



be greatly improved by hand engraving, or *tooling*. This work is expensive, but it often pays to have the background or small details tooled out.

**5. How to Order Half Tones.**—In ordering half tones, the following points should be observed: (1) The screen to be used should be marked on the photograph, or a sample of the paper on which the half tone is to be printed should be sent with the photograph; the engraver will select a proper screen. (2) Whether the half tone is to be square, round, oval, or vignettted, the dimension one way, or “size-to-be,” of the finished cut being given. (3) What painting up of the copy or reengraving of the half tone is desired, or how much time and money may be expended on these two items. (4) Directions as to the mounting—on wood or metal base, trimmed flush, or tacked on around the edges.

From 3 to 10 days are required for the completion and delivery of a cut, depending on the character of the work, the time required for transportation, and the number of orders on hand at the time. If it is a hurry-up job, the order should state just when the cut must be had; otherwise, the engraver will make no special effort to get it out quickly. Copy sent out of town should be carefully packed for shipment. A half tone should never be ordered larger than the original photo if this can be avoided. Reductions are much more satisfactory than enlargements.

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#### FURNITURE ADS

**6. Selling Points of Furniture.**—The furniture dealer should be one of the heaviest retail advertisers. Although everybody must buy and use furniture, there are few other lines of retail business that need or will stand so much advertising. It is fortunate for the customer, but perhaps unfortunate for the dealer, that good furniture lasts a very long time. It is handed down “from generation to generation” or is passed along to poor relations, all the time serving the purpose that newer or more stylish furniture

might serve. People, as a rule, lack the initiative to start after new furniture to replace the old, especially when the latter is not useless but merely shabby or out of style. Advertising should furnish this initiative by suggesting the desirability of refurnishing the home with the more beautiful and comfortable furniture of today. Such suggestive advertising creates business that would not otherwise exist.

In recent years, a number of concerns have advertised extensively to sell furniture direct from factory to consumer, and there is no doubt that they do sell thousands of dollars' worth of goods "right under the nose" of the retailer. But this does not hurt him so much as one might think. These mail-order dealers claim to sell cheaper than the retailer, and in many cases they do. But the first impulse of a prospective customer after receiving his catalogue and price list is to go to the retailer's and price the same or similar goods to see if the mail-order dealer's price is really low. If the retailer is a good salesman, he should be able to prevent this business going out of town and get it himself, by pointing out that freight and cartage will raise the cost of the mail-order dealer's goods; that you cannot tell from a picture how well furniture is upholstered or finished; and that you are safer in buying from a local dealer who stands back of his goods, and who can quickly deliver at your door the goods you have seen and selected.

There is no doubt that thus mail-order advertising furnishes the needed suggestion to many people who finally purchase of the retailer goods they would not have thought of purchasing at all if they had not read the ads. But this idea of buying by mail is becoming very popular, and to protect his interest and hold his trade, the retailer must advertise. The business done by the mail-order dealer should furnish the retailer with an object lesson. He should advertise in all the country papers within 50 miles for mail-order business. Country people need new furniture more than city people, and even if afraid to order by mail, they are pretty sure to come to town and go straight to the

retailer who advertises for their trade. Country trade is cash trade and good trade. If Farmer Jones buys a new rocking chair, all the neighbors soon learn where he bought it and how much it cost, and such advertising by customers is the very best kind.

Furniture advertising should be continuous, but seasonable. It should be directed chiefly to women or young married couples just furnishing the home. Except in connection with special sales, but one kind of furniture or one piece should be advertised at a time. Good illustrations are quite necessary. First-class line cuts of the articles advertised should be used, or coarse-screen half tones if the paper can print them satisfactorily. Cheap cuts that do not truthfully represent the advertised article are worse than none at all. The illustrations in our sample furniture ads are line cuts made from drawings on *Ross Paper*, which give much of the effect of half tones, but print better in a newspaper.

It will pay the retailer to post himself on the artistic furnishing of dens, libraries, and parlors, and in his ads of furniture for such purposes offer to suggest schemes of room treatment. Another good plan is to make up and advertise lists of complete outfits for a new home ranging in price from \$150 to \$500. This scheme is especially valuable to instalment dealers. Few young couples know exactly what they need, and will be glad to call and find out what the list contains.

Furniture ads should always give concise but complete descriptions of the material and workmanship of the article advertised. The ad writer may profitably study the full descriptions given in the magazine ads of the mail-order dealer. Advertisements of furniture for wedding and Christmas presents should be inserted as early as May and November, respectively. Good furniture costs quite a little money, and people need time to make up their minds about getting it.

**7. Sample Furniture Ads.** — The following pages show sample ads of single pieces of furniture:



## Longfellow Rocker

The dull finish and severity of outline of this chair make it an ideal piece for the library or den. It is strongly made of solid oak with a Spanish leather seat. The sweep of the rockers, height of the arms, and the tilt of the back combine to make it inviting and comfortable. We have it in golden, weathered, or Flemish oak. For this week only, take your choice for

**\$5.00**

**R. M. HOLME & CO.**  
187 Tilford Street

FIG. 34

6-inch, single-column; 6-point rule border; headlines in 30-point Jenson; body in 8-point Old Style Roman, 2-point leaded; firm name in 12-point Jenson.



## Colonial Dining Table

One of the season's newest patterns, uniting colonial beauty with modern utility. The 48-inch top is made of solid quartered oak, carefully selected for its beautiful markings. The circular rim is veneered in quartered oak. Beautifully carved solid oak legs. Brass ball-bearing casters. 6-foot extension, \$18.00; 8-foot, \$19.50; 10-foot, \$21.00.

**R. M. Holme & Co., 187 Telford St.**

FIG. 15

4-inch, double-column; 3-point rule border; headlines in 30-point Jenson; body in 10-point Old Style Roman, 2-point leaded; firm name in 18-point Jenson.



# Leather Turkish Couch

There is a suggestion of restful ease about a Turkish couch that makes it a very desirable addition to the furnishings of a library, sitting room, or den. Our genuine leather couches are clean and comfortable. Material and workmanship the very best.

\$50

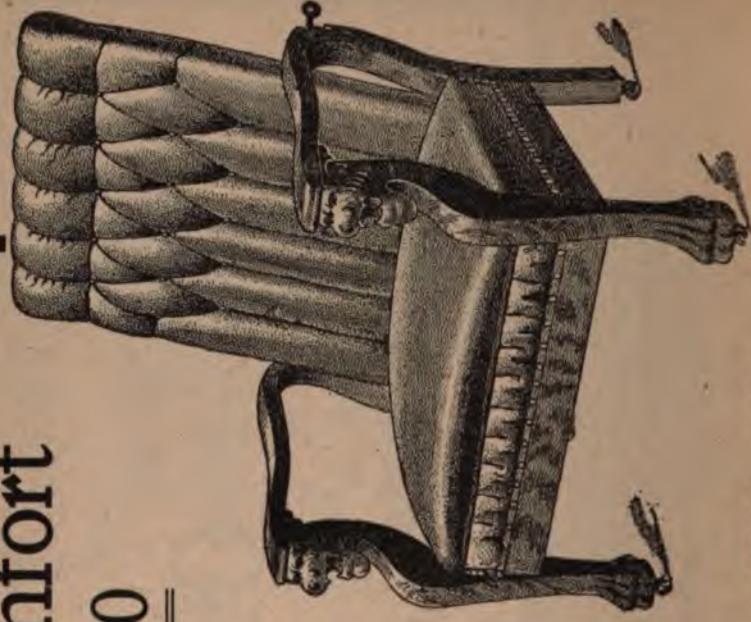
The style illustrated comes in deep green, brown, or russet leather, biscuit tufting. Finished in leather all around, making it reversible. It would be difficult to find a more appropriate or durable Christmas gift. Other styles at other prices.

R. M. HOLME & COMPANY

# Years of Comfort For \$30.00

Do you want to have this beautiful Morris chair in your sitting room. Whether the back is adjusted to the upright position for reading, or to the reclining position for smoking, it represents the acme of solid comfort. The workmanship and material are fully up to our usual high standard. The golden oak finish of the richly carved frame is in perfect harmony with the deep green leather upholstery. With hard usage, the chair should last for at least 15 years. How else could you get so much comfort for the trifle of \$2.00 a year?

Come in and look at it.



R. M. HOLME & CO., 187 Telford Street

**JEWELRY ADS**

**8. Selling Points of Jewelry.**—Jewelry is a luxury not a necessity. People do not have to buy jewelry every week, every month, or every year. If the jeweler wants them to, he must advertise continuously. Probably three-fourths of the jewelry sold is used for gifts, and most of the gifts are made to women. The purchases may be made and the goods paid for by men, but the real demand is created by women. So, speaking generally, the jeweler's ads, designed to sell luxuries, should make quality the chief selling point and should be written directly, or indirectly, to women. The exceptions to this are found in the ads of men's watches, society emblems, and other articles intended strictly for men. In these days of dollar watches, 25-cent "diamond" studs, and 50-cent wedding rings, the jeweler's stock, store, windows, and ads should emphasize the fact that he is in no sense a competitor of the cheap-trinket dealer, but is supreme in his own high class. His ads should be dignified—contrasting strongly with the sensational announcements of the glass-diamond merchant; they should be free from technicalities, and in plain convincing language appeal to one's desire for that which is permanently beautiful and valuable.

Jewelry is not only an adornment, but an outward and visible sign of prosperity and success. The man who wears cheap jewelry does so in the hope that it may be mistaken for the genuine article of value. In fact, the chief claim of the cheap jeweler is that his tawdry trash cannot be distinguished from the genuine. The secondary effect of all such advertising is to emphasize the real superiority of the genuine article. By skilfully wording his ads, the high-grade jeweler can take advantage of these involuntary testimonials as to the value of his goods and obtain the business of many who might otherwise practice false economy by buying imitation jewelry. Of course, there will always be many people who will buy cheap jewelry because they lack the means to obtain better. The high-grade jeweler could not



get their trade anyway, but he can, by judicious advertising, sell to all who can purchase goods of quality. Good jewelry is expensive, and the ads should furnish the prospective customer with ample justification for making the purchase. They should make the high cost an argument in favor of the use of jewelry as gifts; point out the feeling of regard toward the giver created in the mind of the fortunate recipient, and the permanent value of precious metals and gems as expressions of esteem. Ads intended to sell the reader jewelry for his personal use should speak of it as an investment. For instance, it may be stated that a diamond can be sold at any time for nearly as much as was paid for it; that a good watch is a business necessity; that the appearance of prosperity helps one to win success.

First-class illustrations are desirable if they can be made to adequately represent the high quality of the goods advertised. Artistic line drawings are the best for newspapers. The jewelry business is naturally greatest in June and in December, when large space may be profitably used. But it will pay to use continuously from 2 to 4 inches per day throughout the year. Birthdays, weddings, engagements, and anniversaries occur every day. The man without a good watch needs one at once, not next Christmas. Clocks and watches wear out or need repairing every day.

Each ad should specialize on one article or line of goods. The desire for a luxury must be created, and it is easiest to do this by focusing the attention of the reader on one particular thing. The advertising and other methods of salesmanship should impress the public with confidence in the jeweler. Conservative language and reasonable offers will accomplish this result.

**9. Sample Jewelry Ads.**—Figs. 18, 19, 20, and 21 illustrate methods of advertising different articles of jewelry.

# WATCH Yourself

or you will "arrive" too late. Punctuality is a characteristic of all successful men. To grasp opportunities, you must be on time. One of Napoleon's generals, 15 minutes late, caused the loss of the battle of Waterloo. A reliable timepiece is a necessity to every man who would be punctual.

**For \$10.00**

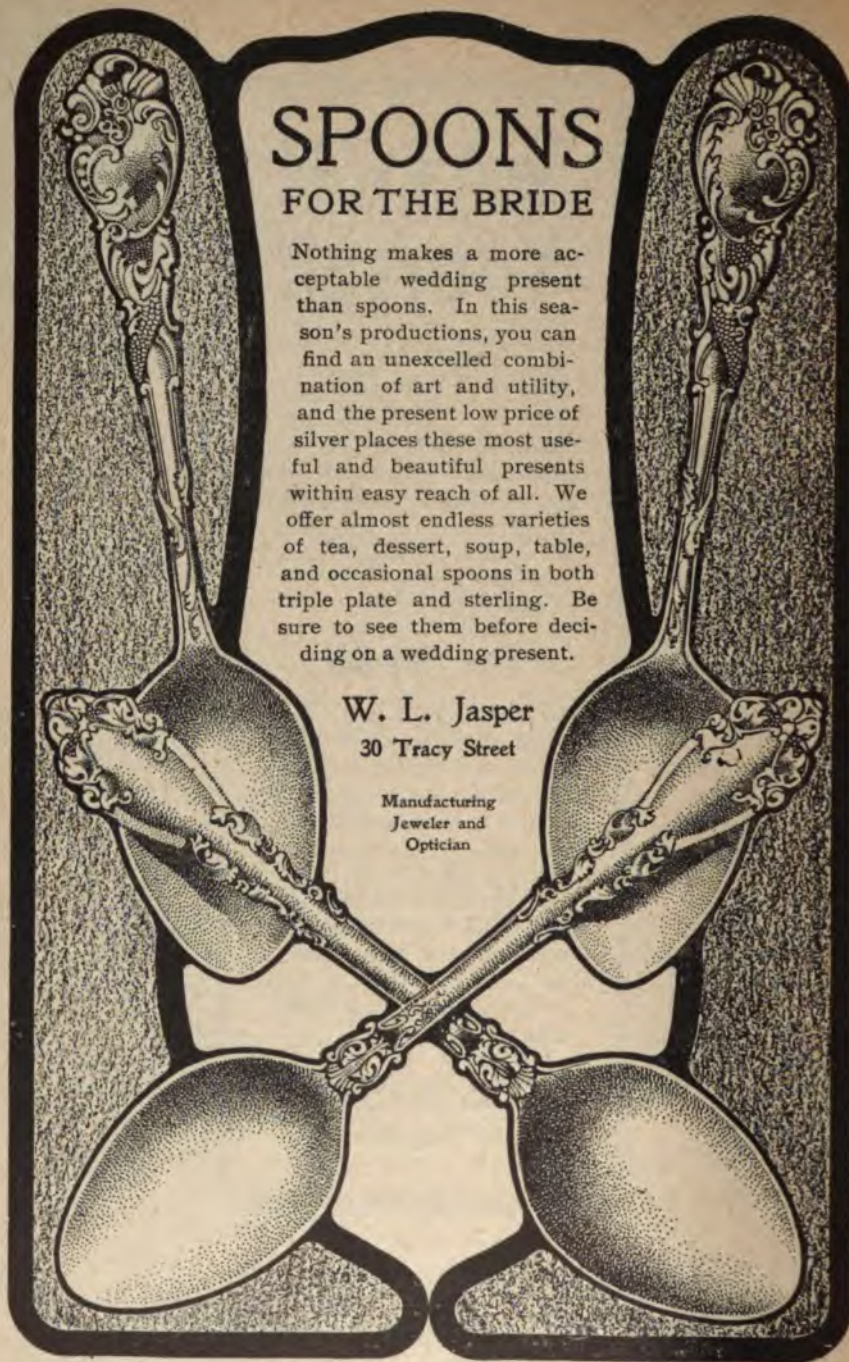
we can sell you a 14kt. gold-filled, open-face watch, Waltham or Elgin movement, guaranteed to wear well and keep accurate time for 10 years. If you prefer a hunting case, it will cost you but \$2.00 more. We know all about these watches, and can recommend them. Come in and let us tell you more about them.

**W. L. JASPER**

**30 Tracy Street**

FIG. 15

6-inch, single-column; 6-point Garland open border; headlines in 36-point Schaeffer; body in 8-point Old Style Roman, 2-point leaded; firm name in 18-point Schaeffer.



# SPOONS FOR THE BRIDE

Nothing makes a more acceptable wedding present than spoons. In this season's productions, you can find an unexcelled combination of art and utility, and the present low price of silver places these most useful and beautiful presents within easy reach of all. We offer almost endless varieties of tea, dessert, soup, table, and occasional spoons in both triple plate and sterling. Be sure to see them before deciding on a wedding present.

W. L. Jasper  
30 Tracy Street

Manufacturing  
Jeweler and  
Optician

FIG. 19

7-inch, double-column; headlines in 30- and 12-point Jenson; body in 8-point Old Style Roman, 2-point leaded; firm name in 12-point Jenson.

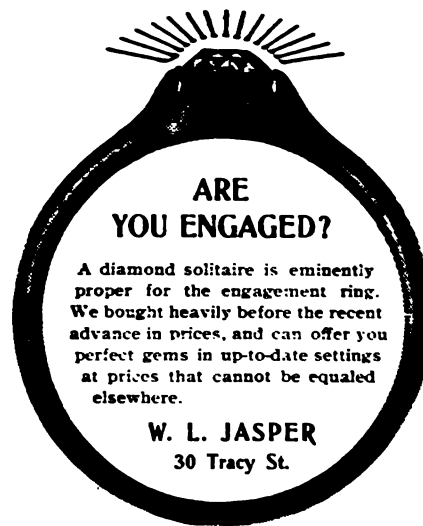
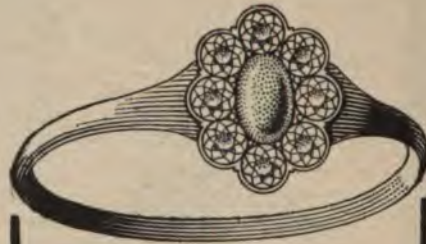


FIG. 20

3-inch, single-column; headlines in 12-point Schœffer; body in 8-point Old Style Roman, 2-point leaded; firm name in 10-point Schœffer; 75-line halftone illustration.



## For Her Birthday

What could please her better than a ring with a beautiful turquoise, set in diamonds?

We have an exceptionally fine assortment of birthday stones, which we can quickly set in any ring you may select.

**W. L. JASPER**

30 Tracy Street

FIG. 21

4-inch, single-column; 3-point rule border; headlines in 30-point Schœffer, body in 8-point Old Style Roman; 2-point leaded firm name in 18-point Schœffer.

**CROCKERY ADS**

**10. Selling Points of Crockery.**—Women are the buyers of china and glassware, and the ads should suggest to them the necessity of replenishing their supply of tableware or the desirability of beautifying the home with lamps, bric-a-brac, cut glass, etc. In ads designed to sell the ordinary and necessary varieties of tableware and kitchen utensils, price should be the chief selling point and quality a strong second. In ads of the more luxurious furnishings, quality should be the chief selling point, strengthened by appeals to the housekeeper's love of dainty furnishings and her natural desire to make the home attractive. Styles in fancy crockery are liable to change, and the necessity of moving goods of waning popularity will often give the dealer opportunity to offer some genuine bargains in high-grade articles, when of course price is prominent as a selling point. Like all others, the crockery business has its busy and its dull seasons, but in few lines of retail trade is it so easy to maintain a steady demand by continuous advertising.

During the holidays, cut glass, bric-a-brac, fancy lamps, fine china, dinner sets, etc. are the things to advertise. In the spring, when every housewife is either cleaning house or moving, common ware and kitchen utensils should be given first place. It is the time of home inventory, so to speak. The housekeeper discovers what dishes or utensils are missing or worn out, and ads that suggest a replenishment of her stock are bound to be effective.

In both spring and fall many young couples begin housekeeping, and ads for complete sets of china, kitchen outfits, ordinary lamps, etc. are in order. The crockery dealer always comes in for his share of June wedding-present sales if he asks for it. The ads at this time should be similar to those used during the holidays, but dwelling especially on such articles as are of most value to the young housekeeper. But people go to housekeeping at all times of the year, and dishes and kitchen utensils break or give out every day, so

it is the dealer's own fault if he does not keep his clerks busy by continuous advertising.

Crockery ads should be illustrated and displayed as carefully as jewelry ads. Fine china or glassware cannot easily be represented in a newspaper cut. If any illustrations are used, articles having strong but beautiful outlines should be selected. For instance, it is almost impossible to adequately illustrate a fine Haviland china plate in a newspaper, but an odd shaped teapot or an artistically arranged group of pieces may be represented quite satisfactorily. Generally speaking, all newspaper-ad illustrations should be simple, bold, and large, rather than small and intricate.

**11. Sample Crockery Ads.**—Specimen ads for crockery are shown in Figs. 22, 23, and 24.



**20% Cut  
in Fine  
Cut Glass**

We bought a little too heavily for the Christmas trade, and have more cut glass on hand than we care to inventory, so you can have any piece in our store at 20% discount. The choicest bargains will go first, and you owe it to yourself to take advantage of this exceptional opportunity at once.

**MILLICENT & CO.**

FIG. 22

3-inch, double-column; 3-point rule border; headlines in 24-point Blanchard Condensed; body in 8-point Old Style Roman, solid; firm name in 12-point Blanchard Condensed.

## Open Stock Dinner Sets

Before buying her china, the young housewife should consider the advantages of open-stock patterns. We have three such patterns in beautifully decorated genuine French china, a full set of which (116 pieces) sells for only

**\$28.00**

Because it is an open-stock pattern, you can buy \$5.00 worth or \$20.00 worth at a time, as you see fit. If you break any piece, it can be quickly replaced, and you can always keep your set complete. We can't explain in an ad how dainty and pretty these sets are. Come in and see them for yourself.

**Millicent & Co.**

FIG. 23

6-inch, single-column; 6-point border; headlines in 24-point Blanchard Condensed; body in 10-point Old Style Roman, 2-point leaded; firm name in 18-point Blanchard Condensed.





## Curios For Dens

We carry everything that is good in the way of den furnishings. If you have a den, we can supply you with the latest fads and fancies. If you are thinking of furnishing a Moorish room, an Indian den, or a Japanese cozy corner, our advice and suggestions are yours for the asking. Anyway, come and see our stock.

**Millicent & Co.**

FIG. 24

6-inch, single-column, 6-point Parallel rule border; headlines in 30-point Blanchard Condensed; body in 8-point Old Style Roman, 4-point leaded; firm name in 14-point Blanchard Condensed.

# RETAIL ADVERTISING

(PART 5)

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## BANK, TOBACCO-STORE, LAUNDRY, AND DRY-GOODS ADS

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### BANK ADS

1. Aggressive advertising of financial institutions is a comparatively recent branch of publicity. But the institutions that were pioneers in the movement have met with such uniform success that within a few years the bank that does not advertise will be the exception rather than the rule. The old and essentially conservative and dignified bank ad, stating its capital and surplus and giving the names of its directors, could hardly be considered as active solicitation for business. While such information would tend to instil confidence in the minds of prospective depositors, it would not be likely to create new business. It is in this particular that the modern bank ad is different; it aims to educate the masses in the advantages of systematic saving, and to induce them to become depositors in the bank advertised.

The rates of interest paid on savings deposits vary in different localities, but are practically uniform in any particular city, so the savings banks in each town are in direct competition, one with another. Advertising is a means of meeting this competition, holding old business and attracting new.

A radical departure from established methods has recently been made in the adoption of mail-order advertising by

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banks so situated as to be able to pay unusually high rates of interest, the leaders in this movement being the savings banks in Pittsburg. In that city, industrial and financial conditions are such that the banks can profitably pay 4 per cent. interest on savings deposits, this being 1 or 2 per cent. higher than the prevailing rate in other localities. As the standing of these banks is beyond question, such advertising has been attracting business from all parts of the country; first, from those who have never before been depositors in any bank, and second, from those who have been depositors in banks paying lower rates of interest. The educational value of such mail-order advertising is very great. It is not only spreading the doctrines of economy and thrift among the people, but also arousing the banks of the whole country from an excess of conservatism and dignity, which has heretofore prevented them from adopting modern methods of soliciting business. To prevent its depositors from transferring their accounts to foreign banks paying higher rates of interest, every savings bank must advertise. The institutions that fail to appreciate the situation, or are too conservative to meet it by advertising, must give place to the progressive bank that makes a frank but dignified appeal for all business.

There can be no question as to the necessity of maintaining a high plane in bank ads. Few working men have had much business experience, and they are inclined to be over-cautious in the matter of entrusting the little surplus of their hard-earned wages into the hands of strangers. But right here is one of the chief benefits of continuous advertising. A working man who reads the ad of a local bank every day becomes fully acquainted with the institution. He feels that it is more interested in his welfare than some institution of which he knows nothing except that its board of directors is composed of a number of wealthy men who live in a different world from his. To overcome his timidity and encourage him to make a start, the ad should have a sincerely friendly tone, should make clear to him that his little account will receive as careful attention as the largest, and

that his ratio of profits on the investment of the bank's funds will be the same as that of every other depositor.

A savings bank is a sort of mutual affair. A number of small depositors pool their money and share pro rata in the profits. Every large account was a small one once, and, speaking generally, a bank's prosperity depends more on the number of depositors than on the amount of the individual deposits. Such ideas should be planted in the mind of the wage earner, but the ad must always be dignified. Besides assuring the prospective depositor that he will be welcome, it must impress him with the solidity of the bank that is to be his investor. Humor, frivolity, or sensationalism are distinctly out of place in any kind of financial ad, but especially so in the announcement of a savings bank. Too strenuous bids for business would suggest to the reader that the bank is greatly in need of money. A bank ad that reads like those of gold-mine or oil-well promoters will drive business away.

If a high rate of interest is offered, great pains should be taken to explain how such a rate can be profitably paid. The rate of interest paid should be by no means the chief selling point of the ads; in fact, many savers prefer to deposit in a bank not paying the very highest rate. It is a pretty safe assumption in financial investments of any kind that the risk increases with the dividends. The fact that wealthy investors prefer small but sure profits to larger and more uncertain returns is a great object lesson to the small investor. So the bank paying only a moderate rate of interest is not at such a disadvantage as might first appear.

**2. Selling Points for Bank Ads.**—The chief function of the ads should be to encourage the opening of an account, however small, and frequent, steady additions thereto. It is not interest that enables poor people to become wealthy, but the habit of saving. There are so many things that one wants that when he receives any considerable amount of money, the tendency is to gratify his wants. Savings-bank ads must teach the advantages of self-denial, of abstinence

from the evanescent pleasures of the hour for the sake of the substantial comforts of the coming years. The tendency of "young America" is to live from hand to mouth, to spend all or a little more than he earns, to live the life of the man he wants to be rather than the man he is. The savings-bank ad that convinces him that the road to riches lies in spending a little less than he earns, is doing him and his country a great service, and incidentally building up its own business. There are a multitude of good arguments that can be brought out in bank ads as to the advantages of systematic saving.

The young man on a small salary should save in order that he may have something at hand for times of sickness, loss of work, or any other emergency; especially if he has, or expects to have, others dependent on him. A little money put away each month will be sufficient to pay premiums on an insurance policy that will protect his relatives or family in the event of his death. Every working man, if he is carrying an insurance policy, should have a savings account to insure the prompt payment of the premiums. All such arguments appeal to a young man's desire to pay his own way and to care for those dependent on him.

Another strong line of argument is to appeal to his ambition, to point out that a reputation for thrift will give his employers confidence in him, and incline them to trust him in a responsible position. The young man who can save for himself can save for his employers. Again, many men have been able to grasp fine business opportunities because of a few hundred dollars of ready money. Neither savings nor interest alone make a man rich, but judicious investments may. He should always be preparing for his opportunity. Then, when it comes, he will be ready.

The moral effect of the saving habit can hardly be overestimated. The man who pays for his goods and always lives within his means is bound to be an honest business man. Fast living and defalcation are twins. So are temperate living and honest wealth. A resolve to put away all, or nearly all, of the surplus wages not required to meet

running expenses will prevent any man from extravagant living or the formation of expensive habits.

Business men should be urged to carry a savings account in their wives' names. Even if they meet with reverses, all will not be lost, and their families will be protected from poverty and want. Parents should be urged to start savings accounts for their children and encourage them to save their pennies. In later years, the education that is to train them for success in life will have been paid for, and the habit of saving formed in childhood will last through life and insure a comfortable old age. In ads of this kind, figures showing the growth of money through compounding of interest are especially valuable.

In ads intended to reach country people, the security of bank deposits may be dwelt on, and the danger to money and life in keeping large sums in the house. The insertion of such ads immediately after a burglary or other crime with robbery as its motive would be timely and effective.

The secrets of a great man's success are always sought for, and the sayings of Benjamin Franklin and of wealthy men relating to thrift and saving are very effective in savings-bank ads.

Bank ads should be continuous. People earn wages all the time, and will spend them if they do not save them. More new accounts can be created in the winter than in the summer, but old ones will not grow even at this time if the depositors lack a constant reminder.

**3. Illustrations in Bank Ads.**—Illustrations may be effectively used if appropriate and high grade. Cheap cuts, eye catchers, etc. must be avoided. High-grade line cuts or artistic solid effects will probably be most effective. Stock cuts from syndicates frequently fill all requirements, but it is worth while for a bank to use original cuts that will give its ads individuality, especially if other banks are advertising in the same mediums. The ads and booklets of banks advertising for mail accounts will be of great assistance to the local ad writer. In starting to advertise a bank, he

should acquaint himself with the general policy of the institution, the character of its business, and the class of customers it desires to obtain. He should endeavor to write in a style that will appeal to the people of the locality. In some places, the ads must be written in a very dignified and conservative style; in others, more aggressive methods may be adopted. As a whole, bank advertising is a delicate proposition and should be handled with care. Purely soliciting ads should be varied at times by those of an educational character, explaining the different kinds of service the bank can render. In cities where there is considerable competition and uniform rates of interest, this matter of service is very important. The bank that best takes care of its customers will get the most business.

4. **Sample Ads.**—Following are a few ads written and illustrated according to the principles we have set forth:



## SAVE For a Home

We can help you do it. Your deposits, plus the 3 per cent. interest, compounded semiannually, will soon enable you to buy a lot. Then you can easily borrow more to build the house. Our free booklet "How to Save" explains the plan in detail. Call or send for it today.

**People's Savings Bank, 16 John St.**

FIG. 1

2½-inch, double-column; 4-point rule border; headlines in 36- and 24-point Post Old Style; body in 8-Point Old Style Roman, 2-point leaded; firm name in 12-point Post Old Style.

## Save for Success



The difference between the rich man and the poor man usually is that one knew how to save and the other did not. No matter how much you earn, you will never be wealthy and independent if you spend it all. Our booklet "How to Save" clearly explains the methods followed by successful savers. Ask for it.

**People's Savings Bank**

FIG. 2

2½-inch, double-column; 6-point Newspaper border; headline in 24-point Post d Style; body in 10-point Old Style Roman, 1-point leaded; firm name in 12-point st Old Style.

## Make Your Money Work



Men with means do not have to earn their daily bread by the sweat of their brows, but live on the interest of their money. If you would rid yourself of the necessity of constant toil, start at once to make your money work for you. Deposited in this bank, it will earn 3 per cent. interest, compounded semiannually, and will always be ready when wanted.

**People's Savings Bank**

FIG. 3

2½-inch, double-column; 6-point Newspaper border; headline in 18-point Post d Style; body in 10-point Old Style Roman, solid; firm name in 12-point Post d Style.




<b>Spare Time and Spare Money</b>		
	<p>Are the poor man's surplus capital. His success in life depends on the returns from that capital.</p> <p>If you would win advancement and prosperity, invest your spare time in self-improvement and deposit your spare money in a bank that pays interest. Then your capital will become a source of power and prosperity.</p>	
<b>People's Savings Bank</b>		

FIG. 4

2 $\frac{1}{4}$ -inch, double-column; 6-point Newspaper border; headline in 14-point Post Old Style; body in 6-point Old Style Roman, 2-point leaded; firm name in 8-point Post Old Style.

#### CIGAR-STORE ADS.

5. Retail cigar advertising is usually weak in quantity and still weaker in quality. It is strange, however, that either of these conditions prevail, inasmuch as general cigar advertising is conducted on so large a scale. Cigar manufacturers fully appreciate the necessity and value of creating, by liberal advertising, a demand for their particular brands; the average retailer, however, seems to think that all he needs to advertise is the fact that these brands may be obtained at his place. Such advertising is not without value, but it is by no means the best that might be done.

Almost all cigar advertising is weak in one vital point; it does not give the reason why. It is not sufficient to advertise "Smoke Paul Jones cigar." Every retail cigar ad should state the quality and price of the cigar advertised, and some point of superiority over other cigars. Such

advertising is especially valuable for 10-cent and higher-priced cigars, as they are seldom advertised heavily by the manufacturer. An ad of these better grades of goods should also give the price by the box, and state the advantages of buying cigars in that way. The box trade is dependable. When a man gets into the habit of smoking any particular brand of cigars, his taste accommodates itself to that brand and he does not want any other. He is not likely to drop into any convenient cigar store whenever he wants a smoke, but will wait until he can go to the store selling his favorite. If a smoker always has a box of cigars in the house, he hands them out to his friends whom he is entertaining; they see the label on the box, note that their friend likes them well enough to buy them by the box, and are favorably influenced toward the purchase of these cigars. This is good advertising that costs the retailer nothing. To be sure, he makes less money on the sale of a box of cigars than he would if they were sold singly, but he sells more cigars. With rare exceptions, a man will smoke more cigars when he has a box of them paid for and waiting to be smoked than if he had to go to the store and get a quarter's worth at a time. Besides, the man who buys a few cigars at a time is likely to smoke one brand today, another tomorrow, a third the day after, and he occasionally relapses to a pipe, patronizing perhaps half a dozen dealers. He is a prospective box purchaser, and should be made one by advertising.

For the cigar dealer, the chief advantages of continuous advertising are: First, keeping his brands and his store so favorably before the public that when a man wants a smoke he will naturally think of one of those brands and of that store; second, building up a dependable box trade, which is permanent and self-expanding.

**6. Selling Points of Cigars.** — The chief selling points of cigars are quality and price. In a general way, the price of a cigar should indicate its grade, but every smoker knows that such is not always the case. Some 5-cent cigars are better than some 10-cent cigars. Other 5-cent cigars are so

bad that no reputable dealer will carry them, but a 10-cent cigar is expected to be and ought to be of good quality. The quality of a cigar depends on the kind and grade of filler, binder, and wrapper, and the place and method of manufacture.

A long-filler cigar is one in which the filler, or inside, is composed of continuous strips of tobacco running the entire length of the cigar. A short-filler cigar is filled with trimmings and cuttings of irregular length and varying quality. Its chief faults are lack of uniformity in flavor, poor draw, and liability to break in two or go out in the middle of the smoke.

The geographical location of the factory affects the quality of the cigars. Tobacco "made up" in Northern latitudes must be artificially moistened to prevent drying and loss of fragrance. Cigars in the stores must also be kept moist. A dry cigar smokes too freely and is tasteless and insipid. This artificial moistening of stock impairs the flavor somewhat, and cigars manufactured in the moist climate of Florida or the Antilles are more satisfactory. It is a good point for the dealer to advertise that he has facilities for preserving the original moisture and fragrance of his cigars.

The price of cigars is an important selling point, but not in the same sense that price is a selling point of shoes and clothing. The expressions "5-cent," "10-cent straight," "three for a quarter," etc., when applied to cigars, are supposed to indicate different grades or qualities. For instance, reputable cigar dealers will not advertise "The Blank 10-cent cigar, special bargain price, Friday only, 9 cents each." If a smoker likes 10-cent Havana cigars and can afford to buy them, he will not be satisfied with a 5-cent domestic cigar. He is willing to pay 5 cents more and get the taste and flavor he likes, and which he knows by experience can be had only in 10-cent cigars. If a cigar were advertised as a "10-cent-straight" cigar cut to 9 cents, he would be more likely to believe that it was really a 5-cent or three-for-a-quarter cigar sold at an exorbitant price. Generally speaking, there are no such things as bargains in cigars. The

smoker gets only what he pays for, and the quality goes up or down hand in hand with the price. Every smoker acquires a definite taste for a certain quality and strength of tobacco, and will get it if he can, whether the price be high or low. The strength of cigars is roughly indicated by the color of the wrapper, the various degrees of strength and color being indicated on the outside of the box by the Spanish words "Claro," "Colorado-Claro," "Colorado," "Colorado-Maduro," and "Maduro," the last being the darkest and strongest.

The size and shape of cigars are sometimes indicated on the box as follows: *Matinéés* or *Infantes*, small cigars about 3 inches long, usually of good quality; *Conchas*, the average shape and size, 4 to 4½ inches long; *Perfectos*, long and fat; *Panatelas*, long and thin. *Stogies* are loosely rolled cigars, usually of cheap stock.

Cigars sell well all the year around, with a heavier demand just before Christmas. At that time the ads should be written largely to women, who frequently present boxes of cigars to husbands or sweethearts. These ads should impress upon the woman the desirability and necessity of presenting only first-class cigars, such as the advertiser handles, and that he will be glad to help her select the best that can be bought with the money at her disposal. Pipes, tobacco, cigar holders, etc. may also be advertised as Christmas presents.

The dealer should keep a card file of the names of all regular customers, and send each some little souvenir or advertising novelty at Christmas. This list of names is also very valuable for circularizing with new brands, advertising matter, etc. Cigar ads should be bright, brief, and businesslike, and addressed to men that smoke. Illustrations are of use for reproducing a label, showing the size and shape of a cigar, or as eye catchers.

**7. Sample Tobacco-Store Ads.**—Figs. 5 to 11 illustrate six sample ads for this line of goods.

## Do You Want a Pipe?

We carry in stock every variety of pipes, from the penny clay to the elaborately carved meerschaum. This week we are making a special offer of genuine French briar pipes, straight or curved stems, vulcanite mouthpieces, at

**65 Cents**

**Havermore & Bro.**

16 Marion Street



FIG. 5

4-inch, single-column; headlines in 12- and 14-point Post Old Style; body in 6-point Old Style Roman, 2-point leaded; firm name in 10-point Blanchard Condensed.



Although ladies do not smoke,  
they enjoy the delicate fra-  
grance of a good cigar. The  
aroma of a

## Velabajo

### 10-cent Perfecto

is most agreeable to the smoker  
and to those around him. Made  
of mild Havana long-book  
filler, with Sumatra wrapper;  
it is a full, free, and satisfac-  
tory smoke.

**H. A. VANCE**  
431 John St.



FIG. 6

7-inch, single-column; display in 30-  
and 14-point Blanchard Condensed;  
body in 8-point Old Style Roman,  
1-point leaded; firm name in 10-point  
Post Old Style.

**THELMA**  
10-Cent  
**CIGARS**

We believe these are the best 10-cent straights obtainable. Made in Key West, Florida, of carefully selected and blended stock, under ideal climatic conditions, they possess that delicate fragrance characteristic of the best Havanas. Their medium size and strength make them acceptable to any smoker at any time. Fresh and moist from our cigar cellar. In boxes of 50,

**\$4.25**

**HAVERMORE & BRO.**  
16 Marion Street

FIG. 7

4-inch, single-column; 6-point border; headlines in 24-point Jenson; body in 8-point Old Style Roman, solid; firm name in 10-point Jenson



If he had arms he'd  
get that cigar because  
he knows it is a

## **Velabajo** **10c Perfecto**

It is not out of your  
reach, but is on sale at  
our store. After you  
have smoked one you  
will know why the statue  
wanted it.

**H. A. VANCE**  
431 John Street

FIG. 8

6-inch, single-column; 3-point border; display lines in 24- and 18-point Blanchard Condensed; body in 10-point Old Style Roman, 2-point leaded; firm name in 18-point Blanchard Condensed.



Two cigars are positioned vertically on either side of the headline. They are long, slender, and have a textured, ribbed appearance. The top of each cigar is wrapped in a decorative, cloud-like pattern that frames the text.

# VELABAJO


## 10¢ Perfecto

This is a cigar that we had made expressly for us to meet the requirements of particular smokers. We are confident that it is the best 10-cent Perfecto obtainable in this vicinity. The filler is long-book Havana, carefully selected for mildness and pleasing aroma, and wrapped in a superior grade of Sumatra. The exact size and shape are shown in the illustration, but you can't appreciate its excellent qualities until you have smoked it. We sell it in boxes of 25, for \$2.00. For a limited time, smokers may try one at our expense. After you have smoked one we think you will want a box.

**H. A. VANCE**  
431 John Street

FIG. 9

6-inch, double-column; headline in 48-point Jenson; body in 10-point Old Style Roman, 3-point leaded; firm name in 24-point Jenson.



## Buy Him a Box for Christmas

Nothing will please him better than a box of good cigars. Every time he smokes he will thank the giver; the better the cigars, the greater the thanks. Our stock is carefully selected to please particular men, and ladies can safely trust to our judgment in making a selection. Best brands of domestic cigars \$1.75 to \$2.25 per box of 50. Key West and imported varieties \$3.50 to \$6.00. A few brands of clear Havanas in boxes of 25, at proportionate prices.

**HAVERMORE & BRO., 16 Marion St.**



FIG. 10

4-inch, double-column; headlines in 18-point Post Old Style; body in 6-point Old Style Roman, solid; firm name in 12-point Blanchard Condensed.

## SAVE MONEY BY THE BOX

Ever stop to think of the economy of buying cigars by the box? 50 Treadors bought singly cost \$2.50. By the box, \$1.75. 50 Mia Bellas bought singly cost \$5.00. By the box, \$3.75. Then, it is worth something to always have the cigar you like close at hand. Our cigars are always fresh and moist, and will retain their fragrance for weeks in your home. Come in and make a selection.

HAVERMORE & BRO.,

16 Marion Street



FIG. 11

3-inch, double-column; headline in 14-point Jenson; body in 6-point Old Style Roman, 1-point leaded; firm name in 8-point Jenson.

**LAUNDRY ADS**

**8.** The modern city laundry, with its washing, drying, and ironing machines, requires a considerable volume of business to make both ends meet. But its facilities are such that it can easily handle two or three times the amount of work required to pay expenses. A laundry running at full capacity is a profitable business, but it is pretty certain to meet with strong competition. The best way to hold old customers is to treat them well; the best way to get new customers is to advertise the good treatment that they and their linen will receive. There is a popular notion that a laundry is a good place to send collars, cuffs, and shirts because of the superiority of the machine starching and ironing; but that laundry work wears out clothes quickly, and that compared with home washing the cost is higher. There are many other objections to the methods and work of poor laundries. The enterprising proprietor should first do the work right, and then advertise his ability and intention to continue so doing it.

**9. Points to Be Advertised.**—He should state that his new method of ironing collars and cuffs absolutely does away with the saw-like edges characteristic of the ordinary machine laundry; that he uses no acids or other strong chemicals to whiten clothes; that he calls for and delivers work promptly on time; and can execute rush orders in emergencies. Such advertising, however, is directed chiefly toward the “collar, cuff, and shirt” trade. People are pretty certain to send these three classes of linen to some laundry—whichever is the best.

There is a great opportunity for good advertising in educating people to the notion of sending the entire family washing to the laundry. The housewife’s chief objections to this plan are the cost and the wear on the clothes. Arguments that will overcome these objections and point out the advantages of laundry washing over home washing will make the ad effective. Regarding the matter of wear, the ad should

explain that the improved machinery with which the laundry is equipped obviates the necessity of rubbing, or the possibility of tearing the clothes; that machine ironing is better and more even than hand ironing for plain materials, and does not scorch or tear them; that no harmful chemicals are used in washing the clothes. As to the matter of cost, figures and results may be compared. The usual charge for family washing at the laundry is 5 cents per pound for washing and ironing all plain pieces, 75 cents per dozen for washing and ironing such pieces as cannot be ironed on the machine. The cost of family washing and ironing done at home will amount to about \$1.75, allowing \$1.00 for the washerwoman's day's wages, the remainder being for soap, bluing, and coal, the washerwoman's dinner, and the wear of implements. It should not be a very difficult matter to demonstrate to the housewife that, even at a slightly higher cost, it is better to have the washing done at the laundry and be rid of the annoyance and discomfort of home washing.

The tendency of modern housekeeping is to solve the servant-girl problem by the elimination of all such laborious tasks as washing, scrubbing, etc. Any woman that is a home maker prefers to do without a girl if she can avoid hard and disagreeable labor. The laundry man that recognizes this trend and makes it easy and economical for the housewife to do her own housekeeping will build up a permanent business among a desirable class of customers.

Another special feature that may be brought out in the ad is the care and skill with which difficult work is executed at the laundry. Lace curtains, shirt waists, white vests, duck suits, and fancy underskirts are seldom done up satisfactorily by the washerwoman. Particular housewives usually try to do this work themselves, and will not think of entrusting it to the laundry unless invited to do so in the ads. Generally speaking, people have somewhat narrow views as to the possibilities of the laundry. Varied and continuous advertising will give them broader knowledge of, and greater confidence in, the superior advantages of laundry work.

From 2 to 4 inches three times a week should be plenty of

space for a laundry of ordinary capacity. Circulars or booklets distributed or sent out with the goods make a valuable supplement. Appropriate illustrations are desirable but not essential. Of necessity, they can only serve as eye catchers or suggest the excellence of the work. Plain convincing arguments, businesslike requests for patronage, and good display are the chief essentials of effective laundry ads.

**10. Sample Laundry Ads.**—Figs. 12, 13, and 14 offer a few suggestions along these lines.



FIG. 12

2-inch, single-column; 6-point border; headlines in 18-point Schœffer; body in 6-point Old Style Roman, solid; firm name in 18-point Schœffer.



## STOP WASHING AT HOME

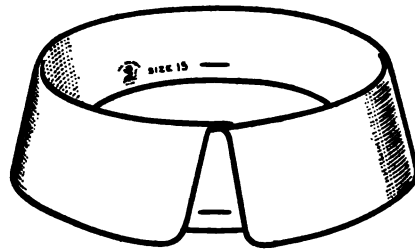
There's no economy in trying to do work by hand, that can be better done by machinery. "Blue Monday" with its steam, soap suds, and hot-stove nuisances can be avoided, and you can save time, temper, and money by sending the family washing to us.

Try it. We can surely satisfy you. Phone 312. Our wagon will call.

### Snowflake Laundry

FIG. 13

4-inch, single-column; 3-point border; headlines in 18-point Schœffer; body in 6-point Old Style Roman, solid; firm name in 18-point Schœffer.



## No "Saw" Edges On Our Work

Collars laundered by us retain their original shape and smoothness longer than those done by hand. Our new finishing machine insures collar comfort. Send them to us and save your money and your neck.

**SNOWFLAKE LAUNDRY**

Phone 312. Our wagon will call.

FIG. 14

4-inch, single-column; 3-point border; headlines in 18-point Schœffer; body in 8-point Old Style Roman, 2-point leaded; firm name in 12-point Schœffer.

**399211 A**



**DRY-GOODS ADS**

11. Dry-goods stores in the larger cities cannot, as a rule, meet the low prices of the department stores, but can easily attract and hold a desirable class of business by carrying better or more complete stocks than their price-cutting competitors. Price is a very strong selling point, but is not everything. The tendency among department stores is to carry cheap, quick-selling goods, but the steady demand for better and higher-priced products makes the opportunity and should shape the business and advertising policy of the independent dealer. He should so advertise and conduct his business that whenever the women of the locality want good goods or their choice of a large variety, they will come to him just as quickly as they would go to the department store for bargains in cheap materials or ordinary things. While he cannot continuously imitate the bargain-counter methods of the department store, his occasional cut-price sales of high-grade goods attract a most desirable class of new customers and hold the old.

His ads should tell of the quality of his stock, the variety of patterns or shapes or sizes, and then point out that at the prices quoted he is offering values that are real bargains, because they are bargains in high-grade goods, the prices of which are not ordinarily cut. If he has the sole agency for a corset, a line of silks, of gloves, or stockings, or makes a specialty of such goods, it is a good idea to run special ads of them, pointing out that they are of superior quality and not obtainable elsewhere. He should also watch the magazines to see which articles that he carries are being advertised by the makers. By advertising that he sells them he will reap direct benefit from the magazine advertising.

Dry-goods ads should be descriptive, should tell all the good points of an article, and suggest its use or desirability. Conciseness and brevity are good qualities in ads, but it is bad to save space at the expense of clearness. Women are the buyers of dry goods, and they will read anything that conveys real information about things that interest them.

Probably no branch of advertising furnishes more examples of bad writing than that relating to dry goods. The ad writer that can paint a word picture of an article or its use is the one who will make business. If he can do it in a few words, he is a genius; but if he cannot, he had better stick to full descriptions in every-day language. Many ad writers, in attempting to write things from a feminine standpoint, make themselves ridiculous by fulsome descriptions in high-flown and altogether unnatural language. Other ad writers try to cover up their lack of knowledge by "smart phrases," alliteration, circus-poster superlatives, and infantile chatter. There is no excuse for such waste of space. No ad writer can be expected to know all the technical excellencies of the numberless materials and articles sold in dry-good stores, but he can find out enough points to write effective ads. For instance, the buyer for the silk department ought to be able and willing to give him all the points of superiority of one silk over another. The salesmen sent out by jobbers have to know these points, and the ad writer should try to meet and question these men. They want their special lines pushed, and will gladly cooperate in the production of ads that will sell them. It is a good idea for the ad writer to read his copy to some woman of common sense, and notice whether or not it conveys the desired information. Often, in thus reading his work, he will discover weaknesses in his style that he had not noticed in writing it. Too often writers of advertising strive to write something that they think will please other advertising men or the advertising journals rather than something that may be easily understood and appreciated by Tom, Dick, and Harry. An ad should contain just about what one would say in personally offering the article for sale to a customer. It need not necessarily be conversational in style, but it ought to be written in the language of the people. One should not require a dictionary, an encyclopedia, or a knowledge of Latin roots to understand it. High-toned writing may appeal to highly educated people; plain writing appeals to all.

Illustrations should be used as freely as possible. Cuts from illustrating syndicates are all right if they are up to date and have some connection with the article advertised. Specially prepared illustrations are, however, very desirable and effective. These may be drawn to agree with the fashion plates in women's magazines and in the illustrated Sunday papers. A reputation for using up-to-date cuts that represent the latest styles is a valuable asset to any dry-goods merchant. Women are always interested in styles and will hunt through the paper to find a picture of a well-dressed woman.

**12. Size of Ads.**—Dry-goods advertising should be continuous, but heavier in the best selling seasons. The amount of space to be used depends principally on the size of the store or the amount of business required. A practical basis of calculating the proper advertising expenditure and its distribution is given in *Retail Advertising*, Part 10.

The ad writer should keep close watch of the sales made and the class of customers drawn to the store by his ads. If he finds that he is appealing to the wrong people, he should change the ads to a style and character that will appeal to a more desirable class. If some clerks are kept too busy and others are idle, he should reduce the advertising of the busy department and push the weaker one, taking into account, of course, their relative importance.

It is a waste of space to lay out a small ad on the plan of a page department store ad, yet many small advertisers attempt it. There is some difference of opinion about the best location of the firm name in a page ad, but in small ads it should always appear at the bottom. It will then be possible to effectively display the article advertised without giving the ad a top-heavy appearance. If the space used is less than one-eighth page, but one article or one department would better be advertised. It is more profitable to make a strong presentation of one leader than to break up small space into insignificant panels. Strong display in small space gives an impression of strength; ineffectual imitation of big ads is a confession of weakness.

If small space is used, it is a good idea to specify that the ad should be placed continuously on the same page and in the same position. A special face of display type and a special border will also help to make the ad prominent and easily found by regular readers. Attention to these points will overcome several of the disadvantages of small space and make a moderate advertising appropriation yield good results.

13. **Sample Ads.**—Figs. 15, 16, 17, 18, and 19 are sample ads for dry goods, illustrating some modern methods of strong display in small space.

## DON'T GET WET

There's no economy in running the chances in this climate, to save a little money. Five minutes' exposure to a spring shower may send you to the doctor, and your hat to the rummage sale. Don't get wet rather than carry that shabby last year's umbrella.

### Get a New Umbrella

We bought a lot of silk ones: green, blue, red, brown, and black; steel shanks and natural wood handles. Not gaudy or cheaply ornamented; just neat, swell, and serviceable. They're worth fully \$4.00. During this week we are selling them for \$1.00 less; **\$3.00.**

**SINGLETON'S, Cor. Charles and Horn Sts.**

FIG. 15

3-inch, double-column; 6-point Newspaper border; headline in 36-point Jenson; body in 8-point Old Style Roman, solid; firm name in 18-point Jenson.

## Stylish Silken Skirts

Our new mercerized black skirts with ruffled or plaited flounces are exceptional combinations of style, wear, and economy that must appeal to your good judgment. They look like silk, wear better, and cost less. Choose yours before the prettiest are taken. \$1.00 to \$5.00

Singleton's, Cor. Charles and Horn Sts.

FIG. 16

3-inch, double-column; 6-point Magazine border; headline in 36-point Jen  
body in 10-point Old Style Roman, 2-point leaded; firm name in 24-point Jen

## Pretty June Graduates

Will look still more lovely if arrayed in some of the dainty fabrics we are offering.

White Mousseline de Soie, Persian Lawn, Wash Chiffon, French Organdies, Lansdowne, Albatross, and Batiste for commencement exercises.

Colored Pongees, Etamines, Voiles, Printed Foulards, Dimities, Silk Grenadines, Mousseline de Soie, French Challies, Lansdownes, Albatross, and Nun's Veilings for class day.

In our extensive line you can surely find something to suit the occasion, your complexion, and your purse.

**SINGLETON'S**

Charles and Horn Sts.



FIG. 17

6-inch, double-column; 3-point rule border; headlines in 30-point Jenson; body in 10-point Old Style Roman, 2-point leaded; firm name in 14-point Jenson.

# Have You A Perfect Form

Probably not. Few forms are naturally perfect, but any woman's form can be greatly improved by the right kind of corset—the one particular model that corrects the little imperfections of her figure.

## Venus Corsets

Are conceded to be triumphs of artistic modeling. Without distorting the figure they obtain the straight front effect demanded by fashion. Furnished in thirty-six distinct shapes, they make it possible for any woman to obtain the corset best suited to her own form.

For one week, this celebrated line will be demonstrated for us by Mademoiselle Vidoque, recently with Smith, Jones & Brown, New York. Do not miss this opportunity to receive valuable advice on the artistic improvement of your appearance.

### SINGLETON'S

Cor. Charles and Horn Sts.



FIG. 18

6-inch, double-column; 3-point Newspaper border; headlines in 30-point Jenson body in 6-point Old Style Roman, 2-point leaded; firm name in 18-point Jenson.



**Shirt-Waist Style**

Smart dressers realize that there is as much difference among shirt waists as among people. Some are ordinary, others high grade, and a few distinctive. Ours belong in the latter class.

The waist illustrated is of white mercerized vesting, with the fullness laid in three flat folds on either side of the front plait. The back has bias yoke. For general utility, this style of shirt waist is always in good form. Price \$2.25.

**SINGLETON'S**  
CHARLES AND HORN STS.

FIG. 19

4-inch, double-column; 8-point border; headlines in 18-point Jenson; body in 6-point Old Style Roman, 1-point leaded; firm name in 14-point Jenson.





# RETAIL ADVERTISING

(PART 6)

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## INTRODUCTION

The following Cyclopedia of ads and catch phrases covers nearly all retail lines of business. The ads have been clipped from leading newspapers gathered in from all parts of the country, and are representative of the best efforts of some of our most enterprising and successful merchants and advertisers. These ads have been set up, without display, almost as they were printed. Sometimes the name of the advertiser or the article advertised has been omitted or changed; but otherwise the gist of the ad—the heading, ideas, and wording—have been retained, without change.

Many of the ads, we believe, can be greatly improved. In some, the headings are “blind” or ambiguous; in others, the reasoning is not always coherent; but each contains some suggestion or some happily expressed phrase or sentence that will prove a trade bringer if used in an intelligent way.

The ads here given will be especially helpful to the following: (1) writers of miscellaneous advertisements; (2) merchants that prepare their own ads; (3) department-store advertising managers.

1. *Writers of Miscellaneous Advertisements.*—Every ad writer working independently and preparing ads for merchants engaged in widely separated lines of business will frequently in his career be confronted with unfamiliar propositions. In such emergencies he may refer to the Cyclopedia and, under the proper heading, find material that will be of considerable assistance to him in his work.

*For notice of copyright, see page immediately following the title page*

2. *Merchants That Prepare Their Own Ads.*—Such merchants as prefer to write their own ads should be able, after mastering the principles of display given in the preceding Papers, to quickly write, with the help of the Cyclopaedia, ads of any of the various articles sold in their stores.

3. *Department-Store Advertising Managers.*—The position of department-store advertising manager entails multifarious duties that are frequently very exacting. To produce good advertising copy on different subjects presupposes a knowledge of the goods of every department of the store that the ad man may not always possess. As the ads of the Cyclopaedia are quite varied in character, the collection should prove of constant value to him.

The best method of using this advertising material will depend on circumstances, and each student will probably evolve a system for himself. One method of working is as follows: Suppose we wish to write an ad announcing a sale of ladies' shoes. Turning to the index, under "Shoes" we are referred to certain pages where ads on this subject are to be found. Turning to the place indicated, we read all the ads on ladies' shoes in particular and on shoes in general, jotting down as we proceed the ideas we consider of value. When we have secured all the material we wish, we go over it carefully—weeding out unnecessary words and rearranging and systematizing it until we have produced an ad that is well worded, strong in logic, and brimful of advertising points. We can then proceed to indicate the display necessary to produce the best effect.

The ad writer will find it of great advantage to keep two scrap books. In one he can keep his own ads; they will be as it were a record of progress, wherein he can see whether he is forging ahead or is getting in a rut, and take measures accordingly. In the other scrap book he can paste up the striking or trade-bringing ads of other advertisers along similar lines. These two scrap books, if kept up to date, will, with the Cyclopaedia to refer to, be important factors in increasing the ad writer's efficiency.

# CYCLOPEDIA OF RETAIL ADS

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## Canned Goods

**Individual Cans of Clam Chowder**  
Made by Ells—need we say more? Made after the most approved recipe contains an abundant supply of small clams, cooked in their own juice, usual, as well as pieces of salt pork and onion, added. The instant the can is cut open, the fragrant, appetizing odor appeals to the palate.

### Shelled Corn

Have you tried Coronation brand? This certainly makes us friends. It is a tender, sweet Maine corn, natural in color and as near perfect as corn can grow.

### Sugar Corn

Our Sugar Corn has every good point, shapely ears with small cobs filled with yellow-white kernels, tender and sweet, a strain of the sterling "Hiawatha" variety. Try it.

### Green Peas

Our green peas are a Lenten Menu, Green peas will be relished. We have secured quite a stock of them, some imported, others grown, but all of them excellent and in flavor as when fresh picked.

### Canned Goods

Special interest to our patrons is our stock in canned foods. Early in the season we arranged with the best canning establishments in the country to supply us with the choicest of their pack. The goods are fine and fresh and thoroughly reliable in every respect.

### Tomatoes

Our can of tomatoes for 7c. Rare indeed in price such as this offered to the housewife of this city. The tomatoes are Maryland standard, solid, cold-packed, and fully ripe, and you get a full three-pound can at the lowest price ever quoted.

### Vienna Sausage

Our Vienna Sausage is just one of the best articles for a quick lunch you possibly have. Throw can into the ice water for 10 or 15 minutes, open can and cut sausage lengthwise into strips, place on a couple of Medlar's banquet wafers and there you go, Gallagher. Gee whiz! but it's a tasty sandwich.

## Tempting Canned Goods

These canned goods are as fresh as in harvest time; tasty as the new plucked fruit. Every can as bright and fresh inside as outside.

### Pickled Lambs' Tongues

Another summer dish most acceptable, especially so when you take into consideration that it is ready to serve without having to stand over a hot fire to prepare, or to burn that valuable commodity—coal. Nicely packed and cleanly prepared.

### Peas

The unusually fine and delicious flavor is the striking feature about sweet briar peas. In taste and appearance they are so like the choicest fresh peas that you probably could not tell the difference if you were to make a side by side comparison.

### Preserves

Fern dell preserves are the best in the market because careful selection of fresh, good fruit and cleanly cooking have rendered them superior to all others. Their pure fruit taste appeals to every one. Delicious in ices or sherbets, and a splendid spread for school lunches.

## Butter, Cheese, Eggs, Etc.

### Cheese

Every recognized variety of imported and domestic cheese on the market is to be had here; kinds to suit all tastes—the mild, medium, and very strong. You will find that our cheese department is a complete little store in itself and a very attractive place to buy your cheese.

### English Dairy Cheese

The particularly fine flavor of our cheese, no doubt many of our patrons are aware of, but the cheese we're offering this week is aged and exceptionally fine. A rich dinner cheese of rare quality.

### Highest Quality Butter

People who are particular about the butter served on their table should use our butter. Fresh every day from the creamery, the finest table butter you can buy. Just as sweet and good one day as another, so you'll know what to expect every time you order Jevne butter.

### Choice Cheese

More old cheese received. The best news we have to write about the cheese counter this time is to tell you of the arrival of another old lot. It stings a bit. It bites a little. It has enough of both to make it the "rare McCoy."

### Elgin Butter

We know that no better butter than this can be bought, stamped or no stamps. We just buy the finest butter that the creameries in Elgin, Illinois, can make, and offer it to you while it's fresh and sweet. We have two shipments a week, and the size of our butter consignment is enormous. The butter is of even quality—always the same—never rancid, and always sold at the lowest possible price.

### Butter Makes or Mars the Meal

If you want the best and want to always know the best, you want Meridale Butter. The word Meridale is a guarantee that the butter was made at Meridale farms, high up in the mountains, where the pure air and water and finest grass give it a delicacy of flavor and solidity of texture that no other butter possesses. It is never grassy or garlicky—always pure and uniform. We have largely increased our production, and for the first time in months are able to fill all our orders.

### Why Our Butter Is Best

Ever notice the way we keep butter? Separate boxes, every one connected with cold-storage plant. The cold-storage system keeps butter uncontaminated and as sweet as the day it left the creamery. Best Elgin Creamery Print—the famous Illinois prize butter, the genuine article, 28c. a lb. Four-Leaf Clover—a pure, sweet creamery print, 25c. a lb. Fancy Vermont Creamery—many excellent people prefer this butter, 25c. a lb. Fancy York State—nice creamery butter, from the tub, 22c. a lb.

### Primrose Creamery Butter

Primrose Butter is made in the world's cleanest creamery, of pure cream from cows fed in the richest pasture lands of the West. From the pasture to the churn, and throughout the whole process of making, only the most approved methods are employed, and every precaution is taken to insure and maintain, without variation, the highest possible quality. That the purity and delicacy of flavor thus obtained may be preserved under all conditions, every pound of Primrose Creamery Butter is sealed in an airtight, odor-proof package, lined within and sealed without.

### Highland Evaporated Cream

Is pure, full-cream cows' milk, unsweetened, sterilized and canned. It is preferable to ordinary milk, because it is always in relishing and wholesome condition, cleanly handled, and takes the place of either crude milk or dairy cream for all purposes, if diluted according to directions. The safest, most readily digested. Try it.

### Butter Quality

If there is any one article of food which appeals to us all, rich and poor alike, it is pure, sweet butter. Such is the butter we are offering, not for profit, strange as that may appear, but solely to convince you that quality such as ours is hard to find. We receive our supplies direct from the leading creameries of this country, and after its arrival in New York every pound passes the most rigid examination of our butter experts. The price we quote speaks for itself. A trial will explain what we mean when we speak of our "Butter Quality."

### Evaporated Cream

For the unexpected guest, after the theater or Sunday night suppers, you'll find a can of Highland Evaporated Cream so handy; for it can be used the same as fresh cream and milk. With a little cream, and the help of oysters, cheese, canned goods, or leftovers, it is easy to stir up a palatable supper in your chafin. Highland Evaporated Cream has all the nutritive properties of fresh cream, fairly smacks of the green pastures of our Highland farms, for Highland Evaporated Cream is merely pure, full-cream cows' milk, sterilized, evaporated, and canned; free from all germs, bacteria, and foreign preservatives.

### Good Butter

We have just nailed a big butter bargain. We got the chance a few days ago to buy a large quantity for a small, spot-cash price, and we did the trick and did it quick. This butter is a creamery print butter. It's as sweet as new mown hay and a darn sight more nourishing. It's safe to say that you can't duplicate this butter for 5 cents more the pound. We know you can't. We want you to try this butter because we know a trial will kindle a kindly feeling toward this store. If you buy a pound and don't like it, we will return your money without any argument whatever. That's fair, isn't it? 23c. a pound.

## Cereal Foods

### Breakfast Requisites

No breakfast is complete without a dish of our Cream of Wheat. It is just what the name implies—the "cream" of wheat. Carefully selected wheat made into a pure, wholesome, healthful preparation, fit for the person who likes the best things to eat.

### H-O Stands for Health and Happiness

H-O is sweet as a nut. The starch in it has been changed to sugar. It has been baked to give it that crisp, appetizing taste. It has all the good of oatmeal but none of the bad.

### Prepared Buckwheat

Fond of buckwheat griddle cakes? If so, you'll certainly relish cakes made from "Gedney's Extra Fancy Buckwheat." Makes cakes that are especially light and the flavor is the true buckwheat.

**McCaffrey's Old-Fashioned Buckwheat**

Makes the kind of cakes our grandmothers ate—the kind we read about but seldom see—unless you use McCaffrey's Old-Fashioned Buckwheat. It is very dark in color, because it is all buckwheat, and has a flavor decidedly pleasing. Cakes made from it will make your breakfast one round of pleasure.

**Bread, Crackers, Etc.****Crackers**

Crisp crackers for the feast. More kinds than there are keys on the piano and each is a symphony of good taste.

**Falcon Butter Cracker**

A heaped up measure of cracker goodness. Delicious and appetizing.

**Blue Point Oyster Cracker**

The menu's well begun when you serve the dainty "Blue Point" with the oysters. Pleases everybody.

**Malt Wheat Biscuit**

Something new. The most healthful and perhaps the most palatable health biscuit you've ever tasted. Had a couple of samples sent us, gave one to a lady to try. Reply was, that they were fine. Some put in a supply. They're ready to eat, just as they are. Call and try them—tasting is the best way to judge.

**A Special Bit of Biscuit Goodness**

A revelation of daintiness, crisp and delicious; especially suitable for all social functions—not cheap, but worth what they cost. A hundred varieties—serve them at your next tea. From Lewis & Co., Food Specialists.

**Home-Made Bread**

Represents a wide departure from the usual methods employed in making ordinary bakers' bread. That's why it is so different from ordinary bakers' bread. That's why it is a better bread than you ever bought.

**Graham Bread**

Our Graham Bread is not full of coarse bran, but is just right, sweet, palatable, easily digested, nourishing bread made from specially ground flour with all the coarse indigestible bran removed. It is noted for its goodness.

**Crackerdom**

Our cracker counter is especially interesting just now. The large variety of crackers and wafers we carry would astonish most anybody. For hot weather what is so nice as a box of dainty, delicious wafers. Some kind of a cracker should be on the table at every meal, should be in every lunch box and picnic basket. And the very kinds you should have are here.

**Good Bread**

Good bread smells good and is a better appetizer than many a tonic. Good bread here every time—good because it's made from pure wheat flour, the hull removed (unless you want the graham kind) by men skilled in their business.

**A Nibble at Night**

Going to bed hungry is just as foolish as overeating. Take the middle course; get a box of Bremner's Butter Wafers for the bite before bedtime—just enough to appease the hunger, too light and crisp and flaky to make you sorry you ate them. They are baked by the bakers that make the famous Uneeda products. Seasoned with a slight sprinkling of salt, which gives a piquant flavor.

**Luncheon**

No trouble to prepare a hasty as well as pleasing luncheon when you have such "palate tickling" delicacies as Knapp's cream bread and chip potatoes. Always fresh and crisp.

**A Perfect Health Bread**

Builds sound bodies and vigorous minds. Made from Health Flour, the most glutenous whole-wheat flour ever produced, making a sweet nutritious bread that is gaining a world-wide reputation.

**Bakers' vs. Home-Made Bread**

We bake home-made bread. Which would you rather eat—home-made or bakers'? A foolish question to ask, for most people would be willing to pay twice the price for home-made bread they pay for bakers'. But you can buy the good, old-fashioned, home-made bread at Smith's for the same price as bakers'. Large, well-browned loaves, both nourishing and palatable.

**Four Good Reasons**

We hear nothing but praise for our bread, cakes, pies, and every desirable variety of pastry. There are four good reasons for it: first, we use only the finest flour and other ingredients; second, our bakers are artists in their line; third, cleanliness reigns in every department of our establishment; fourth, our prices are absolutely fair.

**None Better**

There is no better bread made than Hale's. It is baked just right, and is the best white bread you can buy anywhere. Our light biscuits, rolls, and baked goods of all kinds are made from the highest grade materials, and they are baked fresh every day. Don't bother about bread baking, but try our Health Bread.

**Good Bread**

Hundreds eat Keane's bread. You'll like it, too, for it's wholesome, nutritious, and made from the purest of materials—scientifically put together and baked "just to a turn." The same thing is also true of everything else that we bake.

### Bread Quality

A good big loaf of bread as well as the highest quality, more nourishment for the money than you can get in any bakery in the city. Our bread is superior in quality, delicious in its lightness and fine flavor, and palatable enough to make a meal on at any time.

### Bread Baking

Pretty women cannot hope to long retain their beauty and health if they are compelled to bake bread several times a week. No money saved by their doing it, either, and it's hard work. Smith's Health Bread is just like the bread you bake at home, just like your mother used to bake, and it can be had fresh every day. Stop home baking for awhile and use this bread and see how it goes.

### Breakfast Rolls

What would breakfast be without rolls fresh from our oven? Our breakfast rolls are light and appetizing—just the thing for the morning meal. We will send fresh rolls to your order in the morning, as well as delicious bread and pies. Our breads are all high grade and made from the best flour that is milled, and by expert bakers. If you want a treat try our Snowflake or Domestic loaves.

### Nutritious Bread

We are sure that you will like our bread, for it's wholesome, nutritious, and made from the purest of materials—scientifically put together and baked "just to a turn." The same thing is also true of everything else that we bake.

### Fresh From the Oven

Our bread, rolls, and buns are appetizing, toothsome, and nutritious. They are made from a superior grade of flour, in absolute cleanliness. Nothing whatever of a deleterious nature used in our products. We make cake that is delicious and wholesome. Unexcelled in purity or quality.

### Tempting Bakestuffs

What we do not have in wholesome foodstuffs in the bakery line no store in this town has. Big talk, you may say; but the proof of the pie, bread, and cakes, like the proverbial pudding, "lies in the eating." Try a loaf of the bread we make and—the decision is yours. We'll abide by the result.

### Mother's Bread

"Little folks" never tire of Mother's Bread. Good health in every loaf. Fresh daily.

### Perfect Bread

Both you and your grocer agree that Mother's Bread is a decided success. It's your idea of perfect bread—his idea of an easy seller. Fresh daily.

### Sturdy Youngsters

With well developed appetites find solid satisfaction, health too, in Mother's Bread. Fresh daily.

### Everybody Loves

The genuine, home-like flavor and taste of Home-Made Bread—the new bread now at the grocers. It is the best illustration of the folly of baking your own bread you ever tried. It's a real bread treat.

### Strength-Giving Bread

Mother's Bread gives strength to the weak and health to the sick, and helps the healthy and strong to retain their health and strength. All that eat it like it. They like it because it is tasty—they like it because it is never dry and chaffy. There is a uniform goodness—a never varying quality—about Mother's Bread that is not found in any other bread that's made—not even the bread that's made at home by the best home cooks.

### Breadmaking Success

Our success hinges on our good bread. We have aimed, studied, and striven for years for perfection in the baker's art. Judging from the steady increase in the number of our customers, these persistent efforts have not been in vain. While the past is secure, present popularity gives us a mortgage on the future, and lovers of fine bread should not fail to try ours.

### We Bake Best Bread

Would you rather have home-made bread than bakers'?—buy it here. Our home-made bread for our customers has delighted them almost more than anything we've ever done. And they show their appreciation by buying it just as fast as we can bake it. Beautiful, well-browned loaves, light, flaky, delicious—you never ate better home-made bread. Bakers' bread has been eaten of necessity, Smith's bread is eaten for its goodness.

### Fancy Biscuits

These dainty little crackers fit into social functions so nicely that they're almost a necessity in every household. No one with any pretensions to entertaining could possibly get along without them. But care should be exercised in the buying, or your little "spreads" will come to grief.

### Genuine Home-Made Bread

The only place where you can buy genuine home-made bread. We're baking it six days of every week just as fast as we can. You're buying it just as fast as we bake it. Isn't it a treat—isn't it a luxury to buy the real, good, old-fashioned home-made bread for the price of bakers'? We have a baker that understands bread making—home-made bread making. Best way to be convinced is to eat a slice of Smith's home-made bread.

### Health Bread

The best cure for dyspepsia is good bread, properly made and thoroughly baked—the bread that we make. We call it Health Bread. This is the perfect bread, made of the best flour, leavened and seasoned just right, thoroughly kneaded and baked to perfection; it is easily digested, and it builds health and strength for those who eat it.

**Bread**

bread as it is made at Dusenberre's bread bakery has no equal anywhere. It is the most healthful bread made today. It is the bread of our forefathers who won the victory of the revolution and the freedom we enjoy today. Their chief diet consisted of rye bread made from rye raised on the farms. They were strong and sturdy men. Why? Because they ate rye bread.

**Best Bread Is Smith's**

Smith's because it's home made. No one else bakes such good bread. Great, tempting loaves, well browned, light, and delicious. If you know what the very best made bread is, then you know how good Smith's bread is. Housekeepers don't want to put up with baker's bread a minute longer than they have to. No necessity for you to. You can buy all the home-made bread you want at Smith's.

**Home-Made Bread**

Home-Made Bread is of the purest, best flour—always alike, and is as good—just like mother used to make. It is not guilty of the folly of baking bread too long. You can buy easier than you can at any other place. Get Wolfarth's Home Made and you will be satisfied.

**Staff of Life**

Home-Made Bread is upheld for its good qualities as "the staff of life." Nothing spongy or heavy, but our light and dainty loaves; they are nutritious and healthful, and are in demand by athletes as well as by the most refined ladies. Try our pure and palatable breads, rolls, etc.—they are unexcelled.

**Dainty Breadstuffs**

Home-Made Bread is as busy as we can be—baking every minute. Seems as if our bakery department grew more popular every day—it is so. My, how good the cakes are, and the cookies, and our home-bread! Have you tried any of our home-made bread? It's as good as the best made bread ever made—that means a great deal. But our Bakery Department is good things as fresh and pure as pure and baking every day can make. Any order you telephone will be promptly delivered.

**Fastidious Palate**

For the fastidious palate there is nothing finer than our light, brown, and delicate breads, rolls, breads, and breadstuffs. Our breadstuffs are made from the highest quality materials, and baked fresh every day. We supply you—it will save labor, worry, and money.

**Home-Made Bread**

Home-Made Bread is "the most delicious bread!" That's the general verdict we hear on all sides from buyers of our famous sweet-milk loaves. The bread is made from best blended wheat, thoroughly kneaded, perfectly baked, with a nicely crisp crust. We sold lots of it, and patrons keep coming back for

**Home-Made Bread**

"As good as mother used to make." A great many people say this about Wolfarth's "Home-Made" bread. It's about the best bread that was ever baked. It is made of the best flour money will buy, mixed and baked in a clean, sanitary bakery, by expert bakers. Wolfarth's "Home-Made" is always the same—tomorrow's loaf will be just as good as today's.

**Hams and Bacon****Hams and Bacon**

Sweet as a nut and appetizing on a cold morning for breakfast is a slice of our delicious ham or bacon. Ham and bacon are two old and reliable favorites. Our ham is from the best corn-fed pork and with a flavor that would tickle the palate of the most fastidious epicure. We have many dainty cold-weather morsels here at all times.

**Breakfast Bacon and Hams**

A thin slice of our Breakfast Bacon browned to a turn, what can be more appetizing and tempting to the lagging appetite? Have you tried it? If not, do so. Our delicious Dove Brand Hams cannot be surpassed in quality. Their popularity increases every day, and once having used them you will not be satisfied with any other.

**Nothing Finer**

For breakfast than fine country bacon or sliced ham served with toast, eggs, and a good cup of coffee. You will have to buy your coffee and eggs somewhere else, but come to us for the best ham and bacon.

**Flour and Feed****Cream Blend Flour**

When buying flour it's always best to select a brand of established quality. "Cream Blend," the perfect flour, has been weighed in the balance, and has always met the requirements of the best homes. It's blended of the finest spring and winter-wheat flours. Invariably makes the most delicious and nourishing bread, rolls, biscuit, cake, pastries, etc.

**Gold Medal Flour**

Gold Medal Flour is not a one-sided flour—it is made to serve the whole circle of kitchen economy. It makes good bread, good biscuit, good pies, good pastry. It is an all-round flour of the choicest kind. It is made wholly of hard spring wheat, which gives it a nutritive value unexcelled by any other flour.

**You Might as Well Have the Full Flavor**

That belongs to bread and biscuits. Did you think bread could have no flavor? Next time you bake try Millbourne Flour and you will know the fineness, and whiteness, and richness, and economy of good bread.



#### Snow White Flour

Many young ladies who expect to become housewives this spring are, with the aid of this popular flour, now learning the better sort of baking. As a consequence an equal number of young men will shortly have occasion to "pat themselves on the back." The best bread bakers use the best flour—that's Snow White. Its best recommendation is the multitude of particular housewives who use it.

#### The Difference

Can you see any difference in this batch of bread? There isn't any. The same invariableness runs through every batch of bread made from Gold Medal Flour—but it's in inward goodness, not outward appearance. Every loaf of bread is the same—it's as good as good can be. It's as good today as yesterday—the best and always the best. You can count on a good batch of bread every time you use Washburn-Crosby's Gold Medal Flour, and you can count on its being a more nutritious batch of bread than you ever had with any other flour.

#### Horse Feed

Don't forget, please, that when you want the best and cheapest horse feed, one that will put your horse in good condition and keep him there, that we sell it; that we sell more of this one kind of feed than all others put together; and that it has never failed to give satisfaction wherever it has been given a fair trial.

#### Elmco Mixed Feed

Blended in uniformly exact proportions for stock and dairy use; consists of pure Bran, coarse Shorts, and Red Dog Flour, blended so perfectly that the full benefit of each grade of feed in just the right proportion is obtained, and better than is possible if mixed by hand. Elmco Mixed Feed produces rich milk.

#### You Can't Beat It

No flour yields such pure, sweet, appetizing bread, rolls, and biscuits as the much praised Angelus Flour. It is milled from the choicest hard spring wheat by a special process that insures the retention of the gluten and phosphates, the real nutrients of wheat. Makes more and better bread than any other flour.

### Cakes, Pastry, Etc.

#### Pumpkin Pies

The pumpkin-pie season is at its height just now. If you are not eating our pumpkin pies you are missing one of the good things of life.

#### Old-Fashioned Pumpkin Pie

One of the good things the earth produces for man's use is pumpkins. The old-time pumpkin pie with its delicious flavor is made by Smith, Dumbarton's leading baker.

#### Dusenberry's Pies

Pure food, granulated sugar, fresh country eggs, make them the standard.

#### Do You Eat Pie?

Try our 5c. and 10c. Mince Pies. Baked just like your great-great-grandmother did.

#### The Easy Food

Cast your eye over our list of pies. Easy to eat, easy to digest, easy to buy. Miller's Pie. If you are not satisfied with the pies you are eating, try Miller's. They just fit the appetite, and are deep and thick. Apple, peach, pumpkin, huckleberry, blackberry, custard, rhubarb, apricot, lemon, 15c. each. Miller's name is Miller's fame. Every phone in our office. We deliver anywhere; just send in your order.

#### Nabisco Sugar Wafers

A Fairy Sandwich with strips of airy lightness above and below a creamy flavoring of Lemon, Orange, Chocolate, Vanilla, Strawberry, Raspberry, or Mint. A delectable accompaniment for any rare old vintage; for the punch, the ice, or sherbet.

#### Snappy Snaps

The morning or evening meal is much improved with these little ginger snaps.

#### Paris Wafers

Paris wafers are a fine, rich, snappy ginger wafer, with a delightful, lingering after-taste.

#### Delicious Biscuit

Dainty, feather-weight egg biscuit, in a new shape—about an inch long. Their exquisite flavor, appetizing appearance, and supreme daintiness have already made them "blue-ribbon" favorites. As a delicious, wholesome, and nutritious food for the boss of the house—the baby—they are A No. 1.

#### Cakes

If you would consider for a moment the time, trouble, and bother of making your cake at home, you'll readily appreciate our cake department. Our cakes can be relied upon as being fresh and made in a cleanly, wholesome manner, and the cost is small in comparison to what it costs you to bake at home. Our output is so large that our stock is turned over day by day, and a stale cake is never to be had. Quite likely you are a cake customer of ours, but, anyway, a few suggestions and prices will never be amiss.

#### Cookies

Molasses cookies can be bought most anywhere. But those large delicious cookies that are golden yellow in color, so pleasing to the taste, are only to be found at Smith's.

#### Rich, Delicious Fruit Cake

It doesn't pay to bother with making when such fine cake can be purchased at so reasonable a cost. Only the finest ingredients are used in making, and it's as cleanly made and perhaps more carefully baked than you could do it at home. Call and sample it.

**Baked Dainties**

Our baked dainties are dainties indeed—dainty to look upon and dainty and delicious to eat. What's the use of expending your strength and time over the cake board when you can get the very nicest and choicest of fresh-made cakes, cookies, etc., at our store.

**Cakes and Cookies**

All things good to eat at Harrington's Bakery. We bake all kinds of cakes, and all kinds of pies, and all kinds of cookies, and everything else in bake-stuffs that's good. Of course they're fresh—as fresh as they can be coming out of the oven several times a day. All materials used are the finest. It's hard to beat our baking.

**The Always Busy Cake Store**

That Smith's is the best cake made and a pleasure to eat and an economy to buy, have been found out long ago by most housekeepers in Dundas. That accounts for our always busy cake store. You can order special cake on Friday and have it delivered on Saturday ready for Sunday. Just a few of the many toothsome kinds we sell.

**Fine Home-Made Cakes**

Cake baking requires so much time—let us do it for you. We're baking all kinds of cakes every day—some housekeepers would never think of baking a cake at home. Whenever you want a special cake for birthday or wedding we'll bake it according to your orders. Many good cakes here today.

**Cake**

Expert bakers are at your service here at all times. They make the "cakes and things" that we sell you at about what the raw material would cost. Let us have from you a trial order. See if our bakers' choice produce as good a cake as yours, see if it isn't really a little better. See if the price isn't less than your cost.

**The New Chef**

If you "just don't" see dainty and delicious fancy cakes, we are sure you will be interested to learn that our new chef, formerly at Rochelle's, New York, is making a "new thing new" in this line for us. We think they excel any cakes we have yet seen—those who have tried them come back. Won't you try them?

**The Cake**

In the fall "a young man's fancy gets turned" to cake. So does a girl's. Here's new ones this week. One or two of them more than dreams. All of them good, all of them with the taste and stamp of Montreal purity.

**After-Dinner Confections**

"When on hospitable thoughts meet, let us supply you with confections that have a place in the enjoyment of the making of after-dinner confections is an unsurpassed French water and these shades and colors made to order.

**The House Party**

Are you planning for a house party? Who's going to do the catering? If you want a tempting good lot of delicacies daintily served, you'd better have us take care of this end of the good time for you. We cater with equal care for big or little parties.

**Good Things for Lunches**

Putting up picnic lunches is a great bother when you have to do it yourself. It's really a pleasure when you let Smith help you. There are all kinds of cooked meats and delicacies in our Delicatery Department, all kinds of good bake-stuffs in our Bakery Department. We can fill the lunch basket with a choicer and daintier lunch than most people could put up at home. Now when you want a lunch just remember that there's everything all cooked for you at Smith's.

**Pies**

Home-made in the Holmes home bakery. These pies are liked for their crisp, flaky crusts and generous delicious filling.

**Pickles, Relishes, Etc.**

**Olives**

Delicious. Every olive large, meaty, handsome, and perfect. Full pure varieties.

**New Olives**

Black and green, large, fat and meaty, something especially nice. We have a lot of them. If you like you'll order early. All kinds of pickles. Have you tried our "Santa Maria" pickles? The best in the land.

**Luncheon Olives**

Take a few of these with you at the next outdoor picnic. You'll find they add a lot of pleasure to the picnic feast. Our olives are selected for their daintily goodness. They are a welcome thing to have anywhere. The people who have used them are sure to tell you they will prove a most happy accompaniment to your picnic or outdoor party. Good remember!

**Cider Vinegar**

Our cider vinegar is the result of a first quality apple with a special process that adds a zest to apples. One of the most delicate of ingredients and perfectly pure. Do not let a week go by without the vinegar, but we have a good supply. Buy early if you like. Good in your cooking before you forget!

**Olive Oil**

A good supply with a bottle of olive oil with the same quality. One of the most delicate of ingredients and perfectly pure. Do not let a week go by without the oil, but we have a good supply. Buy early if you like. Good in your cooking before you forget!

**Olives**

Great big tender ones—appetizing—a real relish. You'd pay double for the same grade in bottled goods. Forty cents a quart, which is very cheap. Ask your neighbor.

**Sweet Pickled Peaches**

Nicest relish in the world to eat with meats. It will be a long time before you can get fresh peaches. In the meantime, let us supply you with a few of our choice pickled peaches—a delicious addition to the menu.

**Pure Olive Oil**

Our pure olive oil will please you no matter how you use it. Sweet as cream and has a delicate nutty flavor; thickens into mayonnaise quickly. For medical purposes without a peer. Made from Ehrmann ripe olives; natural medicinal properties of the olive developed to the fullest.

**Turkey Pickles**

Turkey pickles—modes to keep the turkey company. As you eat from joint to joint, you should follow every bite you take with a morsel of high point; for there's nothing quite so pleasant if your stomach you would tickle, as to bite three times a minute of a Rolins High Point Pickle.

**Oyster Sauce**

The newest relish for use on meats, etc., is Cocktail Oyster Sauce. It is about the best thing of its kind we ever handled—so piquant and highly flavored, yet pure and wholesome, that connoisseurs pronounce it perfect. Better try some at your next dinner.

**Luncheon**

We have just received from Spain a puncheon containing 169 gallons of fancy, large Queen Olives. We are selling them in bulk by the pint, quart, or gallon. We also sell the Manzanillas—those small, dainty olives, by measure, and can recommend them as very nice.

**Midget Pickles**

Rightly named—they're not much bigger than a baby's thumb—about one hundred delicious, small, crisp pickles to the jar. When the jar is opened the family all will sing—"Really they are fine enough to set before a king." Either sweet or sour, whichever you choose.

**Coffees, Teas, Etc.****Plantation Coffee**

Is the most universally satisfactory coffee on the market regardless of price. It is uniformly good, of excellent flavor, good strength, free from the rankness that is so common and which so upsets digestion, and is sold at a reasonable price. The label on the package tells precisely what is in the package. 25c. per lb.

**The Tea With the Taste You'll Like**

We have an extra special 35-cent tea that goes way ahead of any tea we ever saw before at such a low price. It brews out strong and delicious in flavor; has no bitter taste; is selling like hot cakes among our best customers. Try some at your house; we know you'll like it.

**Teas**

We exercise the greatest care in the selection and blending of our teas, and warrant them absolutely pure.

**This Week It's Tea**

There is no better tea in the city for 50 cents than the Japan or mixed we are selling at that price. Our customers back us up in this assertion; they say it's simply "immense" and "touches the spot every time."

**The Family Health**

There's health in every cup of Ideal Cocoa. Children thrive on it because it is so nourishing. Grown folks like it because of its delicious flavor. Unlike tea or coffee, Ideal Cocoa is a non-stimulant. A perfect food for body, brain, and nerves. IDEAL COCOA is scientifically prepared by a new process which preserves all the exquisite flavor of the cocoa bean. It contains no alkali or coloring matter. Purer cocoa can't be made. Get a box at your grocers today and try it.

**Rosebud Coffee**

A delicious cup of fine-flavored coffee is a healthful drink at all times. That is why everybody who has tried Rosebud Coffee is a "rosebud" enthusiast. "It goes right to the spot—it just suits." This excellent coffee is a blend of Mocha and Java. It is packed and sold in handsome one- and two-pound tin boxes. The air-tight box preserves its rich aroma and keeps its goodness intact until you are ready for it. The price is 35 cents per pound. We have other brands, but the "Rosebud" is our very best. You drink coffee every day; just take home a box and try it.

**Coffee Luxury**

Your Sunday dinner will be the better for a little shopping in our grocery department. Coffee that is best. One sip, and then your verdict—if it isn't better than any you've been buying for the same price, no matter where, send it back.

**Delicious Coffee**

Wouldn't you prefer to have your morning cup filled with rich, fragrant, delicious coffee than with a flavorless beverage? Why don't you? In our Coffee Department there's nothing but the pure, good, coffee berry sold. We have Mocha and Java Coffee at 40c. the pound that makes a most delicious cup of coffee—and you pay that price in many places for a coffee that is worthless. Ours is skilfully blended, always fresh roasted—and its pure.

#### Our Old Colony Coffee

Is a blend with plenty of vitality—less of it being required than most coffees, even at a higher price, to give such delicious flavor and pleasing aroma. Its low price makes it an economic purchase; its excellent taste a satisfactory one.

#### The Finishing Touch

A cup of our Java Coffee is the finishing touch to a good dinner. No. 4 Mandehling is the best Coffee grown and costs 37c. per pound, or less than one cent per cup.

#### To Coffee Lovers

If you love good coffee, use Fry's Home-Brand Java. For 13 years it has been acknowledged by coffee lovers as the most perfect and delicious coffee procurable. Pound boxes only 35c. Try a cup FREE.

#### The Keystone of Good Health

Is pure food. Bond Coffee is all coffee—no glazing of eggs or glue to conceal defects and cheapen its quality. Fresh and uniform, rich in flavor, because always in sealed packages—never in bulk.

#### Coffee Talk

This store has a reputation for selling good, pure, unadulterated coffee—coffee that makes people smack their lips and say "Where did you buy that coffee?" Javan Coffee is a rich blend of the choicest Java and Mocha; we grind it here from the bean, and it's the best coffee we know of at 28 cents.

#### Coffee Knowledge

If we didn't know just how to roast coffee to a nicety we certainly wouldn't have a coffee roaster. If we didn't know how to blend coffee perfectly we would hire some one who did. And if we didn't know that Bond Coffee, roasted fresh daily, is the best in this city, we wouldn't tell you so.

#### Have You Tried Our Coffee?

Our famous Mocha and Java Blend. More of our customers drinking it than any other one kind. Roasted fresh every day and blended by a man who knows how to blend coffee. Makes a rich, fragrant, strengthening coffee with a most delicious flavor.

#### Bond Coffee

Will help to make your breakfast one of the pleasant memories of the day. Those who try this coffee cannot fail to appreciate it on account of its fine flavor and delightful aroma.

#### Our Coffee

Business is bigger and better than ever! We buy direct; we know the history of every pound, beginning at the plantation. Then we roast it RIGHT, on the premises. That's why our best genuine Mocha and Java blend is only 30c. a lb.

## Ice Cream and Confectionery

#### Ye Taffy Eaters

Our offering for today is home-made taffies. If you don't want to buy, come and see us pull them, anyhow.

#### Open the Door of the Heart

With Jollyboy's delicious chocolates and confections.

#### Chocolate Chips

39c. Chocolate chips 24c., and nobody sells this favorite candy for as little as 39c. even, except this famous candy store. It is a thin and crisp molasses chip, finely flavored with lemon and covered with a smooth and pure chocolate—one of the candies that you never tire of.

#### Molasses Kisses

We are a little vain of the quality and success of our own make of Molasses Kisses. They are one of those things that "tastes like more." Smooth, soft, fresh made. Our kisses are altogether a most tempting and delicious production.

#### Cocoanut Popcorn Crisp

Is something decidedly new. One wonders after tasting it why no one ever thought of a combination of cocoanut, popcorn, and sugar before. Delicious is a strong word, but it is diluted praise when applied to so toothsome a delicacy as this popcorn crisp. Come and try a sample at our expense.

#### The Sweetest Thing in Town

Fudge—somehow it suggests girls' boarding schools, and delicious sweetmeats constructed "on the quiet." Our walnut fudges are as good as any you ever made on a chafing dish in a closet—delicious sugar candy with carefully picked walnuts scattered through.

#### A Week of Kisses

We have always sold you the very choicest and purest kisses that can be made; this week we make a special display of the toothsome goodies—bring out three popular kinds, Walnut, Golden, and Chocolate Kisses—and put the prices down to 20c. per pound. Make this your "jubilee week" for kisses—and do the buying of us.

#### A Chocolate-Drop Sale

Not an ordinary cheap chocolate drop, but a smooth, delicious bit of cream coated with rich, fine chocolate. The kind that people buy and come again.

#### A Tempting Delicacy

Try Festino, the new confection. The reproduction of natural nuts and fruits—the first of which is an almond. With inimitable art the shell is created from the most exquisite material enclosing a kernel of almond flavor.

#### A Candy Hint

Handy little packages, full of delicious, fresh candy—ready to take with you without a moment's delay—and so inexpensive. Yours today at 20 cents the pound box.

#### Choice Confections

What is more blissful these days than a big hammock, a good book, and a box of Jevne's good candies? If going away for over Sunday, take a box of Jevne's candies with you to nibble on. There aren't any better confections made—we don't know where you can get any so good. We'll pack them in any size box you wish. A box of these candies daintily packed makes a very acceptable gift.

#### Your Best Girl

Insure yourself a sweet place in her thoughts, by a gift of Marquand's Chocolates and Confections.

#### Concerning Confections

There is such a vast difference in candy—such a variety in quality and price that it is hard to tell when you are getting good candy until after you have paid for it. That's why we are so careful to have every pound of our candy as good and fresh and delicious as candy can possibly be made. At our candy counter you will find many new and toothsome dainties.

#### Candy Purity

There can't be any simpler candy than taffy. Nothing in ours but the best New Orleans molasses, and the finest sugar—just enough to prevent stickiness. Made up by a formula as old as the hills, into new shapes as Nicknacks—20c. a pound.

#### Anticipation

The thought of the good things that are to come is almost equal to realization. As regards our candies, anticipate what you will as to sweetness and flavor and you will not be disappointed. Franklin's confectionery pleases ten times out of ten, and it's our pleasure to please you, no matter how small your purchase. An oyster sandwich with a cup of our delicious chocolate or perfection coffee makes a delightful lunch when down town shopping.

#### Candies You'll Like at Little Prices

Apple tarts—what delightful associations this promising name conjures up! And you'll find the candy on which it is bestowed quite up to its name. It's the first time, as far as we know, that apples have been hidden under a deliciously crisp coating of candy in several flavors, equally toothsome. Old-fashioned chocolates, too—that is, covered with unsweetened chocolate, which gives a pleasant contrast to the sweetness concealed within, in the shape of nuts and fruit flavorings.

#### Buttercups

Sweet little buttercups with bright satiny coats and nut centers in violet, orange, lemon, and molasses flavors.

#### "Peanut" Pretzels

"Peanut" Pretzels are a Dutch innovation; small, wrinkled, brittle, and crispy; baked in the form of a bullet or marble. They possess all the indefinable good qualities of regular German pretzels without being so hard and teeth trying. Delicious to nibble on—handy for a between-meal lunch—better than candy for the little ones. The maker intended them to be sold by the pound, but we insisted on a price that would allow us to offer them our way.

#### Molasses Crisp

Another of the good old-fashioned molasses candies that are as delicious as they are wholesome. Molasses Crisp is pulled until it flakes and gets as light as a feather. Tomorrow's little price for it is 19c. a pound.

#### Chocolates

"Taste Tells" chocolates 60c. a pound. It is a new brand of chocolates which we introduced last Monday, and the way men and women have appreciated the qualities of these chocolates is best told by the quantities we have sold.

#### Xmas Candies

You won't have to jog your memory very hard to remember the time when candy worthy the name cost almost double what it does here. We have revolutionized prices and standards. Purity and freshness are first essentials, then reasonable prices. Have you bought the Christmas sweets?

#### Candy Season

This is the candy season and the Wanamaker store is ready. Thanksgiving is hurrying along, with Christmas a good second. Countless dinners and parties are in prospect, and just think of the pounds and pounds of candy lost and won on the football games! Now is preeminently *the* candy season of the year. It is always well to associate Wanamaker's with good candies. More people than ever are doing so this year, with the result that, long before the Christmas rush sets in, we have increased our show space for candies and favors by a considerable amount, so as to be perfectly able to serve you promptly and comfortably. Handsome new fixtures add to the attractiveness of the candy store. This is just an invitation to get acquainted, if you haven't already done so.

#### Fresh Candies

The sweet tooth begins to assert itself with the season. Candy counters take cognizance of the fact in their special offerings. Coconut macaroons today right fresh from our own factory.

#### More Molasses Chips

That pile of chocolate-coated molasses chips we had a few days ago disappeared in quick time. Now here's another lot of them—fresh, rich, and delicious—at the same "taking" price—40c. a lb. Everybody can feast on candy chips now.

**Candies**

The American girl consumes \$75,000,000 worth of candy yearly. The Busy Bee's share in this large sum is getting larger every year. Pure candies, perfectly fresh, made of the finest chocolates, nuts, cream, and fine flavors. Made fresh almost every hour—made right on the spot. These are the points that make Busy Bee sweets so popular.

**Peppermint Kisses**

Try some of Marquand's peppermint kisses. Something new in candy, and yet old. Just like the old-fashioned peppermints that people ate in days gone by. Fresh and crisp and brittle, with just enough peppermint in them. As you nibble them they'll bring back to you the memory of olden days. Good? Just as good as those they used to make. Large, flat, round, white pieces of candy, prettily striped with red. 15- and 25-cent boxes.

**The Finest Candies**

Some people haven't any idea of the importance of our candy department—how big it is and how busy we always are in this department. We've filled one of our windows with all sorts of confections—it will give you an idea of how big our candy department is. We sell the best candy made—our confectioner is the best one we know of. Everything is so fresh, every material used is the best, every piece of candy is good.

**Two Special Candies**

Double measure of temptation, today, in the candy store. Either chance, alone, would be enticing; taken together, they are irresistible. Butter candy, with finely chopped fresh peanuts in it. Hardest thing imaginable to stop eating the delicious squares after you've begun.

**Crisp Butter Chips, 25c.**

A dainty candy—and a bargain tomorrow. It is one of the specially wholesome sorts, too, that you can eat as much as you want of, without danger of harm. Molasses chips, rolled very thin and flavored with lemon and vanilla.

**Bonbons**

Smith's bonbons and chocolates. Were we not confident of the superior quality of our bonbons and chocolates, we would not guarantee them equal to confections selling at 80c. per pound. Should they fail to be fully equal in both quality, assortment, and freshness, we'll gladly return full cost.

**Ice Cream**

A couple of spoonfuls of our cream will convince you that it is a product of exceptional excellence. It is at once absolutely pure and of choicest flavor—delicious. Made from rich, wholesome cream and finest fresh fruit, and contains not an atom that is in the smallest degree deleterious. Quality never varies. 'Twill tickle the most fastidious palate.

**Persian Buttercups**

A delicious confection composed of Persian selected dates and California and Eastern black walnuts encased in a vanilla covering. These are made by New York's best confectioner and sell regularly at 40c. Priced as a Friday surprise with a limit one pound to a customer and no telephone orders filled.

**A Delicious Confection**

Niblet's chewing gum. Makes the breath sweet, cleans the teeth, aids digestion. No heartburn or dyspepsia where it is used. Don't take a substitute. Insist on Niblet's.

**"The Sweetest Thing on Earth"**

Niblet's chewing gum. A delicious confection. Purifies the breath and aids digestion.

**Swear Off the Old, Swear on the New**

Ideal Ice Cream is the only new thing in ice cream, and we sell it.

**Christopher's Water Ices**

Are good enough for a fairy's banquet. Served in the most attractive, sumptuous parlors in the city.

**Graham's Ice Cream Is Pure Ice Cream**

Our ice cream is made of pure cream only, and the finest fruit and flavors money can buy. No milk; no adulterations. My! but it's good! Graham's.

**The Dessert**

A good dinner needs a dessert of our pure, smooth ice cream. If you have never tried it you have missed that smooth and delicious flavor such as is found only in our ice cream. Phone, Main 500. We will deliver at any time.

**An Evening Stroll**

Out for an evening walk, you ought to visit our ice-cream parlor. If you don't want to go out, send word to us and we will send it to your home. We make it right, sell it right, and guarantee it shall be right. Try our celebrated water ices and creams. "Every spoonful delicious." For today's warm-weather dish we name our famous peach, chocolate, vanilla, orange ice. The best ice cream, the most careful service, and the greatest satisfaction for your money.

**In Your Sunday Menu**

Have you included any of our warm-weather dishes? Meintzer's famous ice cream is the only thing that makes life endurable on these sultry days. Housewives, see your husband's glad smile if you surprise him at dinner with a dish of our Harlequin ice cream. Others if you prefer. Meintzer's "Own Baking"—loaf and assorted cakes—still maintain the high standard of excellence. Deliciousness unrivaled. Weddings and parties catered for. Designs in varied patterns.

**A Good Dinner**

Needs a dessert of our pure, smooth ice cream. If you have never tried it, you have missed that smooth and delicious flavor such as is found only in our ice cream.

Have you ever tasted our velvet chips? If not, ask for one next time you come in. You'll be sure to take a pound along with you—you won't wait for us to send them home.

**Banks and Banking****Dimes Grow to Dollars**

If deposited in the Dime Savings Bank.

**The Value of Money**

"If you would know the value of money, try to borrow some." A volume of good advice on the subject of saving would fail to convince as would this simple test. 'Tis better though to banish the necessity for borrowing by saving.

**Like the Power of Niagara**

Upon the turbine wheel, is the effect of accumulated dollars in the commercial circle. The great river gathers its strength gradually—and so may you. But there must be a beginning, however small. One hundred pennies are enough to open a savings account.

**"Time's a Flying"**

"Time is money"—every time and all the time. The person who does not waste time, and who manages money to the best advantage, is on the road to prosperity. Money on deposit in a savings bank works night and day. The interest earned is credited semi-annually in the pass book with the regularity of a clock, with the great advantage that part or all can be withdrawn in case of sickness or other necessity, which is not often the case when investments are made in real estate or stocks, which may become slow of sale, even at a less amount than the original investment. "Time's a flying." If you would manage your money well, open an account at the Union Bank of Savings, where your funds will be drawing 4 per cent. per annum interest.

**A Nest Egg**

In the Dime Bank is the right beginning. It often leads to fortune—not so much through its interest growth as its availability for instant use when the right opportunity offers. Fortune knocks at least once at every man's door, but it knocks many times at the door of a man with a nest egg in the bank. Start your nest egg now, and start one for your children. It will teach them habits of economy and thrift.

**Give the Boy Something Practical**

Present him with a bank book on Christmas morning, and then help him to build up a savings account. You can't teach him habits of thrift and economy too early, for as the twig is bent the tree inclines.

**Bank for Working Men**

This institution was intended to meet the wants of the people who work, who make little, and can save but a little at a time. Every help is extended to make the way easy to accumulate a bank account. Small sums from one dime up are received, and the absence of formalities, the convenient hours, and the very small sums needed to maintain the account explain the popularity of the Dime Deposit and Discount Bank.

**We Are at Your Service**

For any of the business transactions which you are in the habit of entrusting to a bank. If you are going to open a new account or make a change in your old one, we want to see you.

**"No Morning Sun Lasts a Whole Day"**

Life at its best is but a short period of time; and as most of us must provide during its productive season for the years of decline, systematic saving cannot be commenced too soon. The Merchants and Mechanics' Bank offers to savers the best of banking facilities, invariable courtesy, convenient location, and 3 per cent. interest on savings accounts—compounded semi-annually. The clock on our building tells the time to save.

**To the Newly Married**

A good move for the newly-married is to start a bank account early, and it may swell into a cosy home before they are aware of it. Men of limited means should always have an account in a good savings bank for the dark days, or to give them comforts when the evening of life is settling. You will find our Savings Department always safe, always reliable.

**Young Man!**

Do you know that saving is not stinginess, but a duty? Do you know that if you don't save before you are married, you won't save after marriage? Do you know that the interest on the money you would save in your youth would make comfortable the days of your old age? Do you know that you owe it to your own self-respect and to those who may be dependent on you in the years to come, to save? Do you know that we pay 3 per cent. interest on your savings and that we accept deposits as low as \$1.

**In the Days of Plenty**

Save your money for the days of adversity. Open a savings account.

**The Extra \$7 Per**

Perhaps your wages amount to \$25 per. Perhaps your expenses are about \$18 per. The other \$7 goes for what? Does it go toward a rainy day fund? Are you enjoying it now or will you and your family enjoy that per when you've reached old age? Put it in our savings bank. It'll be safe and the account will grow at the rate of 3 per cent. per annum even if you do not keep adding anything to it.

**Start Right**

Begin your career by saving. Most of our great men and women commenced to build their fortunes on a small scale. Yours is the same privilege.

**Free from Taxation**

Grows more valuable every day; requires no insurance protection, and is ready for use whenever needed—a savings account with the People's Bank.

**You Have a Silent Partner**

When you have money at interest. It does more than your friends can do, for it works for you day and night all the year round.

**"The Way to Wealth"**

Says Franklin, "is as plain as the road to the market." Our failures are not caused by not knowing what to do, or how to do it, but because of the lack of will to do what we ought—lack of determination. Every man knows that he ought to save—almost every man can save but lacks the will to start saving. So he lives on, spending money as fast as he earns it—but he's nothing to show for it.

**Don't Trust to Luck**

The safety of your money is more important than the interest rate. We, however, pay 4 per cent., and assets in excess of twelve million dollars is your protection.

**Only \$2 a Week**

Suppose you can save only \$2 a week. That amount deposited regularly every week in the Keystone Bank of Pittsburg—where it will earn 4 per cent. compound interest—will amount in 5 years to \$585; in 10 years to \$1,301; and in 20 years to \$3,228. Did you have any idea that money at interest grew so rapidly?

**Never Buy What You Do Not Need**

When tempted to purchase, ask yourself, "Can I do without this?" Deposit the money this plan will save in the People's Bank. The amount to your credit at the end of the year will stimulate future endeavor.

**Riches and Thrift**

If you would be rich be thrifty—save your money and bring it to us for safe keeping. You may miss big profits, but just as certain you will escape the danger of possible losses. We solicit your deposits, no matter how small in amount.

**Thrift**

Consists of careful, systematic saving, and is the passport to prosperity. Which course will you choose? Savings accounts opened in any amount from \$1.00 up. Four per cent. interest paid on deposits.

**The Secret of Success**

Is not so much in knowing how to make money, as in knowing how to hang on to it. We assist people in their efforts to save money. If this matter interests you, call and see us about it.

**Don't Waste Money**

It is wrong to put all your money down your throat or on your back or in useless luxuries or pleasures. Enough for necessities, enough for pleasure, and the balance in your savings-bank account is the right way to divide your income.

**Do You Contract Habits Easily?**

Try the saving habit and you will never care to break it. Had you deposited only \$5 a month during the past year, \$60 would now be credited to your account, to which we would add 3 per cent. interest, compounded semiannually. Besides, safekeeping would have been insured during that period.

**You Are Well Taken Care Of**

In times of stringency or panic, as well as in easy times, if your business or personal account is with the Third National Bank, where each dollar deposited grows at the rate of 3 per cent. each year.

**A Bank Account**

Gives a man a substantial standing in any community—enables him to take advantage of opportunities for making more money—makes him a manly, independent man. You can be such a man if you wish.

**Women Who Save**

You would be surprised to see the number of women depositors we have. They are women who are very wisely providing for the future. The woman who has never opened a bank account will be surprised to find how quickly a small weekly deposit will become a "snug bank account." All women need bank accounts. The young woman needs to lay up a little money for her coming marriage. The mother needs to provide for her children and herself in case of death and other misfortune.

**Better Be Called "Stingy"**

Than worthless. However, neither term is desirable. Saving a little every day is the most satisfactory course.

**Self-Interest**

Demands that you save a portion of your earnings for the inevitable "rainy day." Are you doing so? Don't tuck it away in some remote part of your home where it will be unsafe. Bring it to us. Here it will not only be safe, but will be drawing 3 per cent. interest.

The man who procrastinates will be sorry he didn't start a savings account while his health was good and work plenty.

**Uncle Sam**

Is a trusty messenger—Do your banking by mail if you can't call.

**A Lending Question**

How many idle dollars have you in bank? How much would it earn at 2 per cent.? That is the interest we pay on accounts subject to check.



**In Judging a Bank**

Always remember that it is capital and surplus that give security to the depositor. Capital and surplus form a fund standing between the depositor and any possible shrinkage in the securities held by the bank.

**Financial Assistance**

You should have your account in a bank that is not only willing but thoroughly able to give you whatever financial assistance you require. We extend every reasonable accommodation to our patrons.

**A Profitable Investment**

This company offers an immediate and profitable investment for idle money, at 4 per cent. interest, compounded twice a year.

**Hard Times Comes Knocking at the Door**

Of the improvident man who didn't foresee the need to put aside some of his earnings. A bank account is your friend in need. Start it now and here. 4 per cent. interest paid.

**Your Children**

Should be taught to save. A bank book is an object lesson in economy that you can secure for them for \$1. Start them on the right road while they're young and they'll follow it of their own accord when older.

**A Bank With a Record**

Is not necessarily an old bank. Our record is 1,600 new accounts in 1902. Assets over \$1,800,000. Ask our customers why they keep their funds with us, or better, yet, give us an interview.

**Prudent Women**

Know the value of a savings account in a strong bank. That's why hundreds of them have a snug sum of money earning 4 per cent. interest in the City Deposit Bank.

**To Save**

Is to succeed; open an account with the Union Bank of Savings. Interest paid on deposits.

**A Wise Man**

Doesn't live as though his income couldn't stop—he makes provision for sickness, lack of work, accident, and old age, by having a savings account with this company, where every dollar he deposits earns 4 per cent. interest.

**2 Per Cent. on Checking Accounts**

No question at all about your needing a savings account. And no question of security if you have it here. We pay 4 per cent. compound interest, and a capital and surplus of \$800,000 is your guarantee of safety.

**10 Per Cent.**

Saved from your earnings will cause you no inconvenience, and will make you comfortable in time. Deposit when and what you like; withdraw when you please—money with interest always yours.

**Riches**

Others have grown rich, why not you? Others have worked for just as little and even smaller wages than you receive and have been able to deposit a snug sum in the bank, where it earned interest for them night and day and year 'round—why not you? Others—young and old, men and women, right here in Richmond—are regularly bettering financial conditions—are making the cash that they might fritter away earn them 3 per cent. per year, by being regular weekly depositors in the Savings Department of our bank—why not you?

**Place Your Money in Safe Hands**

Where it will draw interest. This is a permanent institution. You always know just where your money is, and just how to get it. You know that it's being taken excellent care of and that you are getting interest on it all the time. There is no better place in which to keep money than to have it on deposit in a good savings bank.

**Economy Is Wealth**

There is nothing like a savings account to keep poverty at arm's length. Lots of people think it is of no use to try to save up unless they have a large lump of money to start with. A mistake. It is the little amounts, saved systematically from week to week, that go to make up the strongest barrier against need.

**Don't You See?**

That if you continue to spend all you make you'll be poor all your life? Every man and woman should have a savings account.

**Idle Money**

Is money wasted. Why keep it in unsafe places when we will safely care for it and pay 4 per cent. interest.

**The Little Leaks**

An able manager on assuming charge of a large corporate interest, was heard to remark: "Discovering the little leaks and useless expenditures is the only secret of my success; any one can find the big ones." The same rule aptly applies to individual saving. Stop the little financial leaks of every day. But that is only half—deposit them at 3 per cent. interest in the Merchants and Mechanics' Bank.

**4 Per Cent. Interest**

The best form of investment is a savings account with this bank. Money is available when needed; and 4 per cent. interest compounded twice yearly is paid.

**It's a Man's Solemn Duty**

To himself and all those dependent upon him to keep in the bank a sum of ready cash for use in cases of emergency. The true road to wealth that so many are looking for is not in the wild speculations or get-rich-quick schemes that seem to fill the air, but in the steady and continued laying aside, each week or month, of a certain portion of your income.

### Savings Grow Rapidly

In this bank because they earn 4 per cent. compound interest. \$1 opens an account.

### Banking Favors

And courteous treatment are the undisputed rights of every depositor of this bank—there are just 2,200 depositors willing to testify to these facts. Can we not add your name to this list? Information cheerfully given by every officer and director of the bank.

### Checks

Pay your bills by check—it's less trouble and saves time. A canceled check is the best receipt.

You've paid the bill—of course you have, but you lost the receipt. Why don't you pay bills by check? The check is always a receipt.

The youth with a bank account becomes a man with a fortune. Open an account at the Orange Savings Bank.

### Children's Bank Accounts

Our small savings banks are in brisk demand. They make the best kind of a present for a child and are an inspiration to thrift and economy. There are many little folks in Rochester and vicinity who have already started accounts with us to which they are regularly adding.

### The United States

Government oversees the workings of this bank; its representatives inspect our methods of business, etc. regularly. Wherever "Uncle Sam" supervises, you need have no fear as to safety.

### Every Dollar Saved

Brings a fortune one dollar nearer.

### Banking by Mail

Is simply a matter of dropping a letter in the post office.

### A Puzzling Question

How can a man on a small salary get married and furnish a home without a bank account? The answer is easy. He can't. He can get married if he can find a thoughtless woman who will not take the trouble to investigate his finances or his saving or spending habits. But he can't furnish a home without starting the new life carrying a heavy debt. That wouldn't be fair to the one who has trusted him.

### After the Honeymoon Is Over

Every young man who takes to himself a wife should have a careful, earnest thought for the future as well as for the present. He has assumed the responsibility of a family, and in the time to come he will have cause to be grateful if he starts a savings account now. We offer a liberal rate of interest on savings accounts, and are equally glad to see you whether your account is large or small.

### The Savings Bank

It's a proud child who has a bank account of his own. Open one for him and he'll get into the saving habit—better for his future than a college education. A boy commencing at sixteen and saving \$5 a month will have \$328 when he is twenty-one. That is, if he deposits it in our savings bank fund, where 3 per cent. interest is allowed. A small weekly deposit in our savings fund department will gradually grow into a nice nest egg that will brighten the rainy days sure to come sooner or later. Interest 3 per cent. A few cents dropped into the little home bank we furnish, and deposited monthly in our savings fund, will soon grow into a tidy sum. A dollar deposit secures the bank, and we give the dollar back when it's surrendered. A detaining hand often saves one from rash acts. Our savings-fund department requires ten days' notice before money can be drawn out. Money in hand is the one friend that you can be sure will not give you the cold shoulder in adversity. Our savings fund allows 3 per cent. interest. You cannot spend your savings on the spur of the moment if they are deposited in our savings fund. Ten days to think the matter over. "Pennies long saved amount to dollars at last." This is as true today as when it fell from the lips of Franklin. Follow the great philosopher's maxim. Start an account in our savings fund today.

### The Business Man of Tomorrow

The wage earner of today is the business man of tomorrow. The foreman of today will be the manufacturer—the clerk will be the proprietor—the salesman will be the chief. We have an eye to the future. We want the accounts of the future generation as well as of the present. We want every young man and woman in St. Louis to appreciate that we recognize in them the vast possibilities of the coming generation. We want their savings accounts. We realize that their few spare dollars will grow and accumulate and that pleasant relations established with the business powers that are to be will bring us future patronage. We invite you to call and consider our savings proposition. We pay a liberal rate of interest. We have none of those lofty ideas toward small depositors. This institution is your bank, whether you have a small amount to deposit or a large one.

### When You Go Abroad

Those who contemplate journeying to foreign parts must give careful attention to the question of carrying money en route. It is out of the question to consider carrying the actual currency secreted on your person and having it changed into coin of the realm in each country that you visit. It is not necessary. The wise provision is to allow us to provide you with letters of credit. A letter of credit not only takes off your shoulders the responsibility of carrying a large amount of ready cash, but it saves the constant annoyance of changing money and enables you to go to bankers anywhere and secure the amount of money needed for your personal expenses. We issue letters of credit available in all parts of the world.

#### Investment Securities

A bank has facilities for determining the value of marketable securities that are not always at the disposal of individuals. Our patrons have the benefit of our advice and assistance in making investments, given without prejudice, our only object being to oblige our clients. Borrowers accorded every accommodation within the limits of sound banking.

Every woman should have a savings account. Many women need a checking account. Special attention to the comfort and convenience of women here.

We are always willing to advise our patrons in regard to investments. Fifty years' experience in banking at your service when you have your account in The Mechanics National Bank.

#### When Saturday Night Comes

Lay away a portion of your pay and bring it around on Monday. No matter if it is only a dollar, it will be a nest egg, a foundation for your future independence. We pay 3 per cent. interest on savings accounts. It will pay you to make this beginning no later than now.

#### When the Pay Envelope Comes Around

What do you do with the money that's in it? You have expenses, of course, but what do you do with the residue? You have pleasures of course—every one needs them—but surely your pleasures cannot cost you the balance of your weekly stipend. The most sensible thing a young person can do is to start a savings account, however small. The money grows as a snow ball grows rolling down hill, and the sensation of knowing that your money is earning money is vastly better than the thought that you are living up to your income. A great many people do not save money because they do not think of it. Week after week slips by and they defer making the beginning that they have planned. Let this week be the week that you open an account. We solicit an interview with you. Accounts opened with a deposit of \$1.00 and upwards.

#### A Gift for Your Wife

You could offer your wife no more sensible or pleasing gift than a private bank account. Perhaps you do not realize just how much this means to a woman. She takes comfort in it and delights in making additions to it. A woman who has a private account becomes deeply interested in seeing it grow. It teaches thrift and makes a comfortable provision for the future. A delightful surprise on Christmas morning is a bank book in the Union Savings Bank.

#### Frugality Is the Parent of Ease

We all hope some day to live on "Easy Street." You can make this dream come true for you. Save a part of your earnings once a week or once a month, and deposit these savings at 3 per cent. interest.

#### The Working Man

We earnestly solicit the savings accounts of working men. We have on our books a large number of them, and have room for many more. We do not ask for large accounts. We fully understand that the small depositors of today may be the large depositors of tomorrow, and we welcome all alike. Next Saturday night lay away some money, if only a dollar, and open an account with us.

#### It Makes No Difference

Where you live, you can avail yourself of the security and profit an account with this company affords by doing your banking by mail.

#### Newly Married

Couples should start a bank account early—it will swell into a cozy home before they fully realize it. Men of limited means should always have an account in a good, strong bank like this, for the dark days or to give them comforts when the evening of life is setting! You will find our bank always safe, always reliable.

#### Saving Money

It is the duty of all persons to save, no matter how "well fixed" they may be. Hard to tell when reverses may come.

Saving in youth provides an easy chair for old age.

When are you coming in to get a savings bank and make a deposit? Don't let every other boy and girl get in first.

The first step on the road to fortune leads to the savings bank. Those who have money are often in a position to make more. The way to have money is to save it. Start an account with this bank and be one of those who have money.

#### The Bread of Charity

Every man who does not save is in danger of depending on charity in old age. Only those who save are safe.

The first hundred dollars is just so many steps gained on the road to wealth and competency.

#### Save the Pennies

Tuck them away in one of our small savings banks, and when you are ready bring them here and we will open an account with you. There are many, both big and little folks, who find this new plan a great advantage. Call and open an account and get one of the small banks.

#### Grandmother's Stocking

Was to her time what that clock bank is to the present generation—a place for accumulating small change. How much more useful the clock bank! You get one for your own use by depositing \$2 in a savings account here. Our clock banks are original in design. They are good timekeepers and practical money savers.

**Now Is the Time**

In the early years of life is the time to learn to save. It's easier to learn than after habits of extravagance are formed. The boy who spends his pennies foolishly will spend his dollars foolishly if he ever has any. Buy the boy a bank and teach him to save something. He'll be glad of it when he is older and wants to go into business for himself. Pennies make dollars and dollars make a man independent.

**A Dollar's Nimbleness**

Is converted into earning power when deposited with the Union Bank of Savings.

**From One Pocket to Another**

Opening a savings account with us is simply taking money out of one pocket and putting it into another, where it will not be so easy to reach and spend, but will always be available in case of need.

**A Passport to Prosperity**

Every man, woman, and child should have a savings-bank account, and should manage to keep it growing, no matter how slowly. Money on deposit is a satisfaction every day of one's life, an interest-earning asset, and an ever-ready help in time of adversity.

**In Any Walk**

Of life money is valuable, but the less one has of it the more valuable it becomes and the greater reason there is for setting aside part of it for a rainy day. Permit us to care for your surplus cash, no matter how small it may be. Our vaults are fire and burglar proof; our business methods perfect.

**School of Thrift**

The savings bank is a school of thrift. Through its privileges thousands have learned to save what they used to waste. The lesson of money saving is best learned by opening a bank account. Once started, you have an incentive to better habits and the immense satisfaction of a reserve against a rainy day.

**That Boy of Yours**

Is his future provided for? Did you ever stop to think that a savings account started now might pay his way through college a few years later, or start him in business with a fair working capital, while the saving of a small amount each week wouldn't really affect you at all. How old is the boy? Look over the following table and you will see how savings grow in this bank:

**It Amounts Up**

A tidy sum is soon possessed by the one who has his savings earn 4 per cent. annual interest by depositing them with the Germania.

**You'll Be Thankful Then**

Look upon a savings account as a necessity now—then see how thankful you'll be when the "need" comes.

**It Is Harder to Save Money**

Than to make money. Make saving easier by opening a savings account. Make your savings make you money.

As the twig is bent the tree inclines. Habits of thrift formed in youth cling through life.

## Trust and Safe Deposit Companies

**Your Will**

When you make your will, remember this Company is an executor you can depend upon. Its life is perpetual—it never refuses to serve. No charge for drawing and the safe keeping of your will.

**About 1 3-8c. per Day**

Buys absolute security for documentary valuables and jewels. Our steel safe-deposit vaults are protected by all modern safeguards. Every convenience for the private inspection of deposits is afforded patrons. Compartments of various sizes to rent.

**Let Us Do the Worrying**

We are thoroughly equipped to serve you in any capacity of trust. We look after property as agent or trustee. Act as administrator, executor, guardian, and receiver.

**Freebooters**

Do not, nowadays, go around armed to the teeth. Nevertheless their methods are just as effective as of old, as the papers daily testify. Prudent people keep their valuables beyond the reach of thieves and fire. Let us have the custody of yours—you cannot always guard them—we can; it is our sole business.

**Security!**

When valuables are stolen, you rarely recover them. Then why not act wisely and secure their protection. Place them in the Safe Deposit Vault of this Bank. Only \$5 for a whole year's protection—protection that is absolute.

**In Choosing an Executor**

It is important to select one who will be impartial; who will be financially responsible; who will not make extortionate charges; who will outlive the trust and who will retain the capacity for wise management. Is there any individual who so well meets these requirements as The Title Guaranty and Trust Company, created and developed for this purpose, and equipped in the fullest manner for handling estates, large and small, efficiently and economically? We accept executorships, guardianships, and all forms of trusteeships. We act as a coexecutor or trustee. If you have ideas of your own to be carried out, call and see us. Your own attorney will act with and for us if desired. Wills receipted for and safely kept. May be changed as often as testator wishes.

### The Will

Do you want to know what the settlement of your estate will cost? We will tell you—no charge. Nor any for consulting about making your will. It doesn't cost anything to talk over your will with us. We will act as your executor if you wish—solely or jointly with your best friend. After you are dead your most esteemed friend—the man to whom you would intrust your estate—may turn out to be a rascal or incompetent. This cannot happen with a trust company. When a man appoints a trust company as executor of his estate he has the satisfaction of knowing that the trust imposed will be executed precisely as he directs within the limit of the law. Busy men with no time to spare can have their real and personal property managed by us. This assures positive safety and absolute fidelity. Your wife as executor. In the administration of an estate we act with another appointee if desired. For example, your wife can be made one of your executors, and as the other we would relieve her of the arduous part of the work and keep the estate clear of legal entanglements. Consultation about it will cost you nothing. In selecting an administrator, guardian, or trustee, weigh the permanency and responsibility of a corporation against the possible disabilities of an individual. Furthermore, a trust company is organized for just such duties, and represents the combined wisdom of men of large experience. Integrity and justice, more than friendship, are the qualities desirable in a trustee, guardian, or executor. A trust corporation represents the highest development of these qualities.

### Widows

Usually possess valuable papers, the safety of which means much to them. Prudence will dictate the selection of the Missouri Safe Deposit Vaults for their safe keeping. We possess facilities and experience not to be found elsewhere, as we have devoted ourselves exclusively to the protection of valuables for 14 years.

You'll probably not need a safe-deposit box after the burglary. Better rent one today.

The long hunt for the will would have been avoided if it had been kept in a safe-deposit box.

### If You Have Made a Will

Who have you named as executor? The proper handling of an estate entails burdens that any one should hesitate to put upon a friend, and demands an amount of time and care that few can give. The risk, too, is always imminent that the executor, if an individual, will die before the testator.

### A Will

Should be sealed up and left with the Trusts and Guarantee Company for safe keeping. The Trusts Company will enter it on its books, properly index it, and upon the death of the maker will file it with the Surrogate Court.

### Where Is Your Will?

It should not be placed among a lot of papers where after your death it would be difficult to find, and where it would be subjected to the hazard of loss or destruction by agencies interested in its disappearance.

### Have You Made a Will?

The first obligation resting upon the individual who is possessed of property, is the making of a will. The time to make it is when the faculties are unimpaired by time or the ravages of disease.

### A Working Balance

A working balance is all you really need in a bank. The remainder in a trust company will earn interest and still be subject to check.

### The Union Savings Bank

When you go abroad take with you one of our letters of credit. You will find it a great convenience. We send money to any part of Europe. Buy and sell foreign exchange. A safe place to keep bonds, deeds, securities, and other valuable papers. A key to get at them. A private room in which to examine them. Documents that are worth anything are worth keeping in a place of absolute safety. The expense is trifling.

### Going Away?

Leave your silverware, paintings, and heirlooms with us for the summer. We have large vaults for such bulky articles. Safe deposit boxes for valuable papers and the jewelry you will not wear while away.

### Better Be Sure Than Sorry

This applies forcefully to the keeping of valuable documents. The only sure repository is a safe deposit box in a fireproof vault.

### Corporations

Many corporations keep their valuable papers in our safe deposit vaults. We have committee rooms where the documents can be examined. Same system for individuals, but smaller boxes and private offices. Less rental, too.

### Your Executor

As a rule the less personal interest an executor has in the estate, the better its affairs are administered. The ideal administrator is a trust company.

### Why Not Today?

Why not stop worrying? "Uneasy lies the head that wears the crown" you know. Keep your crown and other valuables in the Safe-Deposit Vaults. It means rest at night and comfort by day. Investigate this. Do it today.

### A Bureau Drawer

Is very insecure. Safe Deposit is the place for will, deed, insurance policies, and other valuable papers.

### A Good Investment

If your balance here is over \$100 it earns 2 per cent. per annum. Your account is subject to check. Of your cash balance, carry a tenth, a fourth, or a half, as circumstances may warrant, in a trust company earning interest, yet subject to check. In these days of close figuring the trust company is an important factor. It accepts money that would otherwise lie inactive and pays interest upon it. What is your yearly bank balance? If deposited in a trust company at 2 per cent. how much would it earn? A working balance is all you really need in a bank. The remainder in a trust company will earn interest and still be subject to check. Interest, like time and tide, waits for no man. While you are waiting for a proper investment, let your cash earn interest in a trust company. You can make your money earn two per cent. and yet draw it on check, when a promising investment turns up. Better than keeping it idle.

### Property Owners

Often a property owner is confined to the city when he would prefer to be elsewhere. He knows of no one to whom he can entrust the business of caring for his possessions with the satisfaction of knowing that they will be looked after as though they were the individual's own. This is really a business proposition, and the wise property owner is the one who selects a regularly organized Trust Company to act as his business agent. There are many ways in which a Trust Company can serve the owner—in the collection of rents—placing insurance—paying taxes—making necessary repairs—in fact, keeping a close watch over every interest. There is a certain weight attached to the fact that a Trust Company is collecting your rents. Your tenants feel compelled to be prompt in their remittances, more so than if you were collecting personally. Let us become your agent.

### Suppose

Your place of business was destroyed by fire tonight, would your insurance cover the loss of valuable contracts, notes, and other business papers that might be consumed? Of course not. Safe deposit protection is what you need. We have it to sell.

### The Cost of One Good Smoke

Each week will pay for a safe-deposit box. Don't say you have nothing to keep in a box or can't afford it. Every married man should make a will, have life-insurance policies, a marriage certificate, and other papers of great value to his family. Smoke one 10-cent cigar less each week and keep these papers safe.

### In Putting Your Estate

In the hands of this company you secure integrity and responsibility—skilful management and wise judgment in making investments. It never dies; never takes a vacation; is never out of town; but is always ready to serve you while you are living, and faithfully execute every provision of your will when you have passed away.

### The Key Note

Of successful achievement is concentration. The company making a speciality of one thing will do that one thing better than corporations occupied with a multiplicity of other ventures.

### Security

Where do you keep your jewels and precious documents? In a dresser drawer? Locked in a so-called fire-proof tin box? Or in your store or office safe, which is neither safe from fire nor burglars? Probably you have never seriously considered this risk, which is not covered by your insurance policies. We are the sole occupants of our new fireproof building, devoted solely to banking purposes. Our new steel safe deposit vault is protected by every safeguard known to man. It is absolutely safe.

### In Ancient Days

Men retained possession of their precious things only by strength, vigilance, and cunning. Today the safe deposit vaults afford absolute protection for your valuables for a whole year for five dollars. No worry, no chance of loss.

### Don't

Don't tie yourself in hard knots by trusting to luck. Stolen property is seldom recovered—burned valuables never. Insurance may pay for it, but it can't replace.

### Trouble

Is the heritage of careless men. To avoid trouble acquire the habit of keeping important papers in the safe-deposit vaults.

### Robbery

Daring robberies are daily happenings. Your home, your office, or your safe may be entered. Your life may pay the penalty. Can you afford to take such chances? Remove temptation by keeping your valuables in the safe-deposit vaults.

When daily you read of burglaries and destructive fires, remember that thieves and the elements are not respectors of persons.

### Don't Be Obstinate

Take your wife's advice. Rent that box today.

### No Safe So Safe

As a safe-deposit box at the Union Bank of Savings.

### If You Have \$1,000

Or more to invest, you can do no better than to make a selection from the desirable securities paying 5 per cent. interest which we are offering for sale. Our recommendation guarantees you satisfaction.

### Are You Satisfied

With the returns you are receiving from that snug sum of money you have saved? Why not invest in our offerings of First Mortgage Gold Bonds paying 5 per cent. interest.

### Restaurants and Cafés

#### Another Fire at Brennan's

Coal comes high, but price doesn't stand in the way. We are obliged to start another fire to meet increasing demands. A special supper, cooked to order, will be served daily from 5 to 8, for 25c.—including chops, steaks, ham and eggs, liver and bacon, bacon and eggs, fried oysters and clams in season, and in fact almost anything on the calendar.

#### Fastidious People

Are fond of our unexceptional service. Oysters and lobsters cooked "just to a turn." Music and the delicacies of dining at Levy's.

#### That's Right

Come right in for lunch and dinner today. Cuisine perfect; service unequalled; fine orchestra. Seats for 1,000, 40 private dining rooms. Appointments superb.

#### A Square Meal on a Round Table

If you're going to pay 25c. for a dinner, why not come where you can find the best and where the breeze from the electric fans will cool your heated brow?

#### Luncheons

If hunger begins to assert itself while you're down town, visit our café. Here you may have anything, from a dish of ice cream or the daintiest of dainty little luncheons, to the good, big, substantial meals. Every article of food is served in the most appetizing manner possible.

#### Art in Cooking

We cater to the tastes of all. Have dainty little dishes, choice chops and steaks, cutlets, salads, etc. for those who want just a pick, and substantial but equally toothsome roast and boiled meats, entrées, fish, vegetables, etc. for the hearty eaters. All are of high quality, well cooked, and served in the best possible manner.

#### Inviting

To lunch in our tea room is to lunch in peace and comfort, and with thorough enjoyment. Being on the fifth floor and thoroughly ventilated, it is naturally cooler than places of refreshment on a level with the street. And then, electric fans keep a cooling breeze constantly circulating.

#### Just Like Home

To lunch in our place is to lunch in peace and comfort—"just like home." Electric fans to keep you cool. We cater to the tastes of all. We have dainty little dishes, choice chops and steaks, cutlets, salads, etc., for those who want just a pick—and substantial but equally toothsome roasts and broiled meats, entrées, fish, vegetables, for the hearty eaters. All of high quality, well cooked, and served in the best manner. Our buttermilk is simply delicious! Our frozen watermelon is sweet and juicy! Friday's special: clam chowder.

#### You'll Get the Best

There's quality about what we have to serve and excellence about the way we serve it. No doubt about any feature here. No danger of an unpleasant meal, for it's all up to a proper standard.

#### All the Worry

And weariness and expense of the Sunday dinner during the heated season can be avoided if you will accept our cordial invitation and sit at our board. Brilliant china, shining silver, and snowy linen await the polite serving of the choice and toothsome viands at our special family repast. We will reserve a family table, where you can enjoy all the privacy and pleasures of the home dinner without its annoyance and bother of preparing. Our superior chef has prepared the following excellent menu for the coming Sunday, which will be served at 50 cents.

#### After Church

You'll hardly want to go home, doff your good clothes, and cook a big dinner. We can save you all that trouble, and we'll guarantee that you'll be entirely satisfied. Just induce your husband to bring you here for your Sunday dinner. We are going to have everything in season and right up in style.

#### Hotel Mitchell

If you are a stranger in the city and are looking for a good, comfortable hotel, where you will have all modern conveniences, this is the place. This hotel is new, it has eighty new rooms, all on the outside. It is run exclusively upon the European plan. You can eat your meals here if you want to, but you are never charged with any you do not eat. The rooms are 50 cents and 75 cents a day. The hotel is right in the most handy place for depots and street-car lines, and close to the business district. The table service is as good as you will find anywhere. There is a bar in connection with the hotel, where all the finest liquors and cigars are to be had.

#### Do You Travel

When you arrive in town on the late train some damp, nasty, drizzling night, with that miserable homesick feeling running up and down your spine, step right around the corner of Main Street (two minutes' walk) to our hostelry, and your "blues" will be dissipated on entering the door. Our congenial clerk will take you in hand, locate you in a warm, comfortable room, where you can remove the train soot with pure soap and water, preparing you for the well-cooked, savory supper awaiting you in the cheery dining room. By this time your spirits will have climbed high enough up the thermometer to be ready for a choice cigar in the reading room while looking over the latest locals and scanning the new magazines. Then, after a good night's rest in a soft, sweet bed, a delicious pot of coffee, a steak or chop, you are fortified for the day's battle with our merchants, who will partake of your congeniality and send you out of town well laden with orders.

### Ready to Serve

Any hour in the day at Wiener's refreshment counter. Quiet, quick, clean, and moderate. The story is told in four words—Philadelphia's Best Lunch Service.

### Don't Do Much Cooking in Hot Weather

What's the use, when Jevne's Delicacy Department is within your reach. This department is just filled with good things all daintily and well cooked, and there's variety enough for a whole luncheon. If you want a picnic basket filled, if you want a luncheon in a hurry, our delicacy department can supply you with everything necessary.

Up in the sunshine, the daintiest food, served neatly and at modest prices.

This is one of the best days of the week to dine at the "Criterion." The others are Sunday, Friday, Wednesday, Saturday, Tuesday, and Thursday. The "Criterion" makes special efforts to excel on these days.

### Business Men

With particular ideas of cooking and service enjoy their meals here because we serve only the best of everything, and our culinary department is in charge of one of the finest chefs in Boston. Then, too, our menu is elaborate, and includes a careful picking from the various stalls of the great Quincy market. Music by a splendid orchestra during dinner and supper hours adds a charm to the surroundings. Smoking permitted in the upstairs dining hall after 5 o'clock.

## Sporting Goods

### The Ducks Are Coming

This is the season sportsmen have been waiting for. "Ducking" is great sport, but you must have good ammunition or you won't get the ducks. Peters' loaded shells are the acme of perfection. They are "sure kills."

### Do You Feel Badly?

Then let us suggest a remedy. Plenty of outdoor exercise, that's what you need. Even though the weather is not exactly 70 degrees and you won't mind it. Begin to play golf, tennis, or some other outdoor sport. You'll be surprised to see how much you'll enjoy it, and the good it will do you. Our athletic department will be glad to supply you all the necessary equipment.

### A Little Kodak Talk

The season is now here when a camera makes a boon companion in your trip to the seashore or country.

### For Outdoor Sports

In the sportsman's kit, the camera that you are met by every one is the Kodak. Outdoor or indoor sports, the Kodak is the kodaker—and we can supply you with it, too.

### Trout Fishing

The trout season is open, and every one of Isaac Walton's followers should be ready for the gamest fish that swims. You had have even been known to take a fly—what sport a 7-pounder could give a fisherman—and the bass season is not very far away. Come and see our fishing tackle now—whatever you name—the tackle will appeal for itself.

### A Reliable Gun

When you need a gun you need one that can be depended upon—one that is reliable, quick of action, simple and easy to operate. The Marlin Repeating Shotgun is just this kind of a gun. It is simple of construction and has one-third less parts than any repeating shotgun made. It has a solid top and side ejector, and throws the empty shells away from instead of into the shooter's face. It is an all-round gun, which will furnish you sport as well as protection. It will not only make short work of the fox, the hawk, owl, or weasel, but is good for any kind of game.

### Croquet Sets

For an enjoyable outdoor game that is not too vigorous, croquet is still unequalled.

### Cameras and Supplies

If you would live over again and again the pleasures of your outing or vacation, take a camera with you. Between the showers some stray rays of sunshine will enable you to get some photographic reminders. We supply everything the amateur needs—the popular makes of cameras and the essentials for finishing, or we will finish your pictures for you, if you like.

### Going Away?

Then your baggage is not complete without a camera or a Kodak. There will be many happy hours on your vacation that you will want to remember. Nothing will do more to refresh your memory and bring that time and place so readily to your mind than a picture. Get right at the spot, and by your own hand. If you don't know how to operate a camera or Kodak, we will teach you in a few minutes, simply and easily. You will get lots of pleasure from it.

### Is Your Bike

Here is a new method. What is the best way to keep your bicycle in good condition and make it run smoothly? The answer is simple. It is to use the best quality bicycle oil. We have a special bicycle oil that is just what you need. It is made of the finest materials and is guaranteed to keep your bicycle in good condition for a long time. It is the best bicycle oil you can buy.

### For the Fisherman

The fisherman's kit is not complete without a good fishing tackle. We have a special fishing tackle that is just what you need. It is made of the finest materials and is guaranteed to last a long time. It is the best fishing tackle you can buy.



### Fishermen Read

Say "Read" to a fisherman of the real kind and he'll tell you that "Read" stands for all that's good in fishing tackle—stands for everything you'll need, of top-notch quality, and often at as low or lower prices than inferior goods are sold for.

### Don't Let the Biggest One Get Away This Year

Buy tackle that will stand the strain. That's the kind we sell. Fishing tackle is going fast here. Poles were never so cheap before. Our prices are guaranteed to be as low as the lowest elsewhere. Look over our line and get prices before buying.

### Cameras

There's a lot of "moral suasion" in a camera—better than a weekly whipping to keep a boy out of bad company. The pictures are a delight to the whole family. The camera may cost as little or as much as you choose—any of these will make good pictures.

### How About That Tackle?

The robins are with us again. The streams and ponds are clearing of the ice. The fishermen should be looking up their outfits. Seeing if anything is wanted before the last minute. As of old, we are showing the finest things to tempt the fish kingdom and make the sport more sporty for the anglers. Lines may be wanted; poles must be needed; hooks are very necessary; and in fact we have everything that is required to make a complete outfit. To those that are interested in the sport, to those others that may not be so enthusiastic, we would consider it a favor to have all come in and look.

### Ping Pong

Summer only doubles the popularity of ping pong. Folks who have tennis outdoors, want ping pong for rainy days and evenings. Then people who do not have room for a tennis court have ping pong as a superb substitute; and they play it on the veranda or out on the lawn when it's too warm indoors. All the various styles are here, at fairest prices.

### A Practical Exerciser

Is indispensable to the toiler at the desk. It puts the blood in circulation, clears the brain, and insures good digestion. The Racine Exerciser is practically perfect in construction. It is suitable for men, women, and children. Particularly adapted for home and office use.

### Partridge, Woodcock, Quail

And gray squirrels will be ready for you in about a week—lots of them—will you be ready for them? If you cannot find here just the gun or implement that will best meet your ideas, we'll be glad to order it for you at an acceptable reduction from regular price. We guarantee the King smokeless and semismokeless to be the strongest, quickest, and cleanest of all powders. Try it.

### A Serviceable Shotgun

If you want a serviceable shotgun, one that a scratch or a bump won't ruin and that can be bought at a price that won't ruin you, the Winchester Repeating Shotgun will meet your requirements. A 12- or 16-gauge Winchester Take-Down, with a strong-shooting, full-choke barrel, suitable for trap work, duck shooting, etc., and an extra interchangeable modified-choke or cylinder-bore barrel, complete, for field shooting, lists at only \$42. Your dealer will sell it to you for less. This is a bargain in a gun, but not a bargain-counter gun.

## Books and Stationery

### Two Paper Aristocrats

Among the thousands of new writing papers which have made their bow at the "Hoskins Store" during the past half a century, it's doubtful if there was one that met with such universal approval as Two-Tone Linen or Point D'Esprit. Our new cut of the envelopes in both qualities further enhances their desirability. Two-Tone Linen, 60c. the pound. Envelopes, 20c. and 25c. the pack. White, Pearl, Gray, Blue, Hunter's Green, 78 to 120 sheets to the pound.

### Valentines

The latest and newest effects in Heart-to-Heart Talks on paper. No better line ever shown in this city, and at prices that are about half what others ask. We have the Comics, Cards, Parchment Novelties, Easel Designs, and, in fact, most anything that could be desired. Our prices range from 1c. each, 4c. each, 10c. each, and many elaborate ones at \$1, \$2, up to \$5 each.

### Nice to Write On

Swell in appearance, little in cost—three good points in favor of these most popular of all correspondence papers, Old Vienna Bond, Duquesne Vellum, French Dimity, 25 cents a pound—envelopes to match, 10c. and 15c. a package.

### Tasty Stationery

When the postman comes, does not a letter bring with it added pleasure when it comes upon neat paper, incased in an envelope which bears its message with an air of the sender's personality? Our new lines are unusually distinctive and individual. No stationery store can set before you a better showing at as low prices. Few can display as complete at any price.

### Here Are the Books You Want to Read

"Hammock, book, shady nook"—interesting companions cannot be with you all the lonely summer days; but there is a delightful companionship that is as pleasant as profitable in the books you may choose for idle hours. Then, city gaiety sometimes interferes with one's keeping informed on new literary matters, and summer brings opportunity to catch up to better-read friends. Here are some of the books worth knowing.

#### Take Stationery With You

Your friends will be interested in hearing from you during your vacation. The descriptions you give of your pleasures will be pleasing to them, but you know how hard it is to get stationery at inland villages or shore resorts. Take a supply with you. The following lines are what you need, and are placed much below regular. Hamburger's, Los Angeles, Cal.

#### Hurt Books—Little Prices

Summer reading in abundance, mostly fiction, that will cost you very little today. The little marks that books will get in handling do little damage, if you want to throw them in trunk or grip, for careless handling during the lazy vacation days in the country. But we are more particular about our stock, and we've given it a going over that brings out today's attractive offerings. All are nicely bound in cloth; most of the books were \$1 to \$1.50; though some 25c. books are in the lowest-priced group. Today they are marked 10c., 15c., 25c., and 45c. The miscellaneous character of the titles makes a list impossible; but the selection is wonderfully broad and satisfying.

#### Books in Fine Bindings

Books it is a pleasure just to hold in your hand; richly bound volumes in which the binding is worthy of the text, and each is worthy of the other. For the educated man or woman, no more appreciated holiday gift can be chosen than a set of books of this character. The gathering in the book store is large and satisfying; and for various reasons—mostly because the binding was done especially to our order—prices are exceedingly little.

#### Vacation Reading

Vacation days are coming and going to most every one now, and these books are open doors to the wonderland of nature. You buy them steadily at regular prices; they have stimulated a love of birds and trees and flowers that is growing wider every year. Now we are doing our share to help along this growth of nature and love.

#### When It's Your Turn to Entertain the Whist Club

Don't worry over what to give for prizes. Come right down and see us. Are you limited, by rule of the club, to a certain amount for each prize? Name the amount and we will guarantee to find you something suitable, from our immense assortment of pretty but inexpensive novelties. For instance.

#### Playing Cards

Cards of quality. Seasonable designs. To be had only in our Convention Playing Cards. Gold edges. No other cards to compare with them in beauty of design and finish.

#### Calling Cards

Correct forms, finest materials, workmanship unexcelled. "Lowest-priced house in America for fine goods."

#### The Ladies

Always appreciate something new and catchy in tally cards. When giving a card party you will want something unique and out of the ordinary. We have them, and at all prices.

#### Playing Cards

Cheap, worn, or soiled cards are inexcusable at any card party. Conclave Playing Cards, new, crisp, lend refined pleasure to the event. They have a style and finish found in no others. Gold edges. Beautiful designs.

#### Pen Troubles

Pen troubles disappear when you get a fountain pen that suits your hand. There is nothing that gives so much satisfaction as one of our pens. They never fail you, but write without any shaking or coaxing. The prices are \$1 to \$4 each, and we guarantee the dollar pen by returning money or exchanging it if not pleased.

#### Modern Business Methods

Demand modern office supplies—the blank books, the stationery, the desk fixings—the little odds and ends of labor-saving devices—all bearing an important part in the evolution of a successful business. We have been selling office supplies for more than a quarter of a century. You can always count on finding the very best of everything on our shelves.

#### School Helps at Lowest Prices

Let the boys and girls do their own shopping. They enjoy and profit by the experience. We have gathered together in generous variety every known help that will make school work easy and pleasurable. Prices, too, are the lowest possible.

#### A Holiday Suggestion

Remembrances that are not extravagant in price and yet rich enough that you will not be ashamed to see your gift compared with others. If you get it from us, the quality is guaranteed, and you know you have something strictly up to date. More novel, unique little gifts than ever before. We can suit you and at prices that will fit your purse. Ping Pong and Table Tennis reduced in price from 20 to 40 per cent. Undoubtedly the largest assortment in the city, and it will all go at the prices we are making. Always something new to show you.

#### By All Means a Valentine

A pretty custom reviving—a greater demand last year than for many years—a still greater demand this year. We have taken great pains in choosing our offerings, priced from 1c. to \$5.25. Artistically decorated little cards to slip in an envelope to the elaborate creations in boxes. Our assortment is original and exclusive. See it before it is broken.

#### Newest Ideas in Valentines

Novelties are the fad this year—quaint conceits bearing witty legends are more in favor than the old-time sentimental missives.

### Brides

Again are coming to the front—a sweet September galaxy—and appropriate gifts must be procured at once. What can be better than rich sterling silver or elegantly bound books? Our wedding-gift line shows great variety now.

### Correct Wedding Invitations

Announcements, visiting cards, and society stationery direct from the makers at one-profit prices.

### Votaries at the Shrine of St. Valentine

Will be delighted with the thousands of tender missives collected in our basement. From the comicalities up to those of dainty dignity, the big variety contains about everything calculated to please buyers. Better than ever. More than ever. Lower-priced than ever. A visit is a treat, for the eye revels in color harmonies such as were never possible before.

### Valentines

The darts, hearts, and quivers are all here; or the pretty little remembrances that please the favorite sister, or some other fellow's sister. We have them for pennies or dollars, as you say.

### Cupid's Court

Cupid's court in session in our stationery store. St. Valentine is holding court in our stationery and engraving department, and is being attended by myriads of cupids who are preparing their bows and quivers for that great day, when they go forth in the disguise of a dainty valentine and shoot their arrows at the fondest heart. Never has our line been more beautiful, including as it does an exquisite collection of hand-painted love tokens.

### Valentines

A splendid show. Fourteenth of February—sacred day of the Saint of Sentiment! How many thousands, young and old, are planning to send the dainty missives of love and affection? We have made broader preparation for the charming custom than ever—we think that never anywhere was there another such show of valentines. Certainly never in any year were they so various and so pretty.

### Books

These cold winter nights the studious person spends at home in reading, and what more comfortable picture can we paint than a bright fireside, plenty of light, and a good book? How much is implied in that word *good!* Tastes differ, but we have books for you all. Can you make a selection from the following?

### Easter Cards

We thought the zenith had been reached in this line last year, but our display this season far surpasses it in beauty. You'll notice our prices are a bit under those offered elsewhere.

## Men's Furnishings

### Rainsticks

Not half what we intend to show—but many clever things, worthy of mention. Every umbrella is carefully selected, mounted correctly, and in keeping with the value of the cover. We show an exceptional line beginning at one dollar.

### Hat Goodness

The true test of hat goodness is not the price you pay, but the style, comfort, and service you get. That's what makes Early's \$2 hat the largest value.

### Fall Hats

The fall hats of this season are like no other hats you've seen. The flare of last spring is a greater flare this fall. The hat makers seem to have taken their cue from the wide brim that characterized the Panama of the summer. Styles rather varied, though—the only similarity being in the wide brims. Some brims are peaked—some are round and meant to be creased "out" in the soft hats.

### Stunning Felt Hats

There is a smartness and rakishness about our felt hats that you do not find elsewhere. We have for the past few seasons devoted more energy in selecting and displaying exclusive street hats than our competitors. This season is no exception.

### Hat Style

Good hats for men. Would a new hat smarten you up for the rest of the season? Choose it here. Choosing is easy with all the good styles from everybody spread out before you. Choosing is safe, when you know that we probably pay more for the hats we sell, and get better hats in consequence, than anybody else hereabouts.

### Hat Quality

The best dressers wear my three-dollar hats. You can't get better quality in any five-dollar hat sold.

### Derbys

On Saturday next, the 21st, we shall have the pleasure of showing the newly revived brownish Derbies—careful and precise copies of the two most-favored shades of London's most famous hatter.

### Alpines

Alpines with all the dash and go of the Panama. The same wide curling brim, the same high crown, the same jaunty air. A decided hit.

### Vacation Hats

Whether you choose felt or straw is purely a matter of preference—and where you're going to spend the summer. If you are to be in the country, take straw—it's lighter and cooler. But if you mean to be by the sea or high up in the mountains, we'd advise you to get felt.

**Begin at the Top**

How necessary to have a hat to fit your form as well as your head. Every stylish block is carried in every size, each size in every dimension. No trouble to find one that becomes you. The soft hat is popular for business wear. An extreme style that is much demanded is the low crown, wide-flange shape.

**Soft or Stiff Shapes \$1.30**

If you generally pay about \$2 for a hat we can interest you in ours at \$1.30, for the only probable difference in the hats is in the price. What you pay an exclusive hatter \$2 for, we sell at \$1.30. Our word to this effect carries weight, but we make it all the more forcible by saying: If you are not satisfied that the hat wears as well as any \$2 hat you ever saw, return the hat and get another one free. The shapes are Derbys, Fedoras, Fashas, Tourists, Dunlap, and Regular Crushers in black, brown, cedar, pearl, and steel; some with black bands.

**Fall Hats**

Your fall hat should be correct as to style, shape, weight, and price. That's what it will be if you purchase it from us. We are showing the very latest colors—pearls, browns, steels, blacks, in fact any color to suit your fancy, in soft, stiff, and crush styles. We have them at all prices.

**Straw Hats**

Your straw hat a bit shabby? Good plan to invest in one of these bargain hats, to finish out the summer and early fall.

**Don't Look Suspicious**

If your hat is wrong, it looks suspicious; you can't afford to go around under suspicion; better make it a point to get under one of our new late lids.

**Foxhall's Favorite Hat Store**

Men's derbies and soft hats for autumn—and a bargain. Unprecedented—true enough. But the hat store has come to be such a great favorite with Foxhall men by doing unprecedented things. A large transaction with a prominent maker is concerned. The new fall hats—you can't "run your face" under a shabby hat—it's too great a handicap—but it's easy running under our kind of hats. "A price for every purse," and a hat "for every face." No need to wear an unbecoming one if you buy Brown's. The hat is the finishing touch to the habiliment of the well-dressed man of taste. No matter how fashionable and well fitted your other attire, if your hat is not modern, modish, and becoming, there's something missing in completeness. Hats are a hobby with us—don't want to sell anything but the hat you ought to wear. The mirror will tell you what we mean.

**Shirt Goodness**

Think of all the shirt goodness you've ever known—all the comfort and wear you've ever longed for—and you'll find it today at our stores—for \$1.05.

**Tan Shirts With Plaited Bosoms**

Tan is the most popular color of the season in men's shirts. We can't get enough of them, and we are glad to tell it when we have them at popular prices. These told of today will go in a jiffy as soon as they are shown. They are made of beautiful tan percales, printed with neat black figures; bosoms are handsomely plaited, and shirts are finely laundered; cuffs are detached. They are shirts that will be hard to equal at a dollar and a half. These at \$1.

**Golf Shirts**

The new soft, comfortable shirts are here in pretty striped madras, made by a factory famous for their careful, conscientious work. No ill-proportioned sleeves, no poor sewing, no skimpy work about them. It's the mastery of these little points that brings them as much shirt business as they can handle. Detachable link cuffs. As much shirt comfort and style for one dollar as we know of.

**Men's \$1.50 Soft Shirts for 89c.**

Many men eschew the conventional starched shirt in winter for the more comfortable ones made with soft bosoms. A splendid opportunity is given these sensible gentlemen in the men's furnishing section tomorrow. A small lot of 50 dozen well-fitting shirts which have sold for \$1.25 and \$1.50 go on sale at 89c. They are made of Madras and Oxford in nice patterns, plaited or plain bosoms, all sizes from 14 to 17½.

**New Dollar Shirts for Men**

Every man, particular about the matter of shirts, is thinking now about exactly such shirts as these—but he is expecting to pay a half dollar more for them. The materials are high-class percale and printed madras, in sixty-seven varieties of patterns and color combinations. Made by one of the best factories in the country—smart, stylish, good-fitting shirts, beautifully laundered. \$1 each—not matchable for less than \$1.50.

**Shirt Sale**

Step lively or you'll miss it. It's a shirt sale—a rare opportunity to buy a shirt. They're not shirts that we had on hand—we didn't reduce the price because we couldn't sell them.

**Shirts at a Half**

More tan shirts at half a dollar. Scarce as hen's teeth—popular as ping pong! Today plenty, at this price. In three widths of clearly printed white stripes on a rich tan ground; nicely made, in full sizes; with separate cuffs. They have all the effectiveness of dollar or dollar-and-a-half shirts, though the price is only fifty cents each.

**The Story of the Shirt**

At this store is always a story of interesting prices, specially selected and exclusive patterns. Another full shipment of those splendid Manhattan and H. & K. shirts now in. All sizes from 13½ to 20 and all lengths of sleeves. These are the prices that put our shirts on dressy men:

### Negligee Shirts

Whew, hot! What of cool shirts? Men's negligees, as cool as they look. It makes no difference how exacting a man may be, we can make him negligee-shirt comfortable. And the man who has never worn a negligee in the summer has an unknown pleasure before him. But the Connelly Shirts, particularly, are different from others. They fit and look and feel and have the exclusiveness of the made-to-measure. There are both the sober and the extreme styles—the most up-to-date fashions of the season.

### A Shirt Bargain

The last time our furnishing goods buyer was east he purchased what he considers the best dollar shirt in America. He looked over the field carefully and chose wisely. The wisdom of his choosing is quite evident when you see the shirts. They have laundered bosoms and separate link cuffs; they come in white grounds with small designs in black, blue, or green; they are the latest thing in shirtdom, and New York pronounces them the style for fall wear. In material, workmanship, fit, and general excellence they equal the exclusive haberdashers' \$1.50 article. Our price, \$1.

### Negligee Garments for Men

Leave your stiff shirts at home and enjoy perfect freedom of the body while on your outing at the beach. Also provide yourself with a bathing suit and a nice bath robe to be worn when coming from the surf to prevent catching cold. A little protection now saves doctors' bills later.

### Dress Shirts

Fancy percale dress shirts. All stiff bosoms and two pairs of cuffs with every shirt—different styles. About the neatest patterns, considering the whole lot, that we ever saw. Not a real loud pattern in the lot. Open front and back. The shirts are strictly a high-grade brand, made up with the greatest of care from excellent qualities of percale, up to date in style and in patterns, the kind that fit comfortably around the collar with neckbands on which a collar will set tight and without squeaking like a set of new harness. Nothing skimpy about the sleeves or the body of the shirt.

### Negligee Shirts, \$1 and \$1.50

Nothing more comfortable for summer wear than a cool negligee shirt. This year's styles are decidedly neater than last, and the change is a good one. Stripes and figures, with white and black decided favorites, are here in an assortment that cannot help but please you. We handle all the leading makes.

### Comfortable Underwear

Many a man is hot and irritable because his underwear is uncomfortable, and yet he doesn't realize it. Thomas makes a specialty of fit—the abnormally stout or thin—the long or short arms or legs get a comfortable fitting here—and without extra cost either. Here is some variety for all—both the big or the little purse.

### Lord's Shirts

How about your shirts? If you haven't seen the array of Lord's latest productions you'd better look—they're your kind.

### Underwear Logic

Perhaps you've let the underwear matter "slide" until now. You can make amends here for 48 cents, 75 cents, 98 cents, or a little more. Pays to buy good underwear, you know.

### Quality in Underclothing

Men's underwear at half price. The chilliness of the night air will make this little piece of store news doubly interesting. We have a small lot of men's heavy-weight underwear to sell for half price. Durable quality—and a grade that can be worn by men who cannot wear finest wool. The garments are finished inside with silk fleece—making them the softest and most comfortable imaginable.

When days are warm and evenings cold—underwear of medium weight. Every good sort here.

Cool clothing, breezy shirts, thin underwear, straw hats, and everything that will add to your appearance and comfort—all at prices so reasonable that you will have plenty of money left to burn.

### Light-Weight Underwear

The kind you should wear this weather—delightfully cool underwear.

### Seasonable Underwear

How can you expect to keep cool if your underwear is heavy and irritating? We suggest some light, gauzy undergarments that will bring comfort to you at trifling cost.

### Half Hose

"Sock it to 'em"—says our sock buyer. So here goes. Socks that were 25, 35, and 50 cents a pair, the clean-up of one of the best stocks of fancy hose we have ever had. All sizes—perhaps 9½ and 10 are strongest; 3 pairs for 50 cents.

### Foot-Fitting Hosiery

Your feet will experience pleasure if you wear our hosiery, because the natural shape of your feet is comfortably fitted. Our hosiery is the good-wearing kind.

### Men's Gloves for Spring

That we carry a superior line of these important accessories to correct apparel, is a fact too well known for further comment. We simply wish to call your attention to our new spring showings, assuring you of an assortment particularly desirable.

### Gloves

Has autumn chilliness prompted the thought of hand coverings? The glove store has made generous provision for fall needs—both street and evening wear. May we fit you?

**Men's Bath Robes**

The comfortable Lark kind—\$3. Perhaps some other store could get such robes as these to sell at three dollars, but no other store does get them; though we've been bringing them over in as large quantities as were available for a couple of years. And go where you will, you'll not find better robes for less than five dollars. These are made of excellent cloth, in neat stripes; cut comfortably throughout, sleeves properly put in; skirt right length; seams neatly finished—\$3 each.

**Men's Bathing Suits**

Own a suit; don't rent one. The unhygienic conditions of most rented suits causes skin disorders which are hard to cure. If you go to the beach often, the service you get in the course of a season from a suit you buy, makes it an economical proposition for you to have your own.

**For Your Appearance Sake**

Appearance is everything in a bathing suit—you can get lots of pleasure on the beach from feeling satisfied that your suit is satisfactory, and lots of comfort knowing that you own the suit and that it has not lately been worn by some one you don't know.

**Think of Renting Bathing Suits**

Here are some reminders to our men friends of the advisability of owning one's own bathing suit instead of wearing one that is worn by a different person every hour in the day at a vacation resort.

**Fancy Silk Vests**

If you buy a fancy vest in a neat quiet pattern it will tone a much-worn coat and pants up considerably. We are showing some silk vests, well-suited for this purpose. They are made of silk matelasse, in black grounds with small, neat figures in white, blue, or cardinal. They are fashionably cut in single-breasted without collar, and double-breasted style with large lapel collars. The vests are suitable for business wear or semievening dress. Our own make and sold at one profit; other stores charge \$2.50 and \$3.50 for vests as good as these, which we sell for \$1.85.

**Fancy Waistcoats**

There is a knack of cutting a fancy waistcoat that most makers have yet to learn. It isn't an easy matter to overcome the wrinkling, go-awry nature of the soft fancy fabrics. Our designer does it most cleverly; it's a matter of method in both cut and tailoring. That's why our waistcoats fit so snug, and serve their purpose so admirably.

**White Waistcoats**

For occasions when a gentleman is required to appear in either sack, cutaway, frock, or evening dress coat, nothing is more appropriate, more genteel looking or refined than white waistcoats. Fashion approves single-breasted vest for morning and afternoon wear with sack coat, double breast with cutaway, frock or evening-dress coat.

**Bath Robes**

Bath-robe luxury for \$5. The furnishing store will gratify your desire for the luxury and comfort of a bath and lounging robe in exchange for a five-dollar bill.

**Men's Fancy Vests**

There isn't a place in town where you'll find such a complete and exclusive assortment of fancy vests as here. What we do in right things for men's wear we do well. We think in this case we've done more than well.

**Cravats**

About 75 per cent. of the men in mercantile and professional life owe something of their success to personal appearance. The leisure class owe still more to the same cause. The few genuine geniuses succeed in spite of it. Personal appearance is largely a matter of dress. Dress is largely a matter of the cravat. This was understood by some as far back as the days of Beau Brummel, but it is only the later section of the present generation of men who have fully grasped it. The well-groomed man of today, even when he must economize on other articles of apparel, buys ten cravats where his daddy bought one.

Let us collar and cuff you.

**Exclusive Neckwear**

We don't believe there's a reasonable man within trading distance of Utica whom we cannot satisfy in neckwear. Exclusiveness is one of our pet hobbies, and even a glance at our superb stock shows why we are the acknowledged leaders of fashion! True, in one sense of the term they're not cheap; but—for the money—are bountifully equivalent in richness, quality, and style. Cannot stop to describe them; but quickly sum up the whole story in two words—fashion's latest.

**Let Us Collar You**

About two thousand four hundred collars, linen both sides, in styles that are worn almost universally right now—high turnover, straight standing, and piccadilly shapes. In quality, the equal of any 12c. collar, except our own. All sizes in the lot, though not complete in all styles. Choose as you will—six for a quarter.

**Summer Clothes**

"Warm enough for you?" That'll be the talk-soon. Don't wait. Get ready now. Here for all good, thin wear. Thin-suit headquarters—every one a gem of style and tailoring from the loose, comfortable, yet shapely \$10, \$12, and \$14 coat and trousers to the smartest most up-to-date lined or half-lined light-weight \$25 suit. For a cool head, top off with one of our \$1 to \$3 straws or reliable Panamas, \$5 to \$18. Thin shirts by the 1,000 in a host of correct styles. Thin underwear, neckwear, socks, nightwear, bathing suits, etc. Lace and drop-stitch half hose, plain or fancy colors, black, white, navy, cardinal, gray or mode, 25c. per pair, 6 pair, \$1.38.

### Neckwear

Have you mastered the science of choosing neckwear that is just right? One's taste-fulness in this seemingly small matter often determines whether one will look positively stunning or only fairly well, for the appearance of a whole costume can be changed by simply putting on the right thing in neckwear. The new fall styles are here with the first September days. By visiting the cross aisle you may see just how admirable they are.

### Collars

That five-ply seam in the double-triangle collar makes them the best 12c. collars on earth. They are heavy in the edges and pliable in body. In short they are big, strong, heavy-looking collars that sell at the same price as the skimpy kind. They will outwear any collar made.

### Lounging Robes

Luxurious lounging robes for men. Here's comfort, indeed, for the luxury-loving man. Lounging robes from France—marvels of comfort and soft warmth. They are silk-faced with a woolen backing, and silk lined. Some are in plain colors, with a rough crepe effect, others handsomely figured. A deep collar and a silk girdle complete them. They were made according to our expert's ideas as to what a lounging robe should be, and are the handsomest of the sort we have ever had.

### Pajamas

The time is fast approaching when men will want to don warmer night clothes. Pajamas are the real thing—more and more men are constantly becoming acquainted with the pajama suit as being the most practical for night wear. Flannel is the proper material for wearing during the cool nights—it is the warmest.

### Suspenders

Extra long suspenders for extra long men, 50c.

### For the Ball

Evening vests: Alfred Benjamin's. Opera hats: Knox, bell shape. Glove: prick-stitched, white suede. Ties: Baratheia weave. Dress shirts: everything in correct evening apparel. If you get your evening-dress accessories here, they are exclusive.

Of course your size isn't here in every kind; but it's here in some kind, and all kinds are good.

Not the sort that fits in spots—loose in others—but underwear that will envelop your form comfortably.

Bath robes, dressing gowns and house coats that appeal to the senses, please the eye, satisfy the taste, soothe the touch.

Everything man or boy wears from hose to hats.

A man's wardrobe is never too full of ties.

Keep your eye on our windows. You'll not go astray.

Every year that has rolled around has brought us added knowledge and experience.

A gentleman's dress in quality and style at a price below what most gentlemen pay.

There is no demand too small and no order too large for our stock or facilities.

Socks that will come out of the laundry as black as they were when they went in.

You'll enjoy the soft hug of a handsome muffler these days—and the enjoyment will cost you less than half it has a right to.

Begin with the fancy shirt. We'll overturn a hundred boxes and show you half a thousand patterns. A dollar's enough. Next, we'll equip you with the snuggest underwear you ever put on. And then we'll ask you to admire the prettiest effects in neckwear that ever came to town. Perhaps you'll not stop buying until you've chosen a new hat and a few other things.

Quarter-size collars, a quarter for two.

### Vacation Time

Going away? So many little things are needed—be careful or vacation money will be mostly spent before you start. You really must have something—come here—everything needed in the way of furnishings for men. You will appreciate the purse saving in shopping at "unquestionably the cheapest house in Newark for reliable merchandise."

### Going to the Seashore?

If you contemplate it, call and see Parker about the needfuls. He has a fine line of new Saxony bathing suits for men and boys. The very best of this season's goods and at a low price. Bathing drawers for men and big boys, in dark blue, at 25c.; bathing trunks in fancy colors for the little fellows at 10c. Full suits at proportionately low prices. Preparation is nine-tenths of the battle. Fit out properly and you will have no regrets to record. See Parker about it.

### Fussy About Collars?

Lots of men are; every man ought to be. It's easy enough to get an easy-fitting, good-looking collar if you go where that kind is sold. Now, here is the "Hub"—London's cuff, collar, and cravat shop—with the latest cut collars for every size of neck. You're bound to find collar satisfaction somewhere in the "Hub's" big line.

If you buy your furnishings of us we will guide you along stylish lines, such as good dressers demand, at a special reasonableness in price that will draw you as a needle to a magnet.

All the aids to tasty dressing, all the aids to comfortable dressing, are to be found in our furnishing department for men.

## Grocery Items

### Cut-Glass Hints

If your cut glass is blue and hazy after it has been washed, it is the fault of the soap. Most soaps contain rosin and do not rinse as easily as they should. Sebon Soap contains neither rosin nor alkali. Use it and your glass will sparkle with a new brilliancy.

### New Buckwheat Honey

The first buckwheat honey received this season: very fancy, the finest quality we have had in years. That rich, dark, fine-flavored, pure buckwheat honey that so many are fond of—fact is many prefer the flavor to the white clover.

### Extra Fancy Gelatine

Makes perfect jelly. A jelly of just the right consistency, too, and without the bother of weighing or measuring, for in each envelope there's enough to make a pint. White in color, free from odor, and dissolves almost instantly.

### Saratoga Potato Chips

A new lot just received. Fresh and crisp. Fine, sweet-flavored chips, too, for they're cooked in pure lard. Salted just enough to make them tasty.

### Saratoga Potato Chips

McLear's brand Potato Chips. Thin slices of selected potatoes fried in pure lard. They're the crispest and finest flavored you've ever tasted. How appetizing are these thin chips, for there's just salt enough on them to make them especially so. Just the thing for luncheon.

### Navel Oranges

Finest fruit from Lyon's groves at Highland. Better never grew. Plenty of acid, plenty of sugar, and an abundance of juice—the most delightful eating imaginable! Try them—you'll not regret it.

### Shredded Coconut

Made by machinery—the choicest coconuts made into beautiful, snow-white threads and the milk of the coconut poured through it. Will keep moist and sweet for months..

### Pop Corn

McCaffrey's celebrated sugar-coated pop corn is triple-coated with the finest grade of sugar—white and pink assorted. Each grain is thoroughly popped and is crisp and mellow.

### High Standard Maintained

The most fastidious epicure will here find everything suited to his taste, while the economical housewife will find every known brand of staple food at the lowest possible prices consistent with high quality. In fact, this grocery store of ours will more than hold up the well known high standard of the company.

### Shelled Popping Corn

Lots of fun popping it. More fun eating it. Finest grade of rice corn, and although costing a trifle more than ordinary popping corn, the extra quality fully repays one for the slight advance in cost.

### Table Grapes

Just received. Red Emperors and Cornichons—sweet, juicy, highly flavored and delicious. Grown in the Santa Cruz mountains; hand assorted and repacked. Like most nice things, they are only found here. Order some—you'll be delighted.

### Apple Sauce

Here's an article that we're glad to stand sponsor for. It's pure, contains only the best York State fruit, sugar, and spices. Apple Sauce, 25c. a quart can. A trial will convince you.

### This Apple Butter

Whispers "Come again and get some more." A new lot from the season's best fruit, in all its purity, deliciousness, and cheapness.

### Tempting Eatables

Your appetite may need tempting for a few days now. Telephone us for suggestions along this line.

### Delicacies for the Children

The children will be glad if the comestibles are purchased here. If there's any high-grade canned meat or fish we have not on hand, we'd like to know about it—anything short of that we don't care to keep. A whole lot of things to please grown-ups as well.

### Grocery Quality and Prices

The higher the quality, the lower the prices! We mean that on really superexcellent groceries our prices are considerably lower than what you'll find in other stores. In fact, the majority of the groceries we carry are not to be found in any other store in town at any price—they're too fine to find ready sale in ordinary stores. That's why we make a specialty of them, at even lower prices than worthless stuffs are offered for elsewhere. Dependable groceries—cut prices. A combination thrifty people will not ignore.

### Prunellas

In our estimation prunellas are the finest fruit that grows—having that rich, tart flavor which makes them so enticing. This is the first lot we've had for three years. Stewed alone, they are delightful, and when mixed with another fruit—say prunes or apples—they are doubly delicious.

### Peeled Peaches

Handsome, bright, soft, mellow peaches, free from skin—simply delicious. They looked so good we couldn't resist buying all we could lay our hands on. After we tried 'em, we were glad we secured them. Buy all you can use, they'll be gone in a jiffy.



### Lenten Requisites

As the Lenten season approaches we are prepared to meet the needs of those of our customers who observe the Lenten regulations. At each of our 101 stores you will find the most complete stock of canned, smoked and salt fish, cereals, canned goods, dried fruits, fresh eggs, and every essential necessary for the observance of the season of fasting. Housewives in search of practical economies will do well to place their orders with us.

### Evaporated Apricots

These apricots are just beauties—handsome, bright, meaty fruit, with a delightful flavor. Added to the morning cereal, they make a combination dish at once healthful, tasty, and charming.

### Baby-Skin Peaches

We have secured a lot of extra large California peaches, with a charming flavor and with skins as thin and as tender as a baby's. To match them anywhere would cost you considerably more money.

### Apples

If you like apples—nice, large, brightly colored fruit that's crispy and fresh, perfectly matured, and free from decay, we have it. **FOUR FANCY VARIETIES**—Thompson County Kings, Rhode Island Greenings, Hubbardsons, Greenings. These apples have been kept in cold storage since received last fall, and we offer them by the basket, measure, or barrel.

### Grit

Grit is a mighty good thing in its place, but a bad thing in butter. Gritty salt—salt that's icy, insoluble, full of lime, chlorides, and magnesium, is accountable for many exasperating difficulties of dairymen. It represents a loss of time, labor, money, and patience, not always attributed to it. With **CRYSTAL SALT** your butter difficulties will disappear, and a gain in time, money, and labor result. Its dry, pure flakes dissolve quickly, imparting a rich flavor and keeping quality that find ready favor and highest market prices.

### Flavor

The market value of butter lies without question in its flavor, and its flavor is unquestionably affected by the quality of the salt used. Prize-winning butter makers always use **CRYSTAL SALT**—the Salt that's **ALL** salt—to insure that winning flavor. Its pure, dry flakes quickly dissolve—assimilate *evenly* through the butter, and add a keeping quality that is inestimable. No waste—no grit—no mottled effect.

### Starch

The woman that irons knows how important it is to use a good starch. Defiance Starch is the best starch made. It doesn't stick to the iron. It gives a beautiful, soft, glossy stiffness to the clothes. It will not blister or crack the goods. It sells for less, goes farther, does more. Ask the lady that irons.

### A Question of Money

It is a question of money. Take all the pains in the world to make your butter good—salt it with common salt and you'll have common butter that brings common prices. Salt it with **CRYSTAL SALT**. "the salt that's all salt." You'll raise its standard to the highest prices.

### Salt, Cheap as It Is, Needs Watching

Why buy the damp or soggy, hard or lumpy, coarse-grained mixtures when the pure, dry, fine-grained, free-running article can be had at so low a price?

### Pure Soap

Sebon Soap is pure soap; contains no alkali or adulteration or filling. There is no purer soap than Sebon Soap, no matter at what price, and there is no better soap for toilet and bath purposes. The most expensive soaps, such as the highest grade of French and other imported soaps, cost more to make, and are more carefully molded or milled and of finer texture, perfumed with costly perfume, enclosed in expensive wrappers and handsome boxes, paying high duties, but none of these expensive soaps is intrinsically better than Sebon Soap. The economical side of Sebon Soap is of special importance. Few families can afford to use the higher-priced soaps in the toilet and bath, and thousands compromise by using costly soaps in the spare room, low-priced soaps for the bathroom basin, and ordinary laundry soap for the bathtub. The Sebon Soap user needs only one kind of soap for the spare room, the bathroom, and the bathtub. Sebon Soap costs so little per cake that the whole family may use it freely and at all times without thinking of the price.

You can wash clothes and wash them clean—with Sebon Soap. And in doing it—your hands will not suffer. If you drop it, it bobs to the surface.

### Sebon Soap

Sebon Soap is the most practical and economical cake of soap made. This cake upsets all previous soap values. The same Sebon quality—the new Sebon shape. It fits the hands, lathers more freely, and wears better. Specially molded to prevent chipping or dirt cracks. Every cake packed in a neat carton, preserving its values. Five cents never bought so much good soap in so good shape so attractively offered. Equally good for toilet, bath, or general use.

### Claret and Raspberry Shrub

These charming fruit juices combined with ice water make a beverage at once refreshing and stimulating, without any deleterious after effects. Being made from the true fruit and by reliable and trustworthy manufacturers, you can rest assured of their purity and wholesomeness.

### The Only Way

To buy molasses that's pure, rich, and sweet—and always so—is to order **Excelsior Refined Molasses**.

**For Baby**

The fairest, sweetest thing on earth is the face of a little child. Its skin is exquisitely delicate, like the bloom of a ripe peach. Imagine washing a peach with colored and perfumed soap! Next to pure water, Sebon Soap is the purest and most innocent thing for a child's skin. No chemicals! No free alkali! Just a soft, snow-white puff of down, which vanishes instantly when water is applied. It floats.

**Duff's New Orleans Molasses**

Ever try that kind? Do, if you want a treat. It's the genuine, old-fashioned, simon-pure stuff, and will give the finest satisfaction. We will sell a limited quantity at this special price.

**Rock-Candy Syrup**

This is a syrup as pure as clear water—made of fine rock candy. It makes a pleasant change from maple syrup on griddle cakes; it is ideal for a part of that sure-to-cure-a-cold combination "rock and rye"—it is available for all of the uses of a syrup, and its cost is very small.

**Golden Haddies**

If you never picked the bones of a smoked Finnan haddie, you've missed a fish experience of the pleasantest kind. Ours come from Boston every second day, newly caught, newly cured, and newly smoked.

**Appetite Creators**

Scotch Herring, appropriately called "appetite creators." If your appetite has gone back on you, nibble two or three of these tidbits, and we'll bet a big, red apple you'll be ready for a good, square meal in no time.

**Genuine Norway Mackerel**

White, fat, tender, fine-flavored fish. Brighter in color and in every way superior to shore mackerel. Fish weigh from one to one and a quarter pounds each.

A nickel will tickle the taste that's fickle.

**Home-Made Mince Meat**

We make a mince meat that is different and better than you can buy any place else. It is genuine home-made mince meat, made of the finest fruits and meats, and is rich and perfectly delicious. It will make mince pies that will take you back to your grandmother's days—good old-fashioned mince pies. If you're going to make mince pies, buy Thomas's mince meat.

**Pure Food**

The more the hygienic value of pure foods is understood, the greater our grocery business grows. People realize that there is one store in town where a small cut in price does not mean a larger one in quality, and they naturally flock to that store—this store. For tomorrow the bargain list is particularly brilliant. There's money to be saved, as you will easily see.

**Flowers and Seeds****Apple Trees**

This spring finds us with an unusually large stock of extra fine young trees. Every tree guaranteed on a whole root, free from disease, smooth, vigorous, shapely. We want to supply you this spring from this matchless stock.

**Add Dollars to Your Crops**

By planting seeds that bring results and reap dollars with the harvest.

**Early's Seeds**

Are planted by farmer and gardener who has stopped experimenting. It pays to pay a little more for Early's and reap a great deal more at the harvest.

**A California Garden**

If you can't come to California, let California come to you. A California garden for \$1; 15 varieties of flower seeds sure to grow in any part of the United States.

**Sweet Peas**

"All the colors of the rainbow." Very large and beautiful carnations, roses, etc. Floral designs a specialty.

**Sweet Sultan**

With large, pure, white blossoms, richly scented, exquisitely sweet and graceful. Has long stems, and will last a fortnight in water.

Choicest trees and hardy plants.

**Sound Seeds**

Clean and strong—the kind that grow—the well-known Early's sound seeds. All kinds for both vegetable and flower gardens. Good quality, careful selection, all tested.

**All 'Round the Garden**

You will see luxuriant growths if you use Humphry's seeds.

Help your garden to produce better results

**Seeds That Succeed**

The seed house of James Peoples has had nearly fifty years' experience with seeds, and the results of this are placed at the service of farmers, gardeners, or amateurs.

**Humphry's Hardy Plants**

Grown in cold Vermont, ought to stand any cold climate south of Alaska.

**Cut Flowers and Plants**

At all times a choice collection of seasonable cut flowers and plants. Table decorations and shipping our specialty.

**If You Want**

Good workmanship, first-class material at lowest prices, when ordering funeral designs, go to Thomas, the florist. Roses, violets, carnations, narcissus, and hyacinths always on hand.

### Wedding Decorations

Our experience in decorations of all kinds, and in particular church and house weddings, has enabled us to be well qualified to do the work artistically, satisfactorily, and, above all, reasonable. Figures and ideas cheerfully given.

### The Garden

Of 50 years ago, with its old-fashioned flowers and tender memories, was planned from the pages of Keane's Floral Guide. Our years of experience in flower culture have produced the rarest and most handsome varieties of today.

### Garden Seeds—Get Them Now

Get 'em while kinds and varieties are in full stock, for seeds of the good-growing, crop-producing kinds are scarce this year. Get 'em here; ours are all of them "1902" seeds—not of last year's seed in stock—all of 'em cremated by the growers we buy of—Connelly's principally. Seeds for the farm, the market garden, the house garden, the lawn, and the flower beds.

## Millinery

### A New Departure

We've prepared a revelation for you when the new building is completed. Millinery. Millinery of a kind that's in keeping with the rest of our stocks. Exclusively high grade. We've already bought the stock. That great millinery center, Paris, has supplied much, if not most, of it. The representative we've had gathering this stock will make it a reputation for this department the first day it is opened. Nothing appeals more to a woman than millinery. Her judgment on it is always final. She relishes newness—she recognizes the creative genius that makes hats beautiful. We'll call for her judgment soon.

### "Knockabout" Hats for Women

These are rough, sturdy hats of straw, that will stand an immense amount of the rough-and-tumble wear a hat is apt to be subjected to at the seashore or in the mountains. They are inexpensive enough to be used for bathing hats; but the straw is so pliable that they can easily be made to take any desired form; and with a knot of mull or ribbon are extremely effective. 35 cents and 50 cents each.

### Beach Sun Bonnets

While it is all very proper to show tan as the result of an outing, it is decidedly inconvenient to be so badly sunburned as to cause skin to peel. One of the best protections for the face is a large yet cool sun bonnet.

### Charming Sun Hats

Call them what you will—they are equally fascinating in any case. They're for golf, for garden or lawn, for country driving—wherever a light, pretty hat of sheer lawn, with flounces, frills and streamers can be used. And picturesque, always. In white, white with black edging, pink, or light blue.

### Hats in Early Spring

Well-dressed women are getting anxious to discard their winter hats. The first bright days will tempt out hundreds of charming hats in lighter styles. Not the summery sorts of Easter time, but the first step springward, in proper effects for between-season's wear. We have prepared a fine collection of just such hats. A very positive relief from winter styles, yet not too decisive for immediate wear. And they will serve until May. They are made chiefly of chiffon, in combination with silks or straw braids, others all chiffon, in an immense variety of shapes, combinations, and styles. Many can be worn as they are, others require some simple trimming—a bunch of flowers, an ostrich pompon with an aigrette, a wing, a breast, or a plume. Prices range from \$1.50 to \$6. Then a special lot of all-chiffon hats, in the popular tricorne shape; turban and walking hats, well made and serviceable; can be worn without any trimming; at \$2 each.

### Mourning Millinery for Spring

Our opening display begins today—the latest Parisian styles, but Philadelphia workmanship. We import practically no mourning millinery now, for our own product is quite as stylish, and even better made than the hats and toques we used to bring from Magnin-Maurice. The large flat hats are superb in effect; the toques and bonnets seem more youthful and becoming than before; the half-mourning styles in black and white are unusually full of style; and the prices are moderate.

### Preliminary Opening of Millinery

An expose of the early arrivals just to give you a correct forecast of the exclusive styles approved by close followers of fashion—showing for the first time in Chicago the new millinery ideas for the spring and summer of 1903. We've many new things to show you—radical innovations that will surprise you. Flowers and foliage are the key notes of the smart styles this year, but the shapes are more picturesque than ever before. The high-crowned hats with their quaint, piquant beauty hold the center of the style stage this year. You'll find the handsomest types here. Then, too, there's an elaborate showing of Paris creations depicting the very latest style-thought of the master milliners of the French capital, together with a comprehensive gathering of exclusive ideas from our own workrooms.

### Fetching Hats for the Summer Girl

Hats that are so low priced as to make them eminently fit to knock about in, yet so pretty as to make it almost a pity to do so. However, the economical side of the question will probably prevail. These charming bits of summer head-gear are of pique, linen, batiste, or straw in effective shapes; mostly stiff-trimmed. On many of the pique and linen hats there is the attractive note of green, so popular this summer.

The prism of fashion has scattered rays of inspiration into every nook and corner of our millinery parlors.

### New Felt Hats

They're new as can be—these felt hats for women's summer wear—and are by far the most stylish creations shown this year. There is a greatly varied assortment of them now on display in the millinery room—some all white and very plain, while others have crown and brim of contrasting colors with a smart bird or quill for trimming. One of the most striking is dark in color with the exception of a chalk-white band. But away with words. It is useless to attempt descriptions. One must see them to understand and appreciate their unusual style.

### New Hats

Most every woman is thinking of the "first hat" now—something in the favored light felts or charming close street hats such as we're ready to show you tomorrow. Scratch and beaver felts adorned with huge birds, new shaped wings and fluffy pompons are splendidly adapted to September wear, and fashioned artfully to tempt the tryer-on with their becomingness. Some specially chic things are shown in our windows today.

### Graceful Summer Hats at \$3

The price is in nowise representative of the artistic beauty of these dainty hats for run-about dress wear. They are all freshly made up—just out of our workroom last evening; and made of high-class materials that, earlier in the season, brought double the price we ask for the perfected hats today. No two hats, of the 75 prepared, are exactly alike. The shapes are made of fashionable straws, and they droop over the face to protect it from the sun. Hats are edged with black velvet, and trimmed with roses, fuchsias, carnations, violets, hydrangeas, geraniums, foliage, and ribbons, many of which are imported. Styles and materials are of the refined character unknown to usual low-priced millinery.

### Stylish, Ready-to-Wear Fall Millinery

We open the fall season with an excellent showing of ready-to-wear hats in the very latest eastern fashions and copies from the prettiest of the European models, together with an assortment which have been trimmed in our own workrooms. The excellence of our millinery is well known to every woman in Southern California, and while we show at all times the very latest styles we do not ask you to pay additional prices for such exclusiveness.

### For a Dime

An untrimmed hat or a bunch of flowers. Have you the knack of trimming a hat? Here's news for you—money-saving news. We are closing out many untrimmed straw hats and artificial flowers at a small fraction of spring prices.

### Children's Hats

Newest conceptions for fall wear. The jaunty flop hat is the popular hat of the day. For appearance and service it stands unrivaled. Another very fashionable style is the plaited and hemstitched felt. Cut prices on both lines for Thursday.

## Hardware

### The Heart of a Refrigerator

The food compartments are the most important, hence they constitute the heart of a refrigerator. The porcelain compartments make the Hulett refrigerator the superior of any other refrigerator made in the world, so easy to clean, so easy to wipe out—not a corner or a crack in the entire box. We guarantee the linings never to break, crage, or crack—if they do, now or 20 years hence, you can have your money back. Ask to see the refrigerator that lasts a lifetime. Delighted to show you.

### Hulett Refrigerators

Are ideal from an economical, sanitary standpoint, at a price trifling for the great advantages conferred on the ice user. Ice consumption is lessened because our special siphon method of circulation and ventilation makes the cost much less for a temperature averaging 38 to 42 degrees than in other refrigerators with a minimum of 48 to 50 degrees. The siphon ventilating system absolutely prevents accumulation of moisture, and so prevents liability of growth of disease-bearing germs. No contaminating odors or taste can possibly result from association of vegetables, meats, butter, milk, etc., even if placed in the same compartment. The white enamel lining, being non-porous, is a more healthful lining than is used in the old-style refrigerators. Cleans perfectly with moist cloth.

### Zinc-Lined Refrigerators Cause Disease

That stale smell about a refrigerator is a danger signal. The zinc is corroding and the oxide poisoning milk and food. The Lord system of refrigeration insures perfect circulation of pure cold air, absolutely dry. Lord refrigerators are lined throughout with porcelain tile, opal glass, or odorless wood (no zinc is used). They are dry, clean, and hygienic, of superior construction, are unequalled for economy of ice, and can be iced from outside of house. Every refrigerator guaranteed.

### Refrigerators

A price coolness in refrigerators. We've turned loose some of the cooling qualities of these refrigerators on the prices they've borne hitherto. Cold contracts, you know. So have these prices—about twenty-five per cent. You'll be glad of this fall in the price thermometer, for the refrigerators are a splendid kind to own.

### Refrigerator Value

Consists in what it does, not in how it looks. The Polar Bear keeps whatever is put into it, whether it is food or ice, and it does it economically with very little care or trouble. We have a box in our window at actual work. It is expected to demonstrate some things about refrigeration that you are not familiar with something way beyond the capabilities of your old box. Call and examine it.

### The Cleanable

That's the name of a cleanable refrigerator that is cleanable—cleanable in a better sense—in a more complete sense than some other refrigerators that cost a good deal more money. The Cleanable is an ice saver, too, but of the two qualities—the cleanable and the ice saving—the cleanable is the best money saver for you. The Cleanable is well finished—may be placed in the dining room without discredit, and it's especially adapted to be used in the cellar or any damp place where most of the hardwood refrigerators would be ruined. Prices are lower than you'd expect to find 'em.

### The Easiness of Keeping Cool

Keeping cool in summer is largely a matter of temperament. If your personal thermometer registers ten degrees or so above other people's, it takes a little more trouble to counteract the difference, but even then it's easy, if you have the material at hand with which to do it. Here's an aggregation of cooling thoughts that will cast a frosty spell over the hottest summer day. Ice-boxes, ice-cream freezers, and all kinds of tools with which so to prepare the supply of ice that it will do the greatest good to the greatest number.

### Lamps

Good light is necessary these dark nights if you would read with pleasure, study with comfort, or work with satisfaction. Poor light is a severe strain upon strongest eyes, and sooner or later—sooner if anything—spells—ruined sight! Cheap light is promised all who burn our lamps—for they give the maximum of light at the minimum of cost!

### Household Helps

This sale brings together an almost unlimited collection of the best and most practical housekeeping helps that are manufactured—no trash, no impractical things, none of the cheapish goods that careful housekeepers wouldn't have at any price—but worthy, desirable, high-grade goods, at very decisive reductions, as shown in the prices quoted below.

### Carvers

Deliciously flavored, nice looking turkey will taste all the better for being properly carved and served. We have the carvers.

### First Aid to the Carver

No one ought to attempt to carve at a Christmas feast with unfit tools, any more than he ought to file a saw. It's an insult to the turkey, to the host, and suggests despair to the guests—especially if the teeth aren't quite up to date.

### Cutting Carvers

Every carving knife we sell will do its work to the entire satisfaction of the carver—because the blades are made right, of right metal, and tempered right—these three rights cannot make a wrong carver blade. Only best Sheffield steel hand-forged blade carvers are sold by us.

### The Champion Egg Beater

Beats them all for speed and thoroughness in mixing. For lasting qualities there are none better. It is well made and easily operated. Special price 15 cents. The Modern Hardware Store.

### Pocket Knives

I have a line of pocket knives covering all prices and styles, but make a special offer of a 50-cent line with the same guarantee as on razors.

### Porch Lamps

Dull black wrought-iron—elegant and exclusive. Our own artistic designs. A great trade is going on here this season in these lamps. Our public never fails us when we do the worthy thing. Just wrought iron and glass, but lots of style.

A stirring sale of enameled ware.

### Shaving With Pleasure

Is enjoyed only by those who possess good razors. Our Masterpiece razor, the razor of the new century, is worth its weight in gold and fully represents what it is marked. Every man that shaves owes it to himself to be fully informed about the excellence and smooth-cutting quality of our Masterpiece razor, which we sell in pairs for \$5; or a single razor for \$2.50, with round or square ends, ready for the face.

### Chafing Dishes

Around a chafing dish the stiffness and formality of a social gathering quickly vanishes. It's an ideal way of entertaining. It suggests also the delightful impromptu lunches of boarding school and college girls—all the more delightful if they are sub rosa.

### Lawn Mowers

The old way of using cows for lawn mowers is a thing of the remote past, owing to the lack of cows, and then again the low price of lawn mowers has had much to do with it. We have them at prices that place them within the reach of all, and yet they are good machines. We have the Ball Bearing Royal, a 20-inch cut, that runs as light as an ordinary 14-inch mower. There is nothing on earth made that will beat it.

### Door and Window Screens

The fly is now having his inning. Are your screens up? Better get them at the House Furnishing Store at once while there's an assortment of all sizes.

### Piazza Screens

Screens on the piazza have a two-fold use—they keep off sun or wind, and give an often welcome privacy. Lots of time yet in which to enjoy your piazza—and here's a chance to get screens at a saving.

### Awnings

Awnings always reduce the temperature as well as reduce the glare. Our assortment of materials is unsurpassed anywhere—work the best and prices the lowest.

**Cleaning**

What don't you suggest something you will get from hardware?

Our awnings will help to keep your house cool.

**Grindstone**

Our grindstone! Indispensable to the mechanic and we have those that will not take a hammer from the steel, and will grind cutting tools to an edge as fine as a razor. We have all kinds of cutting tools of the highest quality, and we have ground down our tools on them so fine that you can see them.

**Enamelled Ware**

Each week we received four large shipments of enameled cooking ware, the choice of which makes of three different factories. The choice has been pronounced beautiful by the public. The colorings are more perfect in any we have had. The enamel is throughout. The kettles have enamelled covers that will not rust and let the steam all out. The coffee pots have enamelled covers, covered all in one piece, brass covers that rust fast so that the cover comes off. All the weak or inferior points in our enameled ware have been corrected. Granite or enamel ware is the best for kitchen cooking ware. Because of the smooth surface, its light weight, it is easy to handle.

**Well-Lighted Home**

A well-lighted home is pretty sure to be a happy, comfortable home for those who live in it. What can be more conducive to a cheerful home atmosphere than a cheerful lamp over the family table? Perhaps, however, you do not realize the great difference in the quality of light. If you did you would understand why the Angle lamp has been chosen in thousands of American homes. As it grows in appreciation day by day, so does the brilliant as gas or electricity, it has a beautiful, soft, eye-resting quality of light; the most remarkable of all, it has none of the defects of an oil lamp, with which you are so familiar. It is lighted and extinguished as easily as gas; never smokes, never sputters or gives any trouble, and it may be lighted while lighted and without being extinguished, and it burns but eighteen cents' worth of oil a month. If you will figure this up you will see that one lamp will save its cost many times over during the year.

**Thoughtless Man**

Probably has no idea of the discomfort that he is actually suffering that his wife endures all summer in a hot kitchen. Let him look over a hot coal fire and see how hot he will be asking about blue flame stoves. There are many makes of these, but only a third are good ones. There's one we think. That's the "Automatic" which has neither wicks nor valves, is not affected by draughts, and will do any work on a coal range. The cost of running it is almost nothing—and the kitchen is cool.

**Oil Stoves**

Kitchen stays cool when you use an oil cooking stove. There is no waste heat; no wood, coal, or ashes to handle, and expense is less than when burning coal. Our stoves have perfectly fitted parts, are strongly made, have modern appliances, and are safe and easy to operate.

**The Never-Fail Oil Can**

Pumps over a gallon a minute—pumps by air pressure and can be stopped instantly. It will also run oil back into can. Does away entirely with funnels and measures. Holds 5 gallons.

**When You Have an Oil Stove**

What do you care about coal? Lots of the people who have bought oil stoves here tell us that they plan to use them all winter, even if coal does the wonderful and comes down to reasonable prices. They find that oil stoves are economical and very practical. You use them when you want them and turn them out when you don't—and, if you buy the good kinds that are here, they are neither smoky nor smelly.

**Breakfast Time**

"When breakfast's late, and you feel like saying something special," say "I'll get a gas range."

This happy man is ne'er without a smile, since gas-range cooking makes life seem worth while.

**Gas Range**

Broiling with a gas range means a perfectly cooked steak or chop, without dirt, smoke, dust, or delay. The heat can be regulated exactly right, with no waste of fuel, insuring economy and avoiding the endless annoyances of old-fashioned methods.

He put his foot in it every time he opened his mouth to object to buying his wife a gas range.

**Born Steel Ranges**

Are perfect in construction, economical for fuel users, and satisfactory in operation. Patent oven bottoms—easily taken out. Malleable oven door frames—non-breakable. Balanced doors—that do not fall. Dampers—operated from front. Double steel, asbestos interlined bodies—that keep the heat in. Patent paneled closet doors—never in the way and yet so handy! Asbestos flue bottoms—that retain the heat and protect the floor. Cast back flues—that will not rust or burn out.

**You Will Want to Save Coal This Winter**

If you ever will. How much coal do you suppose you waste in your old furnace? Consider how much heat goes up the chimney—how little control you really have of the fire—how much good coal is thrown out with the ashes. Better have the best modern furnace, the Clarion.

### Heating Troubles

Hundreds of people write us about their distressful condition through inefficient heating methods. Our experts give proper serious scientific consideration to thousands of cases each month. The best talent in this line is at your service for free consultation. Describe your house to us.

### Which Range

Are you using? The coal range burns coal all day—whether you are using the fire or not. The gas range burns gas only when needed—the expense stops when the cooking stops.

### The Stay-Satisfactory Kind

Will fill the heart of an ambitious housewife with joy. Malleable iron frames, steel plates, and firm riveting result, in a Monarch, in an oven that is, to all intents and purposes, hermetically sealed. It will stay that way for ten years, for twenty years, and even longer. All the time it will bake more quickly, more perfectly and with less fuel than any other range. It is gas-tight, air-tight, and dust-tight. If you have a fire that heats the top of a Monarch for cooking, the range is ready for baking too—no special "firing up," no wasteful piling on of fuel. You cannot make a more complete mistake than to buy an inferior steel range, which seems to be cheap, but for which you will have to pay three or four times, when repairs and wasted fuel are considered. Buy a Monarch, for the first cost is the only cost of this range.

### Don't Depend On Gas

As sudden changes of temperature have killed people, and that's why the stove question is important. See our line before buying. We are a stove house and carry the largest line in the State—one whole floor devoted to stoves only.

## Custom Clothing

### Winter Reduction

\$15.—If this chill winter had arrived on time, we wouldn't make this offer, but the long mild season has left us so largely overstocked that we must adopt decisive methods. Therefore, we announce these heavy reductions to take effect at once: All of our woollens for suits and overcoats, bought to sell at \$20 and \$25, are reduced to our famous price, \$15. Every thread of every piece is wool—we guarantee it. Every garment is made to an individual measure and made to fit; you need not take it if it doesn't. Why sink your personality in "ready-mades" when you can have clothes of character and individuality made in good taste and style, at less cost? If there is a new shape, we cut it; if there is a new cloth pattern, we have it.

### Tailor Facts

We study these four points. We meet each as follows: Fabric—satisfactory. Style—latest. Work—faultless. Price—moderate. Our fall goods are all in and are now ready for your inspection.

### A Handsome Serge Suit

\$15.—That's the price for a fine custom-made, dark blue serge suit for spring and summer wear. It is lined throughout with imported farmers' satin—all silk sewing. Perfect fit is guaranteed. Owing to our purchasing cloth in large quantities we are enabled to take advantage of the trade discounts, and this saving is given to our customers.

### Men's Fall Suits to Order

Thinking about your Fall suit? You're wise to do so. The new Autumn fabrics are here—a handsome variety—and you get the broadest selection now, without hurry or rush. Patterns range from grave to gay—from neat effects in worsted and fancy chevots to the more striking styles that young men like. If you've never tried a Wright made-to-order suit, the amount of smart tailoring, fit, and correct style in one of our \$25 to \$30 suits will be a revelation to you. It's all that can be put in any suit. And the choice of fabrics is superbly varied. Same workmanship in the \$20 suits—the difference lies in the goods. But you'll never find it out through the test of wear. Stop in and find out more about them.

### Fall Suits

The new line of woollens that we are showing will catch the fancy of the business man, the society man, or the man of the world. All of these gentlemen recognize what is tasteful and elegant in dress, and we have the cream of the woolen mills of England, Scotland, and America for your choice. And we will make them up into your new Fall suit in a style that will defy duplication in either fit or finish.

### Fashionable Tailoring

Styles that are snappy—tailoring that's unsurpassable—perfect fit guaranteed. No guesswork—no uncertainty about our tailoring way. Every bit of work is done according to the dictates of skill and experience. Every garment created here represents the highest type of artistic tailoring. Snappy sack suits to order from \$20 up. Tried on in the baste.

### Economical Fits

"Clothes to be smart must be made to order." We are doing the biggest custom-tailoring business in the country—but it doesn't come to us by chance. It is because we have conclusively demonstrated, 1st—that we give you the value. 2d—that we give you the style. 3d—that we fit you exactly right. For the spring and summer of 1903 we offer even better values than heretofore in Our Famous Men's Suits or Overcoats to Measure at \$15. There are plain black and blue fabrics, nobby and dressy fancies, rich subdued mixtures, English Tweeds, Scotch Chevots, Serges, Cassimeres, Unfinished Worsteds, Clay Diagonals, Tibets, Vicunas, Oxfords, in fact, practically anything a man wants—made to measure for \$15. Style, Fit, and Value cannot be duplicated outside of New York.

### Our Clothes Fit

The three things that distinguish the clothes we make are Fashion, Fit, and Workmanship. We are proud of our record, and will sustain it with good garments. The Fall things are ready and we are getting plenty of orders. One of these days you will appreciate how vitally you need a Fall Suit. Our line is ready for your kind inspection. Call and get our prices.

### A Proposition for Men

If you haven't slipped into a new suit of clothes yet, you are the man to whom we wish to talk. In two weeks we figure up the business of the six months. Don't want to measure quite so many yards of cloth as are on our shelves today, so we propose to make a proposition to you. We invite you to select any of the materials which we have been making up at \$14.50 and \$22.50, and the price for the suit, made to your satisfaction as to fit and workmanship, will be \$15.

### Quality

The values we give are not all on the outside. Rip a Preis garment—you'll find the hair cloth inside—you'll find the stays where they should be—you'll understand why we may safely offer to keep all garments in repair for one year.

### Credit

We want every man and woman to know about our no-extra-charge credit system. We can make a gentleman a suit to order or sell a tailor-made suit to a lady at a dollar a week, for less than most cash houses ask. We want you to investigate this method of dealing. We want your trade, for we believe our system deserves it.

### Commercial Travelers

Whichever side you are on, don't forget you have an outside, and it must be clothed. The law demands it and public opinion concurs. If you will wear one of our Full Box Top Overcoats, samples of which are now shown in our windows, the more certain you will be to win. Anyhow, customers will be more likely to patronize you—for while they are absorbed in admiration for your handsome appearance, they will unconsciously swell their orders to twice their usual size. Therefore, this Over Sack is a vote getter and a trade winner.

### A \$50 Overcoat at \$36

Made to order, silk lined, just to prove that ours are the cleverest craftsmen that ever threaded a needle. Individuality and character are subtly, yet elegantly, expressed in every garment. We make an overcoat to order for \$50.00 that we know you cannot surpass no matter who your tailor may be. We want you to know it; we want your friends to know it, too. For this reason we'll take five hundred orders at \$36.00 instead of \$50.00. It's the quickest way to prove it. Your choice of fine imported coatings in shades of Oxfords, Cambridge, or black. Best silk merveilleux or satin du chine lining throughout.

### Fall Overcoats

There's a chill in the air that says in language plainer than words: "Get the fall overcoat ready." The light top coat is an absolutely necessary part of every man's apparel. It is essential to comfort that the coat should fit well. Braun makes perfect fitting fall top coats. Let him make you one. The cloth and the price will be as correct as the style and the fit. You can get a fine made-to-measure top coat—the Braun made coat—from \$20 up.

### \$45 Overcoats

"Semiready" has overcoats at \$20, \$22, \$25, \$28, \$30, \$35, and \$40, as well as those at \$45, but there is a certain line of overcoats now in the wardrobe at \$45 which some Fifth Avenue tailors (only a few have the same cloth) won't make up for a cent less than \$100. "Semiready" took all the cloth the maker had (for its 18 wardrobes) at a price no custom tailor (buying in small quantities) could get. Ask to see this overcoat. Look for cut, finish, and workmanship covered by the tailors' \$100 price. And remember you need not buy because you look, or keep because you buy. Sold at the stage when a tailor gives you the final fitting. Finished to your order from measurements. Delivered when wanted.

### Plain Talk

Our line of trousers is as good and extensive as money and discrimination can produce, made with a view to giving the wearer the best value for the money; allowing a good profit for the dealer. It is a line as near perfection as present-day methods will admit.

### They Fit in the Legs

Some men are more finicky about the fit of their trousers than their coats. We like to make clothes for such men; we please them the first time, and they come again. Our trousers have the proper hang. They drop neatly over the shoe and fit comfortably around the waist. Our tailors have a knack of understanding what you want. If you desire your trousers cut a certain way, rest assured we will make them as you choose. We will try to please you in every way—in the clothes and in the price. We make suits to order from \$10 to \$35. A year's repairing guarantee goes with each suit; but any customer has the privilege of money back if he is dissatisfied. Would you like to see some of our samples?

### Semiready

When a man buys a suit from the cloth in the piece, it is the same as putting money into a lottery. When he buys "Semiready" clothes at the "try-on-stage," he knows *in advance* just what each style and cloth and color effect looks like upon him. This foreknowledge is practical insurance against disappointment and misfit expression. \$18 to \$75. "Semiready" is finished-to-order by expert tailors. Delivered when required. You need not buy because you look, nor keep because you buy.



### Free Trousers

A new proposition. Order your suit now, and get two pairs of trousers instead of one. When Decoration day arrives the merchant tailor's busy season is over and the dull season sets in. This big tailoring store's busy season is never over; its dull season never begins; because we make special inducements to keep trade booming the year 'round. It takes us months and months to organize an efficient force of work-people; and when we get a good staff together we don't want to lose any of them; so we keep them fully employed the year 'round. Twice a year, in the summer and the winter, we make these special offers, which fill our store to overflowing. They have made us thousands of friends in our stores in other cities in past years. We have been making great preparations here in Philadelphia for this special sale. To those ordering a suit of clothes we are going to give a present of an extra pair of beautiful, pure-worsted, striped \$4 trousers. The store is stocked full of new goods; we have an extra number of salesmen, and we shall be ready for you as fast as you come. Look over the thousand and more handsome patterns, and pick your choice of the best of them; then keep on choosing, for you get two pairs of trousers instead of one.

### Trousers

\$4 trousers of extraordinary cloths, latest designs, and made to your order, just as you want them. You'll need a pair to see you through until you don your Spring suit.

### Semiready

Just took one month to make "Semiready" clothes a success. For your visits, your criticism, your patronage, we tender our hearty thanks. Pessimists have been disappointed—some agreeably so. Optimists have seen their brightest dreams far more than realized. Look for much better variety and better service this month than last—opening days are never satisfactory to buyer or seller. Look for the best your tailor ever gave, coupled with the convenience of ready-made methods. Look for suits and overcoats at any price you want to pay, of any cloth you like to wear, and expect more for your money than ever before. "Semiready's" existence in New York. Suit and overcoat prices run in easy steps, thus: \$20, \$22, \$25, \$28, \$30, \$35, \$40, \$45, \$50, and so on: You need not buy because you look, or keep because you buy.

### Ultrafashionable

Our spring showing is a succession of styles and fabrics entirely foreign to ready-to-wear ideas. It is this difference in tone and character which distinguishes our garments from others. Literally speaking, we do not sell ready-made clothes, since every garment is made to order according to our rigid specifications—drafted and tailored by the most expert skill in all America. Without asking more in price we offer you the advantage of incomparable excellence, besides the largest showing of authoritatively correct clothes in St. Louis.

### The Bankers

In town know more about the financial pulse of individuals than any one else. They will tell you that the man who watches his dollars is the one that's on top. The business suit we make to order for \$20 cash is a money saver for the wearer. It not only means \$10 in your pocket, but gives you an appearance that is pleasing to your friends. We don't want a cent if it is not so.

### Men's Tailoring

Good time to order a business suit. Some special things that we can make up for \$50. Worth more money. It's an opportunity.

### Tailoring For Men

There are plenty of good tailors who lack the business acumen to conduct a shop upon a basis which would allow a fair charge for their efforts. They know all about cutting and fashioning, but chaos supplants system and method in the conduct of their business. They are compelled to ask prohibitive prices for their apparel to make debt and credit balance. That is where we have the advantage. Our tailors are master-craftsmen. They know every detail, every knack and every trick which adds individuality and character to a man's apparel. But the system is ours. There can be no time idled or material wasted. That is why we can provide a suit or coat to your measure for which we charge from \$35 to \$55. It is that class of merchant tailoring in which the most critical and fastidious men find their ideas and tastes cleverly defined. May we convince you of this? The saving certainly warrants a fair trial.

### Good Tailoring

There's no substitute for good tailoring—a suit is either right or wrong. It is possible to get perfection—don't be satisfied with anything else. Good tailoring is simply putting thought and skill into every part of the suit—not into some parts.

### High-Grade Tailoring

Our business is tailoring—we carry no "ready-made" stock. We have been in the tailoring business long enough, and have turned out a quality of work good enough to convince thousands of prudent men that Royal Tailoring presents the reasonable solution of the problem of correct dress at a RIGHT PRICE. We will make to YOUR MEASURE a handsome cutaway frock suit, from fine, black, unfinished worsted or Vicuna Thibet cloth for \$18.00, guaranteeing satisfaction in Style, Fit, Workmanship, and Wear. If you are accustomed to buying "ready-made" clothing we want to show you that it is possible to Pay Less and Dress Better.

### To-Measure Apparel for Men

The cleverest tailoring talent to be found spends its efforts in our tailoring establishment. We know every little knack which tends toward individualizing apparel for men. May we demonstrate to you? It will cost from \$20 to \$50—you will never regret the experiment.

**The Spring Suit**

It's about time to order your new spring suit, don't you think? Well, we have never had so large and varied an assortment to select from—and you will never have a better opportunity than now to make your selection. The styles and colors are all so different this season, that everybody—who is somebody—will want a new spring suit—and if he wants to make his money go farthest HERE is the place to come.

**Our Bill Won't Scare You**

This is no idle boast. Bring us a sample of any \$20 suiting you can find in New York and we'll match it for \$15. Overcoats the same. And it will not be with last year's goods either. This season's patterns for this season's orders—that's the rule here.

**Men's Apparel**

The cleverest talent to be found spends its efforts here. Nor is there a dearth of it. But the average man finds eighty or a hundred dollars for a suit or coat just beyond his purse limit. He is left to the mediocre tailor, whose creative bump is sadly deficient. His efforts find expression in garments that are inferior to those which we provide ready for service. Yet he has the effrontery to ask from \$40.00 to \$50.00 for them. Here and there you will find a tailor who asks but a modest price for apparel which is almost as good as the best. The organization of our merchant-tailoring shop is on that basis. It is devoted to that class of apparel in which the most critical men find their ideas and tastes expressed. The craftsmen know every little trick and knack which tends toward individualizing apparel for men, whether it be in cutting or fashioning. May we demonstrate it to you? It will cost you from \$35.00 to \$55.00. You will never regret the experiment.

**Suit Yourself**

If you want your coat shorter or longer than the prevailing style, if you want any of your own ideas carried out, if you want personality worked into your clothing, leave your order at our make-to-order department. We make to order and we make to fit. Our Spring stock for tailoring never has been more extensive than just now. Match us if you can.

**Men's Tailoring**

The very first of the Spring Suitings are here—Suitings that were in London less than a month ago—Swell effects in the medium weights—Early choosers get the best. New fancy waistcoat materials are also here.

A well-dressed man has a soothing effect on the household.

No dream of luxury and comfort ever surpassed the luxury and comfort and style we put in reach of the men that wish to dress well.

You'll find our clothing fits your figure and our figure fits your purse.

A good suit is to be desired above everything else—except fit. We combine best material with perfectness of fit.

**Dry Goods, Etc.****Black Grenadines**

Black Grenadine, the undisputed queen of all black dress goods, has fresh jewels in her crown this season. Never before have the manufacturers produced as great a variety of patterns or attempted so much elaboration in design; and, with all this beauty and variety, there is not the slightest loss of that rich simplicity in effect which for generations has made Black Grenadine a prime favorite for evening and dinner gowns of the most refined type. Our close relations with the foremost European makers, as well as with the best American manufacturers, assures our customers not only first choice from the most worthy novelties and a certain degree of exclusiveness, but also the most favorable prices. One of the handsomest Lyons novelties is a bold Escurial lace design in a polka-dotted sewing-silk ground—a simply magnificent effect, in which the problem of trimming is solved in the fabric itself. Another new effect which is employed with great success is produced by hemstitched stripes; this novelty appears in some of the domestic Grenadines at moderate prices, as well as in many of the fine French weaves. Then there are the heavy foliage and flower designs, some of them outlined in chenille—all very new and very fetching. We give below the general price range; we presume that every woman who can will see the display this week. Every one has some little touch of distinguishing daintiness.

**Fine Tailored Suits for Women**

Man tailored—which means that the seams have been pressed as only a man's strength can do it; and so the suits have the best possible hang.

Ribbons that give a "telling touch" to the summer outfit.

**Shirt Waists**

Many a woman has blessed the clever chap that evolved the shirt-waist suit. Rightly, too; for he discovered a shortcoming in women's outfit, and satisfied it. Shirt waists of high degree—lowest prices yet quoted. The smartest of all the summer waists—the more expensive materials—the more artistic models—the waists prized by dressy women—the waists which feature the fashions and show their value in every line of contour, in decoration, and making. Every day contributes to the fame of our store in women's high-class wearables. If it is a Scott creation there is no doubt as to its fashionableness, quality, or finish. If it's here, it's right, and you can find the smart things as nowhere else.

**Blankets**

A stirring event in blanketdom. For cold, nippy nights!—blankets. No finer fleece ever grew on a sheep's back, and that same sheep would hang its head in shame could it know of the profitless prices of its own product.

### Wrappers

Here are wrappers of pleasantly cool, thin materials—percale and white and colored lawn—daintily made, in a number of pretty styles, and now bearing decidedly lower prices than those with which they began the season. And that's not long ago—for the four groups told of here have only been on our shelves for a very little while. Now they must go—and many a woman will be delighted to buy such attractive garments as these for summer negligee, at such modest prices.

Summery white fabrics at below freezing prices. These every-day useful kinds of white cotton fabrics are aristocrats in looks, quality, touch—for that reason they recommend themselves. The witchery of clever foreign weavers vie for favor with loom gems for which we are proud to give artistic Yankee genius credit. A veritable fair of peerless white beauty. Another "cash" buying triumph.

### Fashionable Fall Silks

Brilliant varieties of new fabrics. The Silk Store is picturesquely inviting; to femininity it is most fascinating. Silks never seemed as beautiful as this season; never were assortments so charming. In a multitude of ways is the eminence of the Silk Store emphasized. In the matter of splendor of display and reasonable prices it is unrivaled. Today's four specials are vivid proof of this pleasant fact.

### Embroidery

From St. Gall, of course, for that's the home of all beautiful embroideries. And never in our remembrance has she sent more beautiful or more unusual things. Today a word about the sets—insertions and different widths of edgings—which will be used for summer gowns and trousseaux.

### Outing Flannel

Bargain in outing flannel. The warm, cozy qualities of outing flannel make it a highly acceptable material for house wrappers, children's night gowns, pajamas, and the like.

### Wash Fabrics

Spring and summer wash fabrics. Merchandising revolutionizes the seasons. While we are still wrapped in furs the daintiest wash fabrics are shown on the counters. Tomorrow we inaugurate the season by a display of the handsomest creations of French, Scotch, English, and home manufacturers.

Straw hats of every pedigree, every braid, every shape, and all qualities.

### Tempting Wash Stuffs

With a wonderfully good assortment of the loom wizards' cleverest conceptions on hand, wash-goods counters invite you to come and choose at about half of the first of the season's cost. Surely the proposition will inspire the desire for at least one more perfectly lovely summer gown.

### Dainty Shirt Waists

In newest of spring styles. For every day, pique, linen, figured cheviot—the heavier, more substantial materials. For dressier wear, the fine, sheer things that make the new shirt waist so tempting and dainty. Silk mull, organdy, fine lawn are among them, with elaborate and beautiful yokes, insertions, medallions, and appliques of various sorts of laces—Irish point, Valenciennes, Taperiffe, wheelwork, antique, and so on. The shirt waists for spring seem to be more varied and more beguiling than ever—and our collection of the newest styles is better than ever.

### Dainty Dress Goods

Bright and fresh as a summer morn are the new wash dress fabrics which are coming in daily to replenish the stock. Dainty and crisp are the weaves to be seen, the colorings being the most charming of the season's newest tints.

### Midsummer Sale of Ribbons

This sale of ribbons affords our customers an opportunity for supplying their wants in summer ribbons at about half the usual price. The assortment is large and the qualities, styles, and colorings the best we have offered this season.

### Ribbons

All these ribbon things are beautiful; some amusing. Two perky little ribbons on a hair rosette look like rabbit's ears; another bit of satin ribbon makes a perfect wonder of a rose; alleged sweet peas, crushed roses, knots, and bows are produced at command. This is just an incident of our ribbon business.

### Ladies and Children's Bathing Suits

June and July afforded few opportunities for delightful dips into Neptune's waters. August promises to do better. Throw in a bathing suit when you pack up for an outing.

### Beach Parasols

A good substitute for shade trees if you wish to lie on the beach and enjoy the sun yet at the same time be able to read and take a nap.

### Buttons

From the commonest to the most expensive kind of button—rare, hard to find—in fact, every sort, style, and design, we try to have constantly in stock. It's worth your while to spend 10 minutes among the beauties of our hobby—buttons.

### New Fall Flannels

It's a queer season. Already, likely, August, which is expected to drive you to most diaphanous materials as to costume comfort, and compel you to seek the breeze of seashore, lake, or palm-leaf fan, has suggested the warmth of flannels as pleasant. Good! The new flannels are ready—here in assortment to rival any.

**Ribbons**

As the demand for these fascinating piece goods increases, the demand for the ribbon is also increasing. The ribbon is a very important part of the outfit and is a very important part of the outfit.

**Comic Strips**

Comic strips are a very popular form of entertainment. They are a very important part of the outfit and are a very important part of the outfit. They are a very important part of the outfit and are a very important part of the outfit.

**Girls' Walking Suits**

Girls' walking suits are a very popular form of clothing. They are a very important part of the outfit and are a very important part of the outfit. They are a very important part of the outfit and are a very important part of the outfit.

**The New Autumn Styles**

The new autumn styles are a very popular form of clothing. They are a very important part of the outfit and are a very important part of the outfit. They are a very important part of the outfit and are a very important part of the outfit.

**Blankets**

Blankets are a very important part of the outfit. They are a very important part of the outfit and are a very important part of the outfit. They are a very important part of the outfit and are a very important part of the outfit.

**Bathing Suits**

Bathing suits are a very popular form of clothing. They are a very important part of the outfit and are a very important part of the outfit. They are a very important part of the outfit and are a very important part of the outfit.

**"Tub" Fabric Values**

"Tub" fabric values are a very popular form of clothing. They are a very important part of the outfit and are a very important part of the outfit. They are a very important part of the outfit and are a very important part of the outfit.

They are a very popular form of clothing. They are a very important part of the outfit and are a very important part of the outfit. They are a very important part of the outfit and are a very important part of the outfit.

**Ribbons That Fascinate**

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#### Kid Gloves

Nothing in the way of apparel is more satisfactory to a woman than a shapely, nice-fitting glove, whether it has the glace finish, or the soft suede, and nothing is more annoying than just when she thinks she has capped the climax of fetching toilet by drawing on the exactly right shade of glove to have it rip or tear. It is our especial pains in buying gloves to avoid these experiences. We spare no pains to secure the very best makes of the very best makers.

#### Clearance Kid and Fabric Gloves

Every lady appreciates the necessity of wearing gloves to protect from action of wind and sun; and like most other articles of woman's wear, the vast majority of women know as much about the values as the merchant. In listing the numerous lines of gloves below, you will be able to figure out just how much of your pin money you can appropriate in order to fill your glove box.

#### American Tailoring to the Front

As the student outlearns the master—so has Yankee ingenuity and wit placed America in the front rank of custom artists—made her "the home of fashion." Visitors to our cloak department Monday exclaimed—what could they do?—such profusion of graceful garments—every one a type, nothing but American cloth, American style, American beauty, made by American artists. What more need be said? Just one thing. American prices—that place the suits and coats in reachable distance of the ordinary purse, and give you clothes the equals of importations. We like that best of all.

#### Linens

The decorations of the dinner table should be a joy to every woman. What could better satisfy the artistic sense than white napery, cut glass, white and gold china with jonquils and feathery ferns for a background. Are you buying linens now? It's necessary to know when to spend liberally if you would be economical. The linen closet can be filled at less expense to you now than at any other time during the next twelve months. Why? Because we share the profits if you give us the business. We can afford to do this for the sake of putting life and enthusiasm into January's dull days. This keeps the store lively and makes new friends. Isn't that fair? All the time is good linen time in the old store. Linen is a staple that is never allowed to become short no matter what the selling. Our relations with makers always secure best prices for buyers here. A good towel is a luxury as well as a necessity—here's the luxury of economy which will make luxury a necessity.

#### Corsets

All the new summer models are in the stores now. They are wonderfully made corsets, so light that the figure does not feel their weight and yet sturdy enough to give the most satisfactory wear. All W. B. Summer Erect Forms are made of our own special white batiste, which is as tough as canvas and as cool as net.

#### Shirt-Waist Sale

Lowest prices of the season. Some fortunate buying lately put us in possession of hundreds of dainty summery waists—mostly white ones—kind you like so well—others with black polka dots and stripes. Let us start with these white waists, 45c. Fine white lawn, trimmed with embroidery, in the latest, prettiest ways—one becoming style is the bolero.

#### New Dress Goods

Charming fabrics from France bid you a cheery good morning. It is the first showing of new dress stuffs. To be sure, it's a bit early—but these tempting stuffs will not tarry. Forehanded folks will have bought up the finest things in a week. It's a novelty season—the fabrics showing any sort of loom caper to escape being plain—"Knicker" splotches, dashes of color, dim-colored plaids and stripes. Voile (which is really a variation of iron-frame grenadine), canvas, etamine, and gauzy tissues are to be the aristocrats of loomdom.

#### Spring Dress Goods

What you see in the windows only gives the merest hint of the waves and billows of dress-goods novelties for spring that have overflowed the tables and counters in the rear of the rotunda. The daintiest loom triumphs of France and Germany and of all Europe are there. And the very newest, including the exquisitely beautiful silk warp French sublime at \$1 that is the equal of any similar stuff at \$1.25 around town. Here are other interesting prices.

#### Correct Clothing for Sultry Summer Days

For brief outings, for vacation time, for ordinary business wear, for any warm-weather occasion. Here's an unsurpassed assembly as to variety. And in the gathering of tasteful and absolutely correct styles we believe no other store excels. You will see much that is wholly new here—you really must view the Wanamaker stocks to keep informed as to what is approved among the new ideas. As to prices.

#### Corsets

In order to have your fall gowns fit properly, they should be fitted over the corset you intend wearing under them. Now is the time to have your winter corsets fitted. This store has thoroughly experienced fitters to fit you properly and give you correct instructions as to the lacing and adjusting of your corsets.

Say what you will, a black crepon is an aristocrat, and always will be.

#### Silk Petticoats

The Silk Petticoats, prime requisites for the perfect spring costume, are here in a multitude of charming new tints and effects that will impel every woman to indulge herself. No reason why she shouldn't either—prices are extremely moderate. Astonishing what \$5 will do in the way of purchasing one.

**Shirt-Waist Time**

Is here, and every woman wants them pretty. We have just secured two groups of shirt waists that will satisfy women fully in the matters of quality and looks, and they will be doubly gratifying because of their little prices.

**75c. Derby-Ribbed Lisle Underwear for 39c.**

A timely sale. An unusual value. Men who have enjoyed the comfort of Lisle underwear will readily recognize the great value. Those who are not familiar with it will need but look to satisfy them of the worth. The derby rib is a brand new weave as applied to lisle, and makes a handsome, durable, shapely garment. We won't be able to duplicate this lot to sell for less than regular price (75c.), so it behooves the wise to be around early Saturday. The shirts are silk trimmed, pearl buttoned, and French necked. The drawers have double seats, French drawer straps, suspender tapes, and pearl buttons. Every stitch is perfect, and the sizes are right. It is the best underwear bargain we ever heard of.

**Kimonos, White and Fancy, at Scott's**

White Kimonos, with the new wide La Belle sleeves. All plain white with no trimming to mention, but with stylish wide cuffs and wide revers. White trimmed with embroidery. White elaborately trimmed with laces and ribbons. White grounds with colored polka dots. Polka-dot bodies with plain white trimmings. Blue and pink with Persian trimmings. White, 50c. to \$2.69. Colored, 50c. to 98c.

**Lace**

Laces that come from Plauen, that busy city in the kingdom Saxony, where most of our good imitations are made. The Plauen makers have served us for years, and it is only their good will and assistance that makes it possible to have a dressmakers' lace sale every year. The first strips that come off the looms—the strips kept for patterns—are saved up every year and sent to us, when the makers are through with them, to sell for much less than the regular prices.

**Special Summer-Time Savings**

All over the store wide-awake buyers will find opportunities to sweep savings of dimes and dollars into their pocketbooks. Wherever we find waifs or strays or possible overstocks, we price-mark them in a way that should lead you to think that we sometimes do business as a pastime.

**Bath Brushes Under Price**

A number of different kinds of bath brushes, those welcome adjuncts to the comfort of the bath, are here today, all priced at less than half their worth. Some have straps, others long curved handles that seemingly add yards to the length of your arm; still others have detachable handles as well as straps. All are well made.

**All-Wool Challis at 28c. a Yard**

This is the regular 37c. quality—new, fresh, perfect, complete in the most wanted summer colorings—cream, light blue, cadet blue, tans, pinks, resedas, old rose, royal blue, gray, cardinal, and black. All-wool Challis has stood for years as the one fabric that most fully combined the extreme of daintiness and coolness, with the utmost serviceableness. It is rare good fortune to find such a fabric under price.

**Muslin Underwear Very Cheap**

The gowns, skirts, corset covers, and children's dresses which we have in the lot at 59c. are goods variously marked originally to sell for anywhere from \$1 to \$1.75. Hardly anything in the lot worth below \$1. Maybe a few pieces were originally 85c., and some few, we believe, were originally 95c. And what does a little mussing do to muslin articles? It does nothing but oblige us to sell them at a sacrifice. Literally speaking, these garments are actually worth as much today as at any time; but a streak of dust here and there and some rumpling plays havoc with the selling price. The lot seems to have a large proportion of gowns in it, prettily made and extremely desirable values.

**The New Embroideries**

We've been gathering the prettiest, newest designs in embroidery, from all quarters, in ample time for the beginning of the spring sewing. And what a ravishing collection they made! Here are choice pieces of French embroidery—almost as fine as hand work, on the softest English nainsook. A veritable find for women who have dainty underwear or children's garments to get ready.

Two ways to make money: work for it or get a job in the mint. One way of saving money is to buy your lace curtains at Newman's.

**Veiling for My Lady**

Veils do triple duty in these days of blustering winds and whirling dust. They hold on my lady's hat, protect her eyes and also her complexion. Every form and design of veil you will find in our perfectly appointed and well-stocked veiling department. Delicate shadow meshes and the latest novelties from European markets are side by side with all the well-known makes and varieties. Ask for what you will, and you will find it in stock in any quantity you may require.

**Ten Gowns**

Of cashmere. With all the little furbelows so dear to woman's heart—laces, ribbons, and what not? We've caught your idea and know just what you like.

Cold weather is almost here, and though winter underwear is hardly suitable, these lighter fabrics—sort of betwixt and between as it were—you'll find are very comfortable when worn under the light summer over clothes.

### Ribbons

Spic-and-span fresh ribbons in the very color and widths you want—ribbons for bows, ribbons for millinery uses, ribbons for dresses, ribbons for fancy work. Probably a wider selection than you'd find elsewhere in full-priced goods. How did we get them? By ransacking the market, tiding makers and importers over tight places, taking all we could get of the best and most desirable that had sold down to a few thousand yards because of their beauty. Imagine the rest and come for your share.

### Swell Styles in Summer Dresses and Costumes

Costumes for street, afternoon, and evening wear, in white lawn, and organdy, in great variety of stylish new colored dimities and organdies. Those charming creations so captivating to all womankind. This season the styles are more extensive and the novelties more elegant. Shown in all the new effects of tucking, plaiting, lace, ruffle, insertion, and ribbon trimmed. Models from Parisian designers, and from them have evolved some perfectly exquisite styles.

### Daily Hints for the Christmas Shopper

Experience of past years has demonstrated the fact that the choicest goods intended for Christmas are always sold early. It is in these days that our stocks receive the severest test—the test of scrupulous, critical, leisurely judgment—but we're confident that such an inspection will prove to our special advantage—in showing forth the fine points of inestimable worth to be found in every department of our dry goods. If you look—you will not need to buy. If you buy—you will not need to keep. Any article bought here that does not prove wholly satisfactory, either in material or make, may be returned and your money refunded.

### Tailor-Made Suits From Abroad

Hundreds of handsome foreign dresses have just arrived. They have a character and exclusiveness of design that appeal to women particular in matters of dress. There is a shapeliness and grace about them that attracts attention. The tailoring is perfect; the fabrics are distinguished, different from those you meet from other sources. Many rough goods are seen—zibelines, with fuzzy stripes, English and Scotch mixtures and fine checks. But the smooth cloths are used also, and plain and figured velvets—all tastes are met in most charming manner. The trimming is quite elaborate on some. Blouses predominate; though the short double-breasted box-back jackets are in good numbers—extremely smart, too. Many have cape effects. But description is endless in such a varied collection. See them; for these are the days to most enjoy possession of suits of such attractive character.

The savings that are available in this sale are the result of our constant effort during the less busy months to economize in every way possible—in the purchase of skins as well as in manufacturing.

### Upholstery

The upholstery store is radiant with new attractions. Beautiful things from here and abroad to lend fresh grace and additional charm and comfort to your homes. And, what is more, the savings in every instance are unusually liberal. We are constantly searching the markets for what is best and most practical. Being buyers on an enormous scale, it naturally follows that we can sell at prices indisputably lower than those asked elsewhere. For today we announce a special sale of lace curtains, tapestry portières, and couch covers. These, however, are but a few of the specials for today. People back from summer sojourns, and now engaged in getting their homes ready for fall and winter, will not hesitate to avail themselves of an opportunity so strictly advantageous.

### Furs for the Neck

When the thermometer drops in earnest you will want furs in a hurry. Why not have them all ready to put on then, instead of waiting for the crowd? Especially when such handsome and worthy furs cost such little prices?

### Feather Boas

Fluffy daintiness in feather boas. The charm of the feather boa, lately restored to its former favored position, has vastly increased, as the latest importations bear witness. Marabout, coque, ostrich feathers, are used with telling effect in many taking combinations.

### Muffs and Scarfs of Sable

No more appropriate addition can be made to an elaborately designed costume than a set of beautiful Sables. After many months of critical research, we have gathered what we believe to be one of the finest collections of these skins in the world. Many specimen skins in the selection would be quite impossible to duplicate. A choice may now be most satisfactorily made while the price range is unbroken. Sets will be made up in any desired style in our own fur workroom. Though Sables are a very strong feature of this section, equally deserving of approval are the very large and varied assortments from the popular scarfs and stoles to the long evening wraps in combinations of furs and rich laces of applique.

### Women's Fur Coats

Luxury, beauty, and comfort are delightfully combined in these plain Persian lamb coats, richly lined with black satin. Fashionable, warm, serviceable—no fur is more popular, or more deserving of the wide favor in which it is held.

This summer has seen very few evenings when a cape was not absolutely essential, out of doors, to health and comfort, so mid-summer reductions on capes are not so much amiss. Those who can break the chains of tradition enough to buy a cape in July will be amply repaid by these reductions.

#### Bewitching Bathing Suits

You will think of smooth stretches of beach and sparkling blue salt water the instant you clap your eyes on these charming bathing suits for women. Jaunty and stylish, yet made with a view to comfort in the water as well as appearance on the shore. There's a marvelously broad assortment of them here, all so thoughtfully priced that it's a very easy matter to possess a bathing costume of your own—the only way to enjoy a sea bath.

Filmy veils for fair faces.

#### Furs—Cheaper Than Ever

Every coat, scarf, muff, or cape has been repriced, even below the first reduction we made at New Year's. There are not many garments of a kind—and we are frank enough to say we wish there were fewer, even at the risk of disappointing you. Now for the secret—we don't believe in and haven't the room for moth chests and tarpaper.

#### Graeser Garments

The beauty and richness of a "Graeser" fur garment accounts for the wonderful business we are doing. Our perfect style, superior work, and low prices are advertised for us continually by our many patrons until today. We are reaching out to many points throughout the country. Come and talk the matter over, see our examples of fine fur building and you can judge for yourself.

#### Sewing Tools at a Saving

While you are buying spring cottons and silks, don't forget the little things—the thousand and one "notions" whose importance you never realize until you find you haven't them. Dressmakers especially are the people who benefit by the notion sale, with everything a quarter and a third less than they have to pay at other times of the year. And lots of other people, besides, are wise enough to seize the opportunity to lay in a stock of pins, needles, and thread, braid velveteen, and whatever else they may need for the sewing room.

#### Good Sorts of Hosiery

The following items contain explicit information about being well hosed at the smallest possible expense—next to having the hosiery given to you. There's news for men, women, and children—and the socks and stockings mentioned are just the sorts you'll need for weeks to come. And you won't find equally low prices for such excellent qualities anywhere else.

#### Fine Hudson Bay Sables

Skins in the deep, rich brown, so desirable in Hudson's Bay. Sables are plentifully represented in our magnificent assortments. Sets or single pieces of any desirable size or style will be made up in our own workroom from the customer's own selection of skins. The making of these being under our own supervision, the best possible results are assured. Among the very attractive styles already in stock are the following.

#### Last Chance at the Fur Bargains

Fur buyer is just home from New York—bringing with him some beautiful furs picked up from the manufacturers at just about cost of the skins. Better come quickly for choice.

#### Spring Arrivals

Forcing out women's winter wear. New spring garments are arriving daily, and the space occupied by the last of the winter wear must be vacated immediately. Hence, the price-slashing knife goes deeper into the prices and the greatest bargains ever heard of come to the notice of economical women in this advertisement.

#### Absolute Clearance Sale

Of the entire stock of high-grade furs. Our policy of not carrying over merchandise from one season to another, to which we unalterably adhere, combined with the necessity of gaining space for the display of daily arriving new styles of silk and cotton waists, has prompted us to reduce the entire stock of fur garments to such low figures that the purchase of an article of fur will be an advantageous investment, though it may not be for immediate use, especially in view of the advanced prices for skins quoted from London and Leipzig.

#### Fresh Neckwear for Women

New as the morning and with such variety of daintiness as makes the chief difficulty what to choose among so much that is charming. It seems wonderful that the brain of man—or was it woman?—could devise so many effective ways for the use of embroidery, so many fresh and pretty shapes.

#### Thanksgiving Napery

Fine table napery for Thanksgiving day. How much brighter your home will appear Thanksgiving day if you have snowy table linen. Not only will your home look brighter, but neater, and your family will be happy and enjoy the Thanksgiving dinner so much better if you purchase your table-linen needs at the best store. Nothing is finer or more in keeping with good taste than the table linen, etc. we show—and ours are worth all they cost, which isn't really more than is often charged for the ordinary kinds that lack in quality and finish.

#### August Sale of Furs

The skins are matched in sets sufficient to make a garment, so that the customers may see the exact quality offered and make their own selection of skins from which the coats will be made. These garments will be made in our own workroom from new models in several of the approaching season's standard styles, which have already been decided upon. We guarantee a perfect fit and emphasize the fact that these prices are very much lower than we shall ask for the same grades during the regular fur season—prices which mean to the customer an actual saving of from \$35 to \$45 on each coat.



### Feather Boas

Rare, lovely effects in feather boas. A watchful Hale buyer in New York, together with some of the big stores in Chicago, has succeeded in buying the new styles in feather boas which will not be sold for a month at least in the ordinary store.

### Night Dresses

These cool, crisp, lovely night dresses are the thing for the hot months. Some exceedingly pretty new designs are here, constructed for beauty and comfort. This summer white-wear stock is now at its best—the garments are new—tasty and beautiful—the prices are at lowest ebb—the selection is large and comprehensive. You'll enjoy looking at these cool fresh styles.

### Lace Robes

It is worth coming a long way to get a glimpse of these exquisite importations that "The Silk Store" has gathered together for Milwaukee's social season. They are dainty in the extreme, and their exclusiveness is absolute. You may have them in all white, or all black, black with white, or white with black, in plain nets or with beautiful lace patterns; in the popular jeweled effects or with the new silver and jet spangles.

### Those Beautiful Pillows

Have you seen the tops for pillows we are showing this week? If not, you are missing quite a treat. You would enjoy looking at them even if you had no thoughts of purchasing. They include heads, dancing girls, will-o'-the-wisp, fairies' dance, and many other styles. While you're here look at the new rainbow ribbon, in soft Louisine blue, pink, green, and yellow.

## Wines, Liquors, Etc.

### Balance of Body and Mind

Is characteristic of all successful men and women. However, it is (and must ever be) based upon a physical foundation of perfect digestion—and perfect digestion can be promoted and maintained by the daily use of a medicinally perfect liquid food like Malt Marrow. Malt Marrow (the juice of malt and hops) is as effective in keeping the human physique in perfect tone as it is in neutralizing the numberless ills of mind and body that are inseparable from our high-tension civilization. It is an invaluable daily tonic for family use. It soothes the nerves of the weary and worn, and has magical effect in producing restful sleep.

### Famous Statesmen

And jurists in old Kentucky, men like Clay, Webster, Marshall, and Breckenridge, often, while burning midnight oil in preparation of some speech or debate, quaffed rare old Sunny Brook Rye; a whisky famous for 60 years in Kentucky; a whisky that is made where the climate is right—where the water is right—where the grain is right—where the storage is right.

### Doctors

Prescribe Fleming's Old Export because they know it is a Pure Rye Whisky, and therefore the best for all medicinal uses—8 years old.

### Preserving Brandy

McCaffrey's preserving brandy will be needed from now on, if you intend putting up any brandied fruits. This we are offering you is as pure and as strong as it is possible to make it; consequently, there will be no loss of sleep, worrying whether your fruits are going to keep or not.

### An Economical Luxury

An economical luxury is a good, wholesome, delicious beverage like Buffalo Lager. It's a luxury to taste, not to the pocketbook, for its price is moderate, its excellence considered. Care in selection of materials, care in brewing, make it most healthful, too.

### California Wines

The wines of California have already secured a place in the temple of fame. Their excellent qualities make them the equal of many of the high-priced imported goods. For family use these wines are unsurpassed. Refreshing summer drinks of most delicious flavor can be made with any of these as a base, and the cost will be trifling. A second order will certainly follow a trial of any of these brands. They are rich, mellow, and fine flavored.

### Gund's Peerless Bottled Beer

The beer of Good Cheer. Adds one more pleasure to life, pleasing the palate, refreshing and resting the weary body, quieting the nerves. It is without a peer in the world of beers.

### Perfection in Brewing

Our beer would gratify the most exquisite taste, being a pure product of barley, malt, and hops. Made under most favorable conditions, in accordance with the most approved methods. 'Tis, in a word, perfection in brewing. Unexcelled as a tonic and possesses highly nutritive qualities. A beer that gives cheer and health and the social charm.

### Liquid Refreshment

The beverage that cheers and invigorates during summer's depressing heat is the American Family Beer. For luncheon, dinner, or at bedtime it is the drink par excellence for health, strength, and nerve. Don't fail to try a case of this pure and palatable, as well as refreshing, beer and you will never be without it for a day afterwards.

### The Verdict of Connoisseurs

For flavor and fragrance, rich and wholesome ripeness, Black Whisky has been renowned among connoisseurs from the first; while for its sterling purity and unvarying quality physicians indorse it as the most wholesome and dependable stimulant known for the debilitated body.

**Enjoyment**

A bottle of New England Beer after a hard day's work takes away that tired feeling and assures good rest.

**Blackberry Brandy**

McCaffrey's exquisite Blackberry Brandy surprises every one—not only by its quality, but by its reasonable price. "Every bit as good as I paid 75c. for at —th and Chestnut Streets," a Walnut-Street woman told us. This is not a make-believe blackberry brandy, but the genuine, Simon-pure article, with a rich, fruity flavor.

**Good Appetite, Good Health**

Insure good digestion by the use of New England Beer, and a good appetite will naturally follow. The good digestion of one meal helps to provide the wherewithal to digest the next, and New England Beer insures this preliminary digestion. Assimilation means the conversion of digested food into healthy nerves, flesh, blood and strength; into life in fact. Here is where the recuperative and restorative powers of New England Beer come into play. Exerting a vital influence for good upon the processes of the body that make flesh, life, etc. from food, so that by its tonic powers New England Beer attains all 3 points required for successful prevention and cure of disease. This is why it does such a vast amount of good. Try a case at home and notice the improvement the New England Beer speedily effects in your appetite, energy, strength, and vigor. Watch how it brightens the spirits and gives freedom from indigestion, anemia, and debility.

**Cocktails**

Have you tried Triumph Brand Cocktails? A perfect blend of pure liquors and cordials, ready to serve. An appetizer supreme. Fill the glass in another room, add a cherry or other preserved fruit and your friends will count you an expert mixer.

**Real Irish**

Legendary lore, like webs and dust on the bottles of an old bin, surrounds Jameson's Irish Whisky. The spirit that goes around the world.

**Pure Wines for Particular People**

We confidently recommend the wines of California, either for table or medicinal purposes. In point of purity they excel imported wines, and their price is another strong point. We handle one quality—the best. 20 varieties at one price—50 cents per quart; \$5 per doz. quarts.

**More About Beer**

Nectar for the gods was never sipped with such gusto as the epicure feels when a glass of our delicious, sparkling, and highly invigorating beer trickles past his fastidious palate. When run down in health, or when you have that "all-gone" feeling, try a bottle of our beer. You will think it is the long-sought-for fountain of youth and renewed vigor.

**"My Old Mastah"**

Of three generations ago in Kentucky was a "stickler" on a fine old whisky. "Home folks" of the good old State prided themselves on their discriminating taste in the selection of a stimulant, and the fact that rare old Sunny Brook has stood at the top so many years speaks loudly for its quality and flavor.

**Typhoid**

Convalescents are advised by eminent physicians, because of its well-known general excellence, purity, and medicinal properties, to use Bailey's Pure Rye. Age alone controls the price.

**Uniform Excellence**

The highest standard of quality in what is best is uniform excellence. That of Hunter Baltimore Rye is out of reach of competition. Popular preference here, there, everywhere has but one verdict for this whisky, viz.: There is no fault to find.

The cooling influence of a glass of beer on a hot day cannot be overestimated, especially when it is a glass of pure and invigorating American beer. It is without a rival in flavor, palatableness, and deliciousness, and is a bracer that will keep up your strength during summer's depressing heat.

**When Going on a Journey**

Safety and pleasure are assured by taking in your grip a bottle of Cedar Brook Whisky.

**It Would Take a Kinetoscope**

To describe the emotions of delight that chase one another up and down the face of those that know a really fine beer when they taste it. Chicago brewers know a good beer and they pronounce our Pilsner America's finest beer product. It's scientifically brewed from fine barley malt and Bohemian hops, under the supervision of the best brew master in America. Every bottle chemically cleaned by up-to-date machinery costing thousands.

**Two Elements**

Of pleasurable social life are health and hospitality. Hunter Baltimore Rye contributes to both as the physician's and the host's first choice because of its sterling quality and superb flavor.

If you wish to be healthy and happy, drink good beer, such as the Lexington brand, known for its purity, palatability and general excellence. Some beers taste good, but are not good; some beers are good, but don't taste good. Lexington beer tastes good and is good—yet our price is not in excess of inferior makes. Have you tasted our beer?

**Taste Tells**

The palate must be gratified and satisfied, and the fine rich flavor of Keystone Rye charms the taste and it becomes at once a fixed choice against change. It is always uniform.

### Pure California Wines

Are infinitely superior to most imported brands—grade for grade—because of their absolute purity. Their low price brings them within reach of the most modest purse.

### Comfort at Home

The man who likes a good thing usually likes a hot drink as he sits at home in the evening. He likes it especially if the liquor is good. Here's the liquor that makes it pleasant. Free's Pure Rye. You'll enjoy the evening at home and keep off dangerous disease at the same time.

### Ale

That is the pure juice of Malt and Hops—that is properly aged—is of necessity healthful. Oneida sparkling cream ale is just the ale that is described above.

### The Most Delicate Invalid

Can take Green Valley Rye with benefit, even when other stimulants cause distress. No fermentation in the stomach—that's why.

For health and happiness there is no beverage that can approach our beer. It is always pure, of uniform quality, and of the highest excellence. It has that luscious flavor, combined with a body and strength, that is the delight of all connoisseurs.

As a sick-room stimulant, on the sideboard, for the traveler, or as a cooking seasoning, Green Valley Rye occupies a position of pure superiority. Distilling fine whisky is like making the best of any article. Quality is the object—and quality costs money.

An economical luxury is a good, wholesome, delicious beverage, like Lexington beer. It's a luxury to taste—not to the pocketbook, for its price is extremely moderate, its excellence considered. The care as to quality of ingredients, care in making of our beer, warrants the high standing it has attained as one of the best beers in the country.

The drink for summer is Lexington bottled beer. When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and being properly matured, will never cause billousness like badly brewed "green beer." It's a marvel of purity, and is bottled with the greatest care.

The ruby wine of health must be of exceptional purity, flavor, properly and carefully bottled and stored till maturity; therefore, all wine is not healthful nor pure, as unscrupulous dealers often use other means; but if you buy your wines or liquors at Jameson's you are sure of getting the real thing, and not the doctored article.

The season of good cheer is here. Yuengling's celebrated brilliant porter makes a delicious, invigorating, and refreshing beverage, with health-giving properties.

### Anticipation

The old saying "Anticipation exceeds realization" proves untrue in the case of Ye Olde Inn Ale—where the reality by far surpasses the foretaste. Ye Olde Inn Ale is a snappy, sparkling, amber-colored ale with a thick, creamy foam—unsurpassed as a tonic. Different from other tonics in that it is perfectly agreeable to every one—aiding digestion and creating an appetite.

### Ale

Nothing today contains permanent, strengthening, and sustaining qualities equal to Ye Olde Inn Ale. It is both meat and drink. On account of its rare purity and honest richness, it is recommended by physicians as a tonic.

There are two things these summer days great for your health—recreation and good beer.

There are four kinds of whisky: Bad, good, better, and Green Valley Rye.

## Drugs and Druggists' Sundries

### Cough Cure

The big healthy man is legitimate prey for a cough or cold as well as his weaker brother. Hale's Honey of Horehound and Tar is the reliable cure for colds and coughs.

### Pills

A gentle regulator. In these days of hurry and worry, almost every one needs a laxative or liver regulator to counteract the effects of sedentary occupations and hurried eating. Of course, you don't want anything drastic—what you do want is something effective. Our little liver pills are pleasant, prompt, and reliable.

Warm weather demands that my lady's dressing table be well supplied with the most popular cooling and soothing lotions. Toilet waters, talcums, powders, etc., when freely used, do much to rob hot days of their unpleasantness.

Every article we sell is weighed in the scale of justice.

### Ice-Cream Soda

The glass that cheers and refreshes you on a warm day is our delicious ice-cream soda. No question but what pure fruit flavors make a healthier drink than those made from acids and extracts—remember that when you want soda water. We manufacture all our flavors from the fresh fruits.

### Have a Mug of Root Beer at David's

It's a brand new thing and a good one. You'll see the root-beer cooler on our soda-water counter. Root beer's never as good as when drunk from a stein. It's Bardwell's Root Beer that we serve this way. It's one of the best root beers you ever tasted. And our manner of dispensing makes it just right.

**Shaving Soap**

The result of half a century's experience. Does all that a perfect shaving soap should do—softens the beard—allays all irritation—makes shaving a luxury.

**Scalp Soap**

Baldness has no season; yet it's the fall of the hair. Prolong a luxuriant growth with Levy's tar soap.

**Shaving Soap**

The richest cream is not as rich and thick as the lather of Williams's Shaving Soap. The man who has once discovered the comfort and ease of shaving with Williams's Shaving Soap will never use any other. It is made just for shaving, by a firm whose business has been to make shaving soap for more than fifty years. "The only soap fit for the face."

**Sound Teeth**

It's hard for clean teeth—perfectly clean teeth—to decay. To keep the teeth clean is to preserve them. A brush and water alone are insufficient. Something that will destroy the germs that cause decay will be required. This help is in Ruhl's Dentifoam Toothwash. This is an antiseptic preparation that kills the germs. It whitens and cleanses the teeth, hardens the gums, and keeps the breath sweet. It is put up in sprinkle top bottles and is delightfully flavored.

**Beauty at Her Toilet**

The pretty woman loses no opportunity of enhancing the charms which generous Nature has given her. For the bath, for the hair, or for the improvement of the complexion there is no toilet accessory which possesses such wonderful properties as Munyon's Witch Hazel Soap. Use it freely—it will do the most delicate complexion or the silkiest hair no harm, but will rather enhance their charms.

**Paracamph**

For hurt chaps and chapped hurts. Excellent for use after shaving. Relieves instantly and cures quickly all swellings and inflammations.

**A Life Saver**

Is an appropriate name for the quick-action style of Hot-Water Bottle we sell. Ready the minute the water is hot, acts more promptly than any medicine, and so often really saves life before a doctor can reach you. Several sizes and styles and all prices.

**Perfumery Is Stylish Now**

We are informed by those who ought to know that in the fashionable society of New York and other big cities, fine perfumery is very popular; only the cheap odors are out of fashion. We call your attention to the exceptionally fine quality of the new imported and American Perfumes, Cologne, Toilet Waters, and Sachets that we are now showing. You are invited to come in and sample them on your handkerchief.

**Table Water**

Pure water is as necessary to life as good food. Londonderry Lithia Water possesses all the attributes of purity, flavor, and sparkle that are necessary for a perfect table water.

**Shaving Soap**

Heavy rains soften the ground and prepare it for the seed. Williams's Shaving Soap softens the beard and prepares it for the razor. Lathers freely and the big, creamy lather penetrates the beard, softens it wonderfully, so that it offers the least resistance to the razor. Makes shaving easy and pleasant. Williams's Shaving Soap, softening, soothing, healing.

**Filling Prescriptions**

Is an important branch of our business. It requires care, attention, and specific knowledge of modern pharmacy. We have the best schooling and practical experience, and can safely and honestly assure you the best possible service. We have a system of recording and checking which absolutely prevents mistakes. We use only the best drugs in filling prescriptions. These are points which ought to interest you occasionally. Our prices are always less than those usually charged for inferior service.

**Cool Drinks**

Turn in at our fountain on a hot day. It's the coolest place in town and we serve the coolest and best drinks you ever drank. Quench the thirst because they're made right. As to drugs, this store stands far first in the excellence and purity of every chemical preparation.

**To Reach That Thirsty Spot**

Makes no difference how big your thirst is, a soda drawn from our fountain is sure to quench it. Our ice-cream soda has every element of superiority—that's the secret of its popularity.

**Throat Rest**

You can cough yourself into bronchitis, pneumonia, and consumption. Bandaging and bundling your throat will do no good. You must give your throat rest and allow the cough wounds to heal. "There is nothing so bad for a cough as coughing." Stop it by using Reed's White Pine with Tar, 25c. a bottle.

**Big Bugs**

And little bugs, all kinds of bugs and insects that destroy plants and vegetables and bother horses and cows can be easily killed with a No. 1 or No. 2 insect exterminator.

**It Kills Bedbugs**

And all vermin—does Simon's Eureka Bedbug Poison, 25c. a bottle. It's so certain in its results that we also call it "Sure Death," but that matters not—it kills the bugs, and it kills germs; and it does it without leaving a stain or odor. You might just as well start in right now at house-cleaning time and make a dead sure thing of the bugs.

#### Trusses That Do Not Chafe

A truss that chafes is a nuisance. If it were fitted properly it would not chafe. As we fit them, they fit so perfectly and comfortably that you almost forget that you have a truss on at all. Come and let us examine your old truss and see what's the matter with it.

#### Cough Medicine

This is the surest medicine to knock a cold you ever saw. It has never been known to fail. One bottle generally does the trick.

#### Ladies With Kids

That need cleaning—ladies who desire a safe, non-inflammable, non-explosive article to clean their kid gloves with—ladies who want a substitute for gasoline and other dangerous liquids, and one that is just as effective and just as quick in its action, should use Carbona; 25c.

#### Wouldn't This Make You Dry?

The soda-water time is on us. The time when we want the bottled beverage on the ice in our refrigerators. The time when we want it to supply the refreshing drink. Barcla bottled sodas are at your beck and call every instant—we're always ready to fill your order at a moment's notice. There's nothing like the Barcla article; the whole town has found that out and is governing itself accordingly.

#### You Buy Drugs

And medicines, we know, but do you know us? Do you know we can save you money on every bottle you buy? We won't talk much—just quote prices on straight, honest, standard goods, and we never substitute. What do you think of these? And there are many more at this store.

#### No Substitutes at the Diamond

In choosing a drug store, character counts for everything and price counts for nothing—where health and safety are concerned. We adhere strictly to the principle that quality is all that counts in medicine. Of course, when it comes to patent medicines, toilet articles, etc., the price is well known. On such goods our store has the reputation of being as low as any in town, if not lower. Our stocks are complete—we never offer a customer some unknown concoction in place of a well-known article advertised at a cut rate.

#### Shave?

Use Harrison shaving soap and "you're next" to the best on earth.

#### Pure Drugs

The Sun's stores stand with drug buyers for honest, pure drug selling. There is no doubt in the minds of those who know us. You get just what you ask for. Your doctor trusts us with the most intricate prescription work; as he does, so should you. We offer some specials in standard remedies. This is only a sample of what you can save here.

#### Quality in Drugs

The supreme point about Cunningham's drugs is their reliable quality. Our business isn't guesswork any more than your cooking is guesswork. We know for a certainty that our drugs are of the very best quality before ever we let them enter the store. We have found that this is the kind of drugs most people want. Don't get the idea that high quality makes our prices high—for it doesn't.

#### Prescriptions

Bring your prescriptions to this store. You'll receive pure, fresh ingredients accurately compounded. That's the way we help the doctor to help you. We don't charge extra for this high-grade service, but less than is usual with most drug stores.

#### Drugs and Toilet Necessities

You cannot go anywhere safely without taking some of the most simple preparations with you, for, in case of emergency, you are not always apt to find them in small stores at summer resorts or in the country.

#### A Reliable Drug Store

You are not looking for bargains when you patronize a drug store. There's too much at stake to buy cheap drugs. Pure drug perfection is the one great aim of our business.

#### The Perils of Cold Weather

To weak and delicate persons, cold weather, especially a sudden burst of it, is a most dangerous enemy. Even the healthy and strong are not proof against its insidious attacks. Cold weather finds out the weak parts of the system, and health is at once imperilled. Bovril is the most reliable safeguard; it infuses the whole system with a resisting power against cold—viz., with natural heat, renewed strength, increased vitality. Being a wholesome stimulant as well as a pure condensed food of remarkable strength, Bovril sustains and nourishes when nourishment and stimulation are most needed, thus shielding the system against attack in moments of weakness and fatigue, and when exposure to the cold renders the body an easy prey to the prevalent epidemic, influenza, and other complaints incident to wintry weather.

#### Pure Drugs

Deaths have occurred because drugs used in medicines were not pure or of the strength anticipated by the physicians ordering their use. All drugs here are tested in our own chemical laboratory.

#### Shampooing

Don't let Time get your scalp. Prevent premature baldness by using Packer's Tar Soap.

#### Cold in the Head

For a cold in the head I know of nothing better than Laxative Cold Cure, tablet form, guaranteed. If they don't cure your cold, you can get your money back. The risk is all mine.

**Tooth Powder**

Colgate's Dental Powder. A cleansing, purifying tooth powder. Is refreshing and helps to keep the teeth in an attractive looking and healthful condition.

**Dr. Foote's Corn Plasters**

Cure corns, bunions, and callouses quickly and permanently. The plaster stays on till the work is done; not so with a salve or liquid. Put on a plaster and the corn will leave you. As easily applied as a piece of court plaster.

**Lung Protectors**

Lungs tender? This kind of weather is bad for tender lungs. Don't run any risks! It's far better and cheaper to buy and wear a Lung Protector now than to pay doctors' bills later. We have an exceptionally good line of Lung Protectors—not expensive ones, yet not a poor one. Buy yours now.

**Biting Winds**

Of winter, the burning sun of summer, have no terrors for the man whose face is kept in good condition by Williams's shaving soap. The rich, creamy lather softens, soothes, and heals all irritation, and makes shaving easy. The standard for 50 years. "The only soap fit for the face."

**Drug Dangers**

No doctor can obtain the desired results in the sick room unless his prescriptions are filled exactly as he wrote them as to quantity and, moreover, with drugs high in the quality of purity and freshness. We, as conscientious pharmacists, endeavor to aid your physicians in bringing back your health.

**Soda Water**

There is nothing on earth that will cool you as quickly as a glass of pure, sparkling, delicious soda, and when prepared with the purest of fruit juices and choicest of cream, like ours, it is a nectar to the soul. The ice-cream soda we serve cannot be excelled. It is cooling, refreshing, reviving, wholesome, palatable, and delightful.

The daintiest of dainties for milady's toilet.

It touches the tickle—Cooban's cough cure.

**Sponges**

The real enjoyment of a bath depends almost as much upon the sponge as upon the water. Dean's bath sponges have the proper shape and toughness of fiber that make them long lasting.

Drugs are like diamonds, in one respect at least, as one must trust implicitly in those from whom they buy. I am as scrupulous about my drugs as Tiffany's are about their gems, and my prices are reasonable.

To please "her," give a bottle of delicate perfume; perhaps a dainty holiday case, containing two or more distinct odors.

**Boots and Shoes**

**Fine Shoes for Women**

Are anything, it seems, from two to steen dollars. Here they cost \$3.50 to \$5, according to the quality of the leather and the amount of hand labor put on them. If one style doesn't suit you, there are twenty others. When we are through fitting you, you are satisfactorily shod and won't ever be ashamed to show your feet.

**You Can Save Time**

If you want stylish dress slippers by coming direct to our store. Our slippers hold the lead in quality and beauty of design, while price is no higher than asked in other stores. A hundred different styles to select from—at prices from \$1.50 to \$6. We invite your inspection.

**A Woman's \$3 Shoe**

The shoe we sell for \$3 is equal in every way to shoes sold elsewhere at \$3.50. There is just as good style to them; they fit just as perfectly; they look just as nice; they wear just as well, and they are just as good. There is no other shoe sold for \$3 that can compare with them in style, fit, or wear. They are the best there is for the price, and good enough for anybody. Drop in and see them.

**Seasonable Shoes**

So with these shoe-groups we exploit today. Shoes for "the good old summer time"—not wintry sorts—shoes you need this minute, man or boy, woman or girl, for city streets, seashore, or country. And brand new, in styles, leathers, and prices.

**Shoes**

To keep step with the march of progress.

**Under Canvas**

The camper in the mountains, the yachtman on the bay, the summer girl on the beach, are all under canvas these days. Canvas is the fabric of the moment. Are you fair to your feet? We have the tidiest, nattiest, most wearable line of canvas shoes you have had an opportunity of looking at.

**We Will Move, But Not the Shoes**

This we have determined on—not a single pair of our present stock of summer shoes will see the inside of our new Geary Street store—therefore make it your opportunity as well as ours. A few prices are here given—but best to let our windows tell the tale.

**Dollar Oxfords**

That wear and look well and stylish are here. Improved machinery, quantity purchases for cash down, with cash selling, makes it possible. Just a dollar for Keane's Shoe Co.'s brand, heel, or spring heel, any size. The better ones on up to "Bolton's" \$2.50, \$3, and \$3.50 beauties are here too. In fact, we are nicely equipped for meeting nearly every reasonable shoe want.

### Cool and Stylish Footwear

Any woman can please herself in footwear at this store. The most fashionable styles of Oxford Ties and Colonials, and the daintiest things in slippers are here to select from, and expert and courteous shoe fitters are here to wait on you and show you the correct summer styles in comfortable footwear at popular prices.

### Comfortable Foot Service

Is what you get out of a pair of our shoes—because we make it a point to see that they fit your feet perfectly when you buy them. Shoes that fit well will always feel easier, look better, and stand more wear than those that don't. All the corns, bunions and other ills that feet are heir to, can be traced to bad-fitting shoes.

### Clear the Shoe Shelves

That's the cry, clear the shoe shelves, that's the why summer shoes must straight-way fly—for the fall is drawing nigh.

### Three Dollars and a Half

(\$\$\$ & a ½)

Our three-dollar-and-a-half shoe is not the ordinary every-day shoe. It is distinctly different from most shoes at that price, different in quality, style, and workmanship. This shoe is made on scientific principles in more ways than one. Solid leather, high-grade findings, foot-form lasts, and honest quality. A few minutes invested in inspection will be well invested. Latest styles and materials to choose from.

### Serviceable Shoes

For any service. Whether you need them for indoors or out, from the daintiest creation for the ball room to the most durable boot for street wear. In every case their quality is of the best in point of style, durability, and finish.

### Shoes for Boys and Girls

Shoes that have withstood the brunt of vacation wear and tear will hardly be presentable for school, where youngsters are ambitious to appear at their best. In the shoe store are shoes for boys and girls—sturdy, strongly built shoes with plenty of style and comfort in them. Prices are as attractive as the shoes.

### Quality, Beauty, and Popular Price

And the best of these is quality. If you desire to have the three combined and ensure lasting comfort in your footwear, purchase a pair of \$3 Evangeline shoes. They are the pride of Portland ladies because they are a Portland made shoe, and every lady who buys them ensures her feet against discomfort for many months.

### Ever Notice

That the more comfortable the shoe the better it's apt to wear—the strain is properly distributed. That's one reason our "Pedestrian" wears; it fits well, wears where it's meant to wear, and so wears well.

### Vacation Days

Are you going away this summer? To the mountains—the country—the seashore—it don't make much difference where you are going. You will certainly need some outing shoes. We have ladies' shoes in tan leather, in canvas, and linen, and, in fact, every style of shoe and for outing purposes. Every lady going away this season will want a pair. High and low cut—not expensive—very swell indeed.

### A Successful Man or Woman

Is nearly always a well-dressed person, and if well dressed their feet must be clad properly—for a beautiful foot is one's chiefest charm.

### It Requires Skill

Any shoe manufacturer can make a shoe to sell for \$3.50. But there's just about one that makes a \$3.50 shoe. That one shoe is the Fiteasy. To make a shoe like the Fiteasy requires too much skill for most manufacturers. It costs too much for the rest. We're satisfied with small profit so long as we can sell them as fast as the factory produces them. The Fiteasy will bear ripping apart, but you'll have a nice time ripping it. It would reveal the wire-like stitching—the soft, wearful leather—the excellent quality of lining—the skilful workmanship—the superior finish—the tough, flexible sole leather.

### Our Waterproof Shoes

Are not a luxury—they are as necessary for the feet as food is for the body.

### Stanch Winter Shoes

For women and girls. Dependable for warmth, comfort, and good service—and all at about wholesale price.

Shoe values destroyed.

### Strong Propositions

Our Two-and-a-Half Shoes.

### A Society Event

Something that doesn't often happen. A deep cut in the prices of fine evening footwear for women.

### Party Slippers

Colonials. By far the swellest evening footwear ever shown in Spokane. Made in two styles—one of patent kid and the other of dull mat kid. Each has extra high French heels and gun-metal buckles. Of course the soles are hard turned. Price \$5. Perfect in very detail.

### Callahan's Special

This shoe is designed particularly for wear during the cold and damp winter months. Its fine appearance may be noted at a glance—its weight is sufficient to keep the feet warm and dry in any weather, yet not too heavy for business or office use. This is but one style of our varied line, which includes shoes to fit all feet and suitable for all occasions.

**"Makes Life's Walk Easy"**

When you consider that the average man actually wears shoes during two-thirds of each day, you will realize that comfortable footwear can do much to "make life's walk easy." The Crossett Shoe has the flexibility of a glove combined with the endurance of the oak which tans the leather for its sole. The Crossett has a distinct individuality of style which makes it the ideal shoe for gentlemen. It clothes and supports the foot, without cramping, and gives grace and spring to the walk.

**Fine Footwear at Fascinating Prices**

These low prices are very nourishing to slim pocketbooks. No matter what price shoe you buy here now, you're sure of making a saving. There is scarcely a line of shoes in the store that is not substantially cut in price.

**Shoes for \$3**

Worth a dollar more. Our three-dollar shoes—the "Reliable" for women, the "Wear-Well" for men—have been pace-makers for shoe quality ever since we introduced them. They astonished makers of the best \$3.50 shoes—for these were better—better in every point that helps to make good shoes—oak-tanned soles, welted and stitched, best, most reliable leathers, honest workmanship throughout, and excellent style, in up-to-dateness and variety. All this holds good now. These \$3 shoes offer styles for every service—business or dress—for which men or women need them, in a splendid range of leathers.

**Fall Fashions in Fine Footwear**

Shapely shoes, stunning styles, for men and women. We invite inspection of our new fall goods. All the new leathers, all the new shapes, all the new styles. Reliable, high-grade shoes at the lowest possible prices. They are up-to-date shoes, of correct style and high quality. You can see it in the finish; you can feel it in the fit.

**The Oxford's the Thing**

Fashion orders you to wear low shoes this season. Comfort nudges you, and says "do!" And so rarely do fashion and comfort stand up together, that it is wise to take advantage of the unusual situation. Hence, Oxfords for your summer shoes! If you're a woman, put bows and buckles on them—if you're a man, wear what you like—patent leather, to be most stylish. But, to whatever style, shape, or leather your fancy may lean, don't forget that they are all here in this all-inclusive collection—the best anywhere at a given price. Here's an Oxford concordance.

**Men's Summer Shoes**

The man who doesn't get his feet into a pair of low shoes, doesn't appreciate the full comfort of summer dress. If you would be well and comfortable in winter, the old injunction is to keep your feet warm. It may just as well be added, if you would be cool and comfortable in summer, keep your feet cool.

**Men's Oxfords**

\$3 seems to be what most men are willing to pay for a right good Oxford. If there are any around town equal to ours at this price, customers who go away and come back again have failed to find them.

**A Sale of \$3 and \$4 Shoes for \$1.33 a Pair**

This is a chance for those with slender feet—men and boys. Those whose feet do not fit this description needn't read any further. This lot consists of just 98 pairs; men's patent-calf lace shoes; men's wax calf and seal-goat lace shoes; and boys and youths' patent leather shoes. All are \$3 and \$4 shoes, but all are with extreme razor toes and in narrow widths. The men's shoes are nearly all in large sizes, 8½ to 11. The boys and youths' shoes are in all sizes, but narrow widths. Take your choice, \$1.33 a pair.

**Shoes**

The boot that is most distinctively the young woman's—the one make that affords her every latest fad and fancy, at her moderate price, is our "La France," \$3. Every style from daintiest-as-possible to man-like-as-possible. All sizes and widths.

**The Menominee Seamless**

Is as soft to the feet as its name to the tongue. Made of the finest vici kid with soft, hand-turned soles. No vamp seams. Fits like a glove, feels like a glove. Nurses and those having tender feet appreciate these comfort-giving, natty shoes.

A young girl's foot is naturally pretty. Keep it that way with correct shoes.

Warm prices on cold weather shoes will be the leading attraction here tomorrow.

**Holiday Slippers**

A pair of slippers right in the top of the stocking will please man or woman, boy or girl, on Christmas morning; for it means home comfort all year 'round. We have a splendid stock for you to choose from—and all good, well-made, sensible, practical kinds, at fairest prices.

**Shoes That Men Like**

Wanamaker's Shoes for men have won for themselves an enviable place in masculine esteem. In the first place, as to externals, they appeal on the score of distinctively good style. Next, as to wearing quality, they prove themselves trusty friends, that a man can feel at home with, or rather in. For they're comfortable and easy. Lastly, they talk to his pocketbook in a way no other shoes do—along a money-saving line. \$5 shoes you'd pay a dollar more for somewhere else. \$3.90 shoes that equal other \$5 shoes; \$3 shoes that were made to beat, and do beat, all \$3.50 shoes—those are some fairly cogent arguments that supply their own proofs. More about two of these lines.

Storm boots for the sturdy.



### Ask Your Feet

If your feet could tell what kind of a shoe they want, they would beg for the "Walk Easy" Shoes. Every pain from a corn or a bunion is but the foot's cry for mercy. Why not listen? Why crowd your feet into ill-fitting and hurtful shoes when you can now secure the famous "Walk Easy" Hygienic Shoes, which are the embodiment of ease, comfort, and grace?

Lasting values in all lasts of shoes.

### These Don't

These never-rip shoes for boys don't rip, because they have no seams at the places where boys' shoes usually rip. They're made on a different plan from other shoes, so that they are practically seamless. When you get hold of a boy's shoe that can't rip, you've taken a long step in shoe economy. This never-rip shoe is made of good, stout, wear-resisting leather, too—London Seal, and it's strongly sewed. It's made for the boy who is "so hard on his shoes." Prices according to size.

### Vacation Shoes in Variety

Whether you're bound for the Maine woods, the Jersey beaches, the Catskills, or the Adirondacks, or don't intend to get out of sight of the yellow trolley cars, you're sure to need some specialized form of vacation foot-wear. Our shoe store knows no geographical nor personal limitations. Whatever shoes you want, for whichever place on this footstool, you'll find them here—in broader, better variety than ever before.

### Shoes That Are Safe to Save On

It is the height of wastefulness to buy poor shoes in order to save money; but when men and women can buy good and carefully examined shoes at a dollar or two less than the regular value, it means a splendid saving. And that is exactly what tens of thousands of people will do during this greatest of our summer shoe sales. Every shoe that goes into our under-priced shoe store is examined as carefully as if it was for regular stock.

### Hand-Sewed Welt Shoes at \$2

For women—one of our quickest sellers. The maker will only work on them when other orders are slack. So we take them as we can get them. Vici Kid, button and lace, patent or plain tips, in the asked-for toe shapes, including common sense; in materials they are \$2.50 shoes, judged by the standard of other stores, and you'll find some \$3 machine-welted shoes with no better stock in them. We sell these hand-sewed welt shoes at \$2 a pair. Plenty today—800 pairs. Prompt comers are surest of getting their size—can't promise all sizes next week unless more come meanwhile.

### Riding Boots

Calfskin, Patent Leather, or Russia. You want the right sort of boots for your daily rides these crisp autumn days. There is at least one place to get them.

### Grace and Shoes

It is said that a graceful carriage, lithe and easy motion in walking, perfect poise of the body at all times depends very largely on the construction of the shoes. Sorosis shoes are made in accordance with scientific principles and rules. They insure grace and ease of movement, whether in dancing, walking, or any kind of exercise. For midwinter, when light slippers and stout boots are worn, Sorosis Models supply all needs.

Better leather has never been tanned than goes into Crawford Shoes. That's why they wear so long.

### Weather-Proof Shoes

For men (and women) insure warm and dry feet. Overshoes with them are unnecessary.

### Women's Patent-Leather Boots

Button or Lace, \$5. Smart shapes for spring. A touch here and there makes them different from the sort turned out by other shops.

### The Graham Shoe

Is the acknowledged leader in fashionable foot-wear. Ease, elegance, and perfection of fit are the strong points in our favor.

## Jewelry, Etc.

### The World's Regulator

Nearly ten million Elgin watches act as one great pendulum in regulating the hours of business, travel, and pleasure the world over. Every Elgin watch is made of the finest materials by the most skilled hands.

### Punctuality

The man and the hour meet by the time of an Elgin watch. Punctuality's watchword is Elgin. Worn everywhere; sold everywhere; guaranteed by the world's greatest watch factory.

### Next Door to the Sun

The timekeeping qualities of the Elgin watch are perfect—next door to the sun. Elgin is the watchword the world around, for accuracy and durability.

### Watch Assurance

It's assuring to know that the seller of watches has faith in his timekeepers. This is how we show our faith in the watches we sell—if a single one proves less trustworthy than we promise, we'll take it back willingly.

### Watches

Once a day our Government observers tick the correct time to thousands over the wires. Elgin watches tick it continually to millions.

The watch of the period.

#### All Hands On Time

The second hand, the minute hand, the hour hand, run in unison on an Elgin watch. Perfect in construction; positive in performance.

#### The Beauty

Of an Elgin watch is not case deep, but goes straight through to the springs and screws, the wheels and staffs and jewels, and all the rest. Perfection in the smallest detail makes Elgin watches the world's standard of accuracy, beauty, and durability. Full ruby jeweled.

#### Late Again?

Why carry an unreliable watch and be incessantly annoyed by its falsity, when a good, dependable one can be bought at these meagre prices?

#### The World's Timekeeper

"The stretched forefinger of all time" is on the dial of an Elgin watch—the world's standard for pocket timepieces. Perfect in construction; positive in performance.

Poor time has its ending, good time has its beginning, in an Elgin watch.

#### The Balance Wheel

Look inside your watch a moment. The balance wheel is making 18,000 vibrations an hour, if it's in good condition. If the movement is sluggish, there's something wrong. It will move 3,558 miles in a year, and requires less than one-tenth of a drop of oil to make the run. But it needs that little badly. The least increase of friction on the bearings alters the motion. Don't take chances. Let me clean and oil and put your watch in order for a year. It will pay and satisfy you.

#### Watches Without End

If you wish to pick from the whole world of worthy watches, you can do so here. Over 500 cases in stock; also, every watch movement made by the Elgin or Waltham Watch Companies. A notable saving on each of them. Our large buying and close selling puts us beyond all fair competition. Our most rapidly selling watch has a guaranteed solid gold-filled case; dust- and water-proof, engine-turned pattern, the one that never goes out of style, and is easily kept clean. In this case we place, as you may choose, an Elgin or Waltham movement.

#### Case as Well as Works

Should receive careful consideration in buying a watch. Treated with ordinary care, any good works will outlive its wearer. The life of the very best works is limited by the protection the case affords. The Wadsworth watch case is guaranteed for 25 years. Best worth and wear, superior strength, and mechanical perfection. Protects the works absolutely from knocks, dust, and moisture, lessens the liability to accident, and adds years to their life. Gold-filled and solid gold cases for men, women, and children.

#### A Watch-Repairing Tip

It's astonishing how many fine watches are ruined each year by being placed in the hands of poor and inexperienced workmen for repairs. A slight oversight on their part often causes an unnoticeable grinding and chucking that will wear out the best movement made in a short time. Why run the chances? Leave your repairing in our hands, and you'll get all that long experience and honesty can give.

#### Uncomfortable Glasses

There are cases where it is necessary that uncomfortable glasses should be worn. But the discomfort should gradually wear away, and perfect ease follow. Eyes do not give up their secrets easily. Glasses fitted from cursory examinations seldom give lasting satisfaction. They either overcorrect or undercorrect, and lurking errors are left to do their nagging work. The care of eyes rather than the mere selling of glasses, is my purpose.

#### Save the Pieces

Of your broken glasses. We can replace the lens without another examination. We have unexcelled facilities for doing all manner of spectacle repair work.

#### Old Folks' Eyes

When failing can be wonderfully helped by the right kind of glasses. That word right means a great deal! I can safely and honestly say that my long experience permits me to furnish—in every instance—the right glasses.

#### Eye Glasses

A hard headache is often the result of straining the eyes. The only way to prevent the headache is to remove the cause. Have the eyes fitted with glasses that will prevent eye strain. Our fitting will enable you to read and work with ease to your eyes. The examination of the eyes is free of charge.

#### Your Eyes

Stop and think about your eyes. They often pain you a little. You simply give them a rest, and you are relieved. But they ought not to pain you with ordinary use. There is something wrong. Let me test them. I make no charge for that. And if you need glasses, or if it comes from some other cause, I will tell you.

#### Eyes Hurt You?

Twitch or smart or burn? Likely you need glasses. Costs nothing to find out. Costs little to have the glasses your eyes need.

#### Do You Read the Papers

With ease and comfort, especially at night? If you are a bookkeeper, do your eyes hurt you when adding up the long columns of figures? If so, you need glasses. If your eyes hurt you while reading, come to us and we will carefully examine your eyes free of charge, prescribing for you the correct glasses.

#### Suffering From Eye Strain?

Ever troubled that way? If so, better consult a skilled optician. We'll be glad to attend to your case, and can guarantee the best results. Eyes tested and glasses scientifically adjusted to relieve the strain.

The world in glasses most truly applies to this day and age. "Why so many glasses?" can best be answered by those who wear them—those who have been relieved of headaches and innumerable like troubles of nervous origin.

#### Eye Glasses

A man does not wait to put on his overcoat until he has become nearly frozen, and he should not delay wearing glasses until he has become partially blind or realizes that his sight is failing.

#### Eye Help

Do your eyes water? Are your eyes inflamed? Does bright light pain them? Do your eyes tire after reading awhile?

#### Can't Thread Your Needle?

Let me help you by giving you young eyes—a pair of glasses that will enable you to see as well as ever.

#### Eye Troubles

How about your eyes? Does the bright sun make you blink and squint? Are you troubled with occasional headaches? Do you sometimes see little black specks when looking into the distance? Do your eyes run water when you face the wind? If so, there's something wrong. Maybe you need glasses and maybe you don't. If you consult our optician it won't cost you a cent to find out where the trouble lies.

#### Diamonds

The better judge you are, the more you will appreciate the "Peacock" diamonds. By importing diamonds direct and mounting them in our own workshops, we save you the middlemen's profits of 25 to 50 per cent. Quality, cutting, brilliancy, and beauty of mountings are the paramount features in which this stock excels.

#### Diamonds

Whatever the purpose—whether for a bridal gift, an engagement token, or a birthday present, we have the diamonds for the purpose. Special attention is called to our exquisitely beautiful diamond cluster rings, in the most fashionable designs. To see them is to want them.

#### Diamond Purity

In the selection of a diamond, size is only one of many considerations. Purity of color and freedom from flaws are very important elements, as also are shape and style of cutting. The most important feature, we think, in buying diamonds, is the source you procure them from. We buy direct from the cutters in Amsterdam. This enables us to give our customers the choicest of gems without having to pay the fancy prices.

#### Do Your Eyes Ache?

Do your glasses cause discomfort? Do they make your eyes ache? Perfect-fitting glasses never cause discomfort—they make the vision normal. Uncomfortable glasses don't fit—maybe they did once, but the eyes are constantly changing. In any case, they are the wrong glasses, and wrong glasses are worse than no glasses. If your glasses are not perfectly comfortable, don't wait a minute—come to us and we'll give you the *right* ones.

#### We Have the Knowledge

As well as the instruments for the proper fitting of glasses. A trial is all we ask. (All glasses guaranteed to fit, or money cheerfully refunded.) In buying glasses it should be a question of "not how cheap, but how good." Some dealers will sacrifice quality to make a low price. It is not so here. In making our glasses we use only the best materials, and charge you a reasonable price for them, charging you nothing for our services.

#### Three Good Reasons

Why we can and will sell diamonds for less money than other jewelers. First.—We buy our diamonds direct from the cutters in Amsterdam for spot cash; therefore, we save the importers' profit. Second.—We do our own mounting and save the manufacturing and wholesale jewelers' profit. Third.—We are located on the second floor, where rent is much cheaper than ground-floor stores; therefore, we save a nice sum of money each month. We divide the above savings with you.

#### The Glory of Diamonds

The glory of the diamond never pales, its iridescent fire never dies, its lovely radiance is perpetual. We have been selling diamonds for nearly 50 years. We know diamond values, and through the facilities our long experience has made we are able to undersell any other house in the state. Comparison proves this. Here is one of the largest collections of diamonds and other precious stones in the country, both in the loose gems and in the latest art designs of settings. Every diamond thoroughly guaranteed pure in color and perfect in cutting—with a price saving of fully 25 per cent.

#### Gems

Full many a gem of purest ray serene may at our large establishment be seen. If you wish jewels that would gladden the heart of an empress, this is the place for you, O, flower of American womanhood! We cater to the trade of uncrowned queens.

#### "Silver Plate That Wears"

In grandmother's time the best of tables were graced with knives, forks, and spoons marked "1847 Rogers Bros." There was nothing better then, there is nothing better today. "1847 Rogers Bros." stands for all that's good in quality, all that is rich in design, all that can be desired by the discriminating buyer of silver-plated ware.

**Diamond Shop**

Purchaser of a Jaccard diamond gem is exactly what it is represented to be and that it represents the greatest value to be had for the price. Direct importation enables the Jaccard Company to retail diamonds very low, the importers' profits thus saved to Jaccard patrons. The reputation of Jaccard is behind every diamond in this store and is the patron's protection.

**Serving Pieces**

Each piece of sterling silver that adds to the elegance of the table appointments. Some of the new designs are extremely artistic.

**Silverware for Wedding Gifts**

Gorham Company, silversmiths, have commanded the services of more highly skilled silverworkers than any house in the world. This fact, together with their model workshops, large and enormous output, enable them to produce Sterling silverwares of the highest quality, in the greatest variety, and at the most reasonable prices. The productions for you are now ready and will be found very attractive.

**Silver**

Some table silver is the delight of the housekeeper when she sees it decorating the dining table or ornamenting her dining room. It is artistic, produced by the most skillful designers, and are gems of the silversmith's art. We will be pleased to show you the latest productions.

**Silver**

Direct importation just received in a variety of reproductions of antique and modern designs in hollow tableware and solid silver. This new solid Dutch silver is made by hand in Hanau, Germany, and is of the highest quality. Those who admire rich, exclusive goods will be interested in the display. Your attention is solicited.

Single men take warning! Spear & Sons say "after you." If the unmarried men of the city don't brace up and quit fooling around, it will be the fault of Spear & Sons. This is because of the making prices so low and terms so easy that the average young fellow will look his sweetheart in the face without realizing that he should have "proposed" long ago. You can practically make your own fortune if your credit is good and a dollar or so.

**Silver Spoons**

Spoons have always been regarded as the most useful and well adapted for use as souvenirs for a place or occasion. We have an extensive line with plain bowls or engraved designs. Columbus, State House, Penitentiary, and other institutions. We invite you to visit our store and see them.

**Solid Silver Wedding Gifts**

It sounds well—there is nothing quite so sweet to the ears of a bride as sterling silver. Apart from the quality (which is always 925 fine here) and the chasteness of the patterns (which can be seen at a glance), it is important to know that prices are not extravagant.

**Little Gifts For Little People**

In Gorham silver may be found in a bewildering variety of styles. Nothing is more suitable for a child than an article of sterling silver which will outlast a lifetime.

**Rings**

Most women like to possess pretty rings. We have provided for the demands of fashion and display as fine an assortment of rings as was ever shown in Binghamton. If your mind is made up on any particular style of ring—which we don't happen to have—we can easily make it up for you.

**Do You Need a Clock?**

One would make a "timely" present for your wife. We believe we have the finest line you have ever looked at.

**Alarm Clocks**

These chilly mornings, when it is almost impossible to arouse yourself from slumber's tight embrace, you should enjoy the comfort of being awake on time by using one of our alarm clocks.

**Hall Clocks**

Years of experience have given us a wide technical knowledge of the design and construction of movements and cases, the result of which is that our clocks show many points of superiority over all others. Every movement is received in the original parts and is put together and thoroughly tested by our expert before it is offered for sale. From our large assortment we mention the following examples.

**Jewelry**

We sell jewelry, good jewelry, too; the kind you can wear with pride. Jewelry for birthdays, weddings, and other gifts can be found here in rich assortment. The prices are wonderfully less than you would naturally imagine for such excellent values.

**Jewelry Repairing**

Jewelry repairing is an important branch of our business—we give careful, painstaking attention to it. We give especial attention to repairing fine watches—the kind that need extra careful adjustment. We try to have our work give satisfaction—such as will win your confidence if you leave your repairing with us. We want you to be satisfied first, last, and all the time.

**Wedding Gifts**

For the bride—nothing is too costly, too precious, or too beautiful. For her we have an absolutely incomparable collection of the world's choicest wares—the most magnificent exhibit of wedding presents ever shown.

### Christmas Gifts of Quality

Beautiful remembrances, such as good taste dictates. Rare conceptions out of the common—designs from art workers in gold and silver, who have left the impress of a skill that stands for real merit. Gifts of pearls, diamonds, sapphires, rubies, opals. Gifts to be put to practical use. Gifts for the home beautiful.

### The Jeweler's

A jewelry store is the best place in the world to get suggestions for wedding or birthday presents. The stock is so varied, and the prices are so varied, that every kind of taste and every kind of pocketbook is sure to be suited. We have many inexpensive, but dainty, little novelties here, which will make excellent gifts. This a jewelry store where you can get just what you are looking for.

## Ready-Made Clothing

### This Sale Hits the Boys

Lots of wearing time yet for boys, though it is clearing time for us. Lucky savings for those who want the best wearing shirts made. They are madras in pretty woven and printed patterns, the boys' are made just the same as the men's in every respect, cuffs attached or separate, plain or plaited fronts. Shirts that have the highest character of shirt making in them. There are light grounds or dark grounds, about 30 different styles to select from.

### Regarding Rain Coats

The cloudy weather of yesterday suggested rainy days in the near future. We want to say something to you about our new rain coat. This "Cravenette" Coat is quite light in weight, of the very finest texture, of English manufacture, lined throughout with extra fine silk, swell cut and very suitable for wearing over full-dress suits or for the rainy days, being absolutely impervious to dampness. Will you come and see them? "The Quality Store."

### Mackintosh Values

If you want a coat for hard wear, that will keep out the rain and the cold, get a mackintosh.

### Come On Boys, Your School Suit Is Ready

All our boys' \$5.00, \$6.00, and \$7.00 suits reduced to \$3.00. All our boys' \$3.00 and \$3.50 suits reduced to \$2.00. All our boys' \$2.00 and \$2.50 suits reduced to \$1.50. These suits are medium weights, and can be worn until the heavy winter sets in. Come in if you want genuine bargains.

### Summer Clothing

"The summer man," says the New York World, "to be beyond the reach of criticism, must shun the wardrobes of conventionality and dress comfortably in spite of himself." You will find the very latest novelties in New York suitings here.

### A Business Suit

For the man who likes to go to his business looking quietly, but well dressed, for a man who doesn't care for a coat with skirts, yet likes the contrast afforded by dark coat and lighter trousers, particularly for afternoon wear, these suits are splendidly adapted.

### Vacation Clothing and Beach Suits for Boys

A boy does not want to fret about whether clothes are going to be soiled or not when he goes to the beach; but he is out for all the fun there is: so, as a reasonable parent, supply him with good clothing, but do not pay too much for it. We have for too long a time supplied parents who have boys to clothe with garments which have met their approval in every way.

### Comfort for Conservative Dressers

Serges, blue or black, and tropicals in thin worsteds. In all these suits we have all sizes and shapes. \$12.00 to \$20.00.

### Send Your Son

Boys' clothing to fit parents' purses. The majority of boys are such manly little fellows that you can almost safely leave it to their discretion to select the kind of suit they want.

### The Saving Is One-Fifth

It's an unusual bargain event when you consider that all this immense stock of clothing, except a few staple black and blue suits, is yours to choose from at one-fifth off our regular prices. The choicest styles and patterns in fine and medium suits and overcoats are all included. The odds and ends sale will come later, but you'll not want to wait for it after you see the goods offered in this sale. Buy for the boys also—it pays.

### Sale of Men's Good Trousers

Were really bargains at regular prices. A third to a half off. Our regular stock. Do you ever think what an immense lot of trousers we must have to please and fit everybody? Stripes? They're here. Checks? They're here. Neat mixtures? They're here. Plain effects? They're here. For every day? They're here. For dress? They're here. Hundreds of styles in all—any shape or size.

### Clothes for the Boy

Now, the boys, they must have the best there is, bless 'em. What man ever gives his clothes such wear and tear, such wringing and twisting, as the average small boy? School is about to begin; he must start spick and span in a nobby new suit—who wants to begin a new year at school in old clothes? Now boys who wear them, and mothers who care for them, and fathers who pay for them—our new fall stock of boys' clothes answers your every requirement. The new suits are stylish and comfortable; they'll stand the wear, are reliably made—you'll not have to keep taking a stitch here, sewing a button there; and then, when the high quality is considered, they are extremely low in price.

**There'll Be Something Missing**

If you surround your manly form with one of our cool-as-an-ocean-breeze, finely fitting summer suits. It will be that sweat-starting, swear-word-provoking heat. You won't realize that its warm unless some cheerful idiot asks you "Is it hot enough for you?" or you bump into a thermometer. Want one? We want but little of your cash if you'll buy one now during this sale.

**We've Marked Down Nearly Half of Our Stock of Trousers for Men**

'Tis our annual August sale, when profits go a glimmering—when the best trousers are sold at prices of the ordinary kinds. This time we've taken our regular men's trousers. They're all from our regular stock—elegantly made, perfect-fitting garments of neatly patterned cheviots, cassimeres, and worsteds, the best sort of trouser fabrics. Every size. Young men's are reduced in price, too.

**Do You Want a Heavier Suit for the Boy?**

The thought of a wash suit made one shiver yesterday morning. But the boy will want wash suits many a day yet before cool weather comes to stay. But he wants a warmer suit for the cool days between; and we have some exceptional offerings today.

**Boys' Fall Clothing**

Our stock of boys' fall clothing was never before so large in variety as now. From the very inexpensive suit or overcoat to the finest silk-lined garments we offer a wider scope for selection than any other retail house in America. The tailoring on every garment here is faultless, and the prices throughout are absolutely the lowest obtainable.

**Clearance Sale Men's Trousers**

Your unlimited choice of our entire stock of finest light-weight trousers—best imported English worsteds, cheviots, and tweeds—the most desirable shades, in stripes, checks, plaids, and mixtures—the high-grade tailoring is equal to custom work—regularly sold for \$7 and \$8, now \$5. Fine all-wool trousers in worsteds, cassimeres, and cheviots—attractive patterns in light, medium, and dark shades—also many summer styles in flannels and homespun, with belt loops and cuff bottoms—the most of these sold for \$3 and \$4—some few for \$5—your choice of all, \$2. Strongest line ever shown of pants for a dollar—about 2,500 pairs of pants, small lots, odds and ends, and broken from suits, but all fresh, desirable goods, in all shades and patterns—regular \$2 and \$2.50 values, most of them, some even \$3—clearance price \$1.

**Unmatchable Values at Irresistible Prices**

For one week. One rack of Suits, finely tailored, as all our garments are. Former price \$15.00 to \$20.00. Our one rack at \$10.00. You can't afford to pass these by. Crane's, "Where the Fastidious Find Satisfaction."

**Let Us Whisper a Hint in Your Ear**

If you have all the clothing and hats and cool shirts and half hose that you could possibly use, you've a good excuse for not being interested—for not seizing the opportunities of this grand finale of our Red Tag Sale. If you haven't, you haven't. And our hint to you is that if we were you we would get here as soon as possible—the cream of the sale's offerings may be all skimmed if you wait too long. Here's some "cream": . . . . We'll appreciate a visit from you whether you buy or not.

**Clearing the Entire Stock of Summer Trousers at \$3.75**

One of the most remarkable reduction sales of high-class, high-price trousers ever recorded in Chicago clothing circles is here—at a price that barely covers the cost of the materials, trimming, and tailoring—three-seventy-five. Every pair of peg tops ordered cleared at a loss to avoid delay—some of fine imported flannels—all the swell homespun outing trousers—many of the elegantly patterned and, customarily, high-cost imported worsted—all in one vast collection—hundreds made up in stylish mixtures, others in choice checks, with a goodly assortment of plaids and stripes. The pick of the trouser stock—radically and unreservedly reduced to \$3.75. All are thoroughly tailored, correctly cut, and faultlessly finished—trousers the previous prices of which have been dollars higher—now marked to move in a day at \$3.75.

**Seaside Wearables**

Are you at sea about seaside wearables? Ducks are always at home near water. Serges, the very name rolls under the tongue. Crash! An odd sort, as soft as silk—silk crash suits, \$20. Tough Russian crash—the real thing; trousers, \$4.50.

**Popular-Priced Clothing for the Juvenile Element**

It is now vacation time, and the boys have full freedom for play. Do not dress them in expensive suits so that they may not feel free to act natural lest they soil their clothes, but give them good substantial clothing at moderate cost, and if you must insist on them looking fresh and clean, buy them wash suits. Our boys' clothing department saves many dollars annually to parents who have boys to clothe, as our prices are from 15 to 20 per cent. lower than elsewhere.

**Good Clothing Values for Boys**

How's the boy's suit? Is it beginning to show signs of wear? Whether it's a suit or overcoat he needs, this popular boys' department was never better prepared to serve you at this season of the year. Clothes for dress, or clothes for school wear made with all the style and goodness the boy could wish for at prices that are sure to please father and mother.

**A Norfolk Suit**

Though most men abhor perfume, all are fond of the essence of comfort. There's lots of it bottled up in a Norfolk suit.

**Men's Suits**

We're making the fur fly in this stock-righting process among the men's suits. Such undertakings are carried through with a vim, and the results are frequently surprising.

**Shabby Clothes**

Have you graduated from shabby clothes? It is the turn of a lapel, or the curve of a seam that takes a young man's fancy.

**Overcoats**

Been having rough house in our overcoat department. Found a lot of overcoats that would look mighty fine on men's back, but they don't look good on our tables.

**Credit**

No money down, we'll take your word for anything you buy; our easy-payment plan is beneficial in many ways. It allows you to buy the best in clothing and plenty of it at the very time you want it most.

**Boys' Suits for Autumn School Days**

Suits that any mother may be proud to put her boy into; and marked at little bits of prices, for such handsome, stylish, seasonable suits.

**In Clothes for Boys**

We would like to be able to give all the boys in Brooklyn such good clothes as these for such little prices—but we can't do it. They will last through tomorrow, though, we think—and altogether it is the best news we have had this fall. We leave it to the boys—and their mothers.

**A Pretty Business Suit**

We have an especially fine line of suitings for business wear. We know we can please you, and if you will call and see the line of goods we have this fall and let us take your measure, you will have the prettiest and best business suit you ever got for the money. Our fall goods are arriving every day.

**Boys' Clothing**

Clothing prices that defy juvenile gymnastics. As a parent you know how near useless it is to admonish youngsters not to soil or tear clothes. The only remedy is to get good clothes, but don't pay too much for them. Clothing is cheaper for a healthy boy than doctor's bills for a sick one. We plead for the boyish boy. Buy his clothing at this sale and forget how he conducts himself. You will be money ahead by doing it.

**Men's Trousers, \$2.50**

A good many men buy black or blue coats and vests to wear with lighter trousers. We accommodate them, with the result that we have just that many pairs of trousers in stock, without the coats and vests thereto appertaining and belonging. Three hundred today—worth \$3.50 to \$5 a pair. Of black or blue serge or cheviot, and a few of black Thibet. \$2.50 a pair.

**Men's Rain Coats**

There isn't a bit of sentiment about these rain coats for men, and you don't pay for any. You just buy all the style and comfort and service that can be crammed into a swell coat made of "Priestly Cravenette" by first-class New York tailors. Now, if you are one of these fellows who see visions and dream dreams and look for the style of a coat in the label inside of the collar, don't come here. If you are a judge of fashions and know something about quality, and don't mind saving five or ten dollars, here's your chance.

**Overcoats**

While the lengths of our Overcoats vary from "Topper" to ankle lengths, each individual fashion is the strictly correct dress for some certain place or time, from morning to evening dress.

**Winter Clothing**

Men's footprints point to Callahan's. Winter clothing at summer prices, and clothing that brings the man back again when he wants more. We have never had such an encouraging season—encouraging to know that others know that our clothing is what it should be. Tomorrow's sale touches every man's interest in a matchless way.

**Good Clothes**

Certain clothes, like men, have a well-bred air; convey an impression of expensive exclusiveness and high-price tailoring. Peculiarly true of these new cutaway and sack suits of fancy chevots from England.

**Our Best Salesman**

The greatest salesman in the world is in our employ. Wit, humor, oratory, and eloquence all sit down when he rises to speak. Price is the great speaker, the invincible salesman who is always listened to with rapt interest.

**Our Portly Friends**

If your chest measures as much as 52 inches; if your waist measure makes shoe lacing a stumbling block, don't imagine you can't be fitted with our sort of ready-made. We don't let our friends outgrow us, but grow with them.

**Credit**

Credit makes it easy for you to dress well and fashionably. You need not limit your purchase to the amount of your ready cash, for you can buy as much as you want on credit and pay it off in small, easy payments.

**Summer Clothing**

If this isn't a chance of a lifetime it's the chance of a summer time—and a good hot summer time, too. We're clearing out all broken lots of summer suits that sold all the way from \$15 to \$25, at \$11.75. While we were at it, we thought we might as well make a clean job of it—so we've added several new lots in which but a few of the sizes are missing. But don't you miss it—getting one of these suits at \$11.75.

**Bad Day for a Top Coat"**

what a man said here yesterday purchasing one. A change in the one makes all the difference—we top coats yesterday than we did three days of last week. May give us—and plenty of flowers—you don't of the latter on your grave? The an overcoat may save a doctor's key well spent at any rate, as you to want a coat in the fall. Don't her, how many days you may re his month yet. A spring and fall ie of the "indispensables" of dress.

**Strike**

you want a suit and did not feel sting a whole lot of money in it, try one of our "Ten Strikes," good values; are stylish; and will double- or single-breasted styles in plots, worsteds, and mixtures. All shapes. \$10.

**Suits**

rges in particular. Our reputation ing the best in these suits is estab- the dye has always proven "true e material has always had body ) retain a lasting shape. This ac- ve a little extra padding on the ; and down the front, is a haircloth t holds the coat in perfect shape. best, \$15 and \$18. Other lines in os, worsteds, and chevots from

**Cool Suits for Warm  
Weather**

comfortable suits that come back wash as shapely, spick, and span as l that will keep the boys looking feeling cool on the hottest days. ed, too.

**Price and Value**

ness doesn't mean merely little t means value for your money. advertise cheapness, because that xpress the facts about the Buck- eches. We tell you that they are every way than these so-called ods—then we say they don't cost .

**Nothing**

caution boy is a tree climber. If he l trees, or fences, then any old thing for he must climb. Hard on his but good for the boy—develops Here are boys' clothes for the ut service of summer vacation, or sier uses of the resorts. We outfit m 4 years of age up; also men of l sizes and ages down. Quality al- : best at the price, whatever your our price, within reason.

through this stock will at once con- most skeptical that the day is past was necessary to pay exorbitant custom tailors.

**Quality in Clothing**

If ever grace, distinction, fashion, fit, wear, and all-round excellence were compressed into a suit, they are in these pure, fancy worsted garments. Suits that fit, that are shapely, that have "tone." Not one detail neglected. Not this shape or that shape in particular, but every shape that's shapely.

They will give satisfaction from the time you buy them until they are threadbare. We are showing men how to dress well and have money left for other things. In our display of overcoats and suits for yourself or boy, you'll find many little touches of style that other stores will have next year. Remember, we are standing right behind every suit and overcoat in this stock with our personal guarantee for fit, style, and satisfaction. If you ever buy a garment here that isn't right, we'll make it right.

**Rubber Automobile Coats, \$5.**

A garment designed for the comfort and use of automobilists. Open only at the collar, with flowing front to cover the knees. It will commend itself at once to all owners of motor carriages. Come in and see it.

**Golly, But It's Cold!**

But no matter how cold, just get inside one of our \$15 overcoats and become comfortable. You will not only be warm, but you will be serene in mind, for our \$15 overcoat looks like and is just as good as many of the \$25 custom-tailor kind. When you get this coat on, you needn't be afraid of comparing notes with anybody, either for style or quality. It's a coat you can buy without hesitation, it's not eccentric in cut, not extravagant in price, nor freakish in fashion, but has all the good points that the well-dressed man or the observing woman can suggest. Our coat and your money, if anything goes wrong.

**Economy in Clothing**

Comparing the prices and qualities found in this place with the prices and qualities found elsewhere, is a beneficial thing for us. We like the trade of men who feel that they have not a cent to squander in the buying of clothes—men who must make every penny count.

**Boys' Clothing**

The boy is likely to be hard on the best of garments, but so far as good goods and strong seams can withstand his robust efforts to go through them, we have headed him off.

**Custom vs Ready-made Clothing.**

Every day we are converting the "custom-made" man to our way of thinking. Every day we are increasing our success in the field of the merchant tailor. A man who gets into one of these warm, generous, comfortable ulsters can laugh at the cold weather. Look to us for the right things and bright things in clothes, hats, and furnishings for boys and men. Do as the trees do: change your garb. That thin suit was all right a month ago, but now it makes you conspicuous.



**Fit**

Stout, extra stout, slim, lean, regular, any shape, we can fit you in ready-to-wear guaranteed clothing as good as your merchant tailor and ask you half as much or less.

**Good Weather for Ducks and Rain Coats**

You can wear a rain coat in a storm as you would an old slouch hat, and it will come out of it as fresh as it went in, and you will be as dry—which is more to the point. No linings to pull out of shape; no weight to hang heavy on your shoulders; nothing to get soggy or heavy.

**Clothing for Men**

Suits for the unsuited are wanted in a jiffy now. Suits that prove the wearer's good taste; that show his figure at its best; suits of refined character, splendidly made; smart and primp, with a shapeliness that stays—such is Smith's clothing. As to variety: the stocks contain everything that the correctly dressed man desires. These few hints.

**Smith Says**

Not the unseen force of argument, but the seen force of price reduction is moving our small lots. There's no use telling you how many different styles of cloth there are in these suits, or who the tailor was that made them. Some there's only four of a kind, in other patterns there may be more. Putting them all together they make a fair sized lot, but the only sizes are 34, 35, and 36, chest measurement. Most of them were \$12 a suit, some were only \$10. Now they are \$7.

**Going Like Wild Fire**

In the history of Utica there never was a Clothing Sale that has created excitement like the Executor's Sale now going on at Hamilton Bros. We've got to turn our wholesale and retail clothing stocks into money as quickly as possible. The estate of the senior member of the firm, James J. Hamilton, must be settled at once, and in order to convert the goods into money we have marked the entire stock at 50 cents on the dollar. Nothing will be reserved—every man's suit, every man's overcoat, every boy's overcoat, every boy's suit, every child's suit and overcoat, men's reefers, trousers, etc. must be sold at once in order to make a quick settlement. How cheap, high-class goods are to be slaughtered you can best judge from the price tag attached to each garment. Come in and get your share. We have added ten extra clerks to our already large force. Our country friends should attend this Executor's Sale by all means.

**Vincent Clothing**

Vincent clothing requires no accidents of trade to recommend it. It contains all that 16 years of conscientious, painstaking effort could produce in style, fit, and good tailoring.

Our \$15 suits are proverbs among our oldest patrons.

If you would dress well at modest expense a visit to one of our stores will repay you.

**Full-Dress Suits**

There may be a place where the need of full dress is so rare that even an Elite dress suit is an unwise investment; but you don't live there.

**Men's Clothing Reduced**

Broken lines give alert buyers exceptional chances for money saving. No one but an experienced stock man knows the disadvantages arising from the accumulation of depleted lots. They impede—obstruct—business. Among them may be a suit you particularly like. It pleases your fancy perfectly. But your size is missing. That's disappointing. Your time and the salesman's exertions have been wasted. Another choice must be made. You find a second selection more difficult to make. Can you wonder that the practical clothier abhors left-overs? We are very strict—very vigilant—in keeping clear of odds and ends. There is only one sure way to do it successfully. As soon as they materialize in sufficient quantities to justify a "special sale" we push them to the fore at cut prices. All the best fabrics are represented. The tailoring? It is beyond reproach. Examine critically. You'll learn why the products of the leading American craftsmen have become the world's models. They exemplify solid strength and concentrated perfection in all the details of finish. One thought concerning prices. Originally they were lower than others charge for like qualities—easily a quarter lower. That reminder may convey a suggestion of the economy the reduced rates stand for.

**Broken Lots in Fine Overcoats**

These residuums aggregate nearly two hundred garments. They are the handsomest ready-made overcoats the finest ready-made market affords. Tailors will have to take another forward step before their art can create richer or more elegant specimens. Only one drawback—the size range is incomplete—hence the pruning knife has been active. The offerings include conventional styles; also, surtouts and paletots, made of imported imperials, worsteds, and Vicunas, lined throughout with heavy silk. They are superior to much of the custom work that will cost you very much more than our original prices were.

**We Have 'Em**

Men's smoking jackets and bath robes, the greatest variety ever shown west of Chicago. Arrangements made with leading manufacturers and importers more than six months ago enables us to show the greatest number of styles and the greatest values in these goods. We have smoking jackets at \$5 that would look like a "terrible bargain" in a department-store window at \$7.48. Nobby jackets at \$8, \$10, and up to \$25.

**French Automobile Apparel**

Of the highest grade, for men and women. O. Strom et Fils, of Paris, are "createurs de la mode Automobile." Their ideas, as expressed in the garments, are the cleverest and most ingenious you have ever seen.

**A Saving**

Just now we've about one hundred overcoats in swagger and medium length, that were \$15, \$18, and \$20—reduced now to \$10 and \$12 for immediate selling.

Beautiful bath robes at all prices. See our swell exclusive styles before you buy, and buy before the assortment is broken. Come and look our immense stock over tomorrow.

The new spring styles arrive here daily.

**Men's Summer Suits, \$7.50 to \$22.50**

And when you see the suits you will wonder how it is possible to put so much style and workmanship into them at the prices—they are just as carefully and as perfectly made, and the material is quite as good as you could get from your tailor at two or three times the cost.

**Money Saved**

On our light-weight flannel coats and pants and Norfolk Suits for young and middle-aged men. All kinds of misfit and cast-off clothing on hand. Special inducements for the working class.

**Fall Overcoats**

Some awfully swell fall overcoats—real natty—real short—real reasonable in price. You'll get caught out some cool night and wish you had one of them.

**Boys' Clothing**

How about your boy? Beginning to get "weedy?" Long trousers will trim him up, if they're trim trousers—cut to keep the boy a boy and his mother young. That sort with our boys' long-trouser suits. Extra trousers of the same boyish cut. Everything boys wear, including sturdy shoes, stylish hats, stunning furnishings.

**Rain Coats for Men**

A most ideal coat for a man to have is one of these cravenette rain coats at \$10. It not only sheds water perfectly, but, without being burdensome in weight, is amply warm on winter days—cravenetting seems to keep out the cold and wind.

**Trousers**

Men's trousers are always of vital importance. An extra pair is always a desirable addition to a man's wardrobe. A new pair also acts as a tonic in building up the appearance of an old suit. It has been our custom at this time of the year to have a "Pant Sale," at which time unusual values are offered. The time has arrived, and it is our intention to have this sale eclipse all others. Now is your opportunity.

**Fancy Waistcoats**

No matter what style of suit you wear, you must have a fancy waistcoat this year—lamb'swool in fancy stripes for business, figured silks for dress. We show our own importations—exclusive things that are especially desirable.

**Fine Overcoats**

If you want a fine overcoat, get it of us or a tailor; our finest, \$35; the same at a tip-top tailor's, \$70. A middling tailor will make it for \$50; won't fit like ours, though, and won't be nearly so nice.

**Price-Upsets Among Boys' Suits**

A lively house-cleaning squall has struck the stock of boys' washable suits, and there are in consequence some sudden capsizings among prices. Many handsome, jaunty suits that will bring coolness and comfort to the boys on the hot days to come—for they are bound to come—are caught in this shipwreck of values.

**Spring Overcoats! Spring Suits!**

Season of 1903! Hundreds of new spring overcoats and spring suits already in store, and more arriving every day! The fabrics are beautiful, the shapes attractive, the styles right up to the minute, the fit superior to anything ever before achieved, the prices moderate!

**The Happy Medium**

If you pay from \$65 to \$100 a suit, we've nothing to say—unless you'd like to save half your money. If \$4.99, we've nothing to say—you're incurable.

There are attributes of finish and elegance about these garments that are not seen elsewhere, and the prices are extremely reasonable for suits and skirts of this character.

**Trousers**

Legs were up—legs are down. If the bloom is off your trousers, here's a sale of the flower of our stock reduced from \$10, \$8, \$7, and \$6 to \$4.75, and every one in the store that sold at the former prices quoted is included in this sale.

**Thanksgiving**

Turkey day. If you are as hungry to be well dressed as you are to be well fed, we will serve you for Thanksgiving Day. Menu: Soup.—Something you are never in with our clothes. Roast.—Something we never get on the qualities of our suits and overcoats. Entrée.—What our clothes entitle the wearer to anywhere. Desert.—The flavor of our economical prices, long service, and reliable qualities.

**2,000 Overcoats**

In our new fall stock. Are you a particular man? Then you surely ought to see this grand assortment. Every style in vogue. Every price step from \$10 to \$40. The finer grades are silk or satin lined and models of overcoat elegance with quite a saving on the price in your favor. Are you an economical man? One who wants the utmost value for his money? Then you are the man we want to see. We want to show you our extraordinary values for \$10, \$12, \$15, \$17 50, and \$20. Styles, colors, fabric, and weights that are sure to please even the critical dresser. Have you a boy? Bring him along and let us outfit him.

### Spring Overcoats

Special advance sale of spring overcoats. All the handsome garments carried over from last season now offered at prices that ought to insure their immediate sale. These coats have in nowise deteriorated in value, as there is a scarcely perceptible change in the styles this season, but they were made last year. Therein lies the reason for these unusual reductions.

One leg of these trousers is worth the price we ask for both.

### Final Clearance of Boys' Winter Clothing

Reductions unusual even for these final closing-out sales have been made in all the remaining lines of boys' winter clothing. There are hundreds of suits of all kinds, overcoats, and knee trousers, and not an undesirable garment in the entire collection. Some of the fabrics are the finest made, the styles are high class, and the workmanship is in every instance faultless.

### Trousers

Today, for comfort and for comeliness and for economy in leg gear, we beat the world's record—avail yourself of this rare opportunity. We are virtually giving them away. Think of it. Between seasons for pants bargains. Match us if you can.

### Give Your Clothing Money a Chance to Do Its Best

The opportunity is offered during our special selling of men's and young men's suits and overcoats. You'll not find anywhere a parallel to the value we are giving every penny of the eight-seventy-five, which is the reduced price we've put on a half dozen lines of fine business suits, and as many of dressy, dependable overcoats, including plenty of stout, slim, and extra sizes. Gives you choice of hundreds of suits and overcoats that deserve a far better price—and that command it in other stores. We're selling them at a sacrifice, so we won't carry any over—and we won't, now, that's sure. The genuineness of these bargains has a quick and appreciative response. If you want to save some money on a mighty good suit or overcoat, don't procrastinate.

### Odd Trousers

A pair of new trousers and your old suit will last until the birds nest again. You can save dollars by buying them at our odd trousers' sale.

### Every Winter Suit in Stock Reduced

Making ready for spring—so out go all our winter suits! These include the all-the-year-round-weight blacks. Buy them now—wear them in spring, summer, or fall. In the business suits, which at present prices will prove splendid investments, are scores of patterns in fancy chevils and worsteds. Then there's a rich array of dress suits—diagonals; semidress suits; tibets and chevils; and in single- or double-breasted styles.

### Trousers

If you stick to the standby blue or black cheviot suits—\$18 to \$30—if, like Mark Twain's trousers, your cheviot trousers are getting too short because worn too long, you'll be glad to know it's good form, as well as good sense, to help out the dark suit by varying it with striped worsted trousers—\$5 to \$12. In overcoats, everything that's good form is here; \$16 to \$60.

### Boys' and Youths' Attire

In vastness of assortment, range of materials, and styles, our offering of clothing for boys and youths is unequalled. The superiority of cut, make, and wearing qualities is recognized by all who have purchased our goods. We provide clothes for young people suited to their ages—not men's clothes made small. Russian blouse and kilt suits for little boys, serge and fancy sailor suits with long and short trousers, two-piece suits, vest suits, plait and yoke Norfolk suits, wash suits of linens and fancy fabrics, top coats, long overcoats, reefers, etc., in immense variety—in fact, if we cannot suit you, it is useless to look elsewhere.

### Spring Top Coats

Every style crisp in newest fashions, both in fabrics and designs; broad-shouldered, tippy, and out of the ordinary. Not a single feature about them that will not meet the highest ideal of your expectations of good clothes. Real Scotch Chevils and Tweeds from Scotland, in refined mixture effects—medium and light colorings will be in strong favor—priced lower than you'd expect.

### Style

Everything displayed in our windows is in our stock—but many good things in our stock are not in our windows. The short covert coat with the new Spring ideas will resume control of the market—it's too becoming and inviting to be overlooked by the young man who knows. Buffon said, "the style is the man himself," but we say, "the style is here in our clothing within the reach of every man."

### Overcoats

We're often asked—what's the best all-round overcoat? Frankly, not the skirted paddock—yet nothing's so sporty for evening; nor the belted tourist—which has no equal for knockabout wear. It's only the regular cut overcoat of dark material, medium length or long, that can properly do every sort of overcoat service. So, though we've handsome paddocks, \$40 to \$50; lots of plaided tourists, \$25 to \$35; we've vastly more of the regular sorts, \$16 to \$60. Some hundreds of young men's sack suits have settled down—some several dollars down; 32- to 34-inch chest; now \$12 to \$22.

### Holiday Presents Men Are Happy to Receive

Smoking jackets, bath robes, umbrellas, dress shirts, neckwear, mufflers, handkerchiefs, slippers, hosiery, suspenders, etc. Here you'll find them in vast assortments.

### Sack Coats

No coat like the jaunty double-breasted sack to make you look like money in the bank. Unless you're stout. Sack suits with double-breasted coats, \$18 to \$27; with single-breasted coats that the stoutest man can wear, \$16 to \$38. Mixtures and heavy-weight blue and black chevots. It's to be a winter of overcoat comfort—big loose garments for sensible men, \$16 to \$60.

### Young America

If he's the live, active, kicking kid, or the quiet, mischievous boy, we have the stuff to fill the requirements. Styles for boys are so varied, so diversified, and so numerous that nothing but a call here will make you realize what we have. The new suits for children are here—a better line than we have shown before; suits that will please the most exacting mother.

### Final Clearance of Winter Overcoats

We have about 600 winter overcoats in the house. We want to close out every one of these immediately. We must not carry them over—hence, we adopt radical measures to force them out. The regular prices are cut in half, a genuine half-price reduction from the early-season prices. This brings the garment below cost, in fact less than the cost of bare materials. This is a straightforward offer, and the coats back up every claim. Men never had a better chance to buy stylish finely tailored coats at such money-saving prices. This is an unusual opportunity which must be snapped up quickly if you would profit by it. The coats are heavy-weight Kerseys, Meltons, Oxfords, and Mixtures in short, medium, or long lengths. Every one worth every cent of their former prices and marked at the following radical clean-up prices.

### Oxfords

In all our stock of winter overcoats, comprising some thousands of garments of various good sorts, we pick out two as most worthy of consideration. Both Oxford Beavers—one weave called "Whitney," and the other "Ratine"; the fabrics are equally durable. They're the kind of overcoat that make one feel good all over to get inside of, and they are cut full and long enough to protect you from the blasts of winter. Both have worsted linings with silk shoulders. We hardly know which to recommend, but of the two the "Whitney" is the softer fabric—so soft that a lady hanging on your arm on a wintry night would be glad to put her face against it. \$32 for the "Whitney" and \$28 for the "Ratine." Other good overcoats, \$16 to \$50.

### Overcoats

The most popular of this season's handsome overcoats is the plain long sack, with full, loose back, draped from the shoulders—they are here in all lengths, although 44-inch is the length in more active demand. Made of extra quality all wool Meltons, Chevots, and Black Tibets, Black and Oxford Frieze, excellent cut, hand-tailored.

### Overcoats and Suits in New Shapes

Materials selected with great care. Garments designed by and made under our personal supervision. Above the ordinary in appearance; brimful of style. Will give the wearer satisfaction.

### Overcoat Fashion

Fashion leaves much to your fancy in overcoats this year. For instance, long coats, medium lengths—which are pretty long, too, and close-fitting paddocks are all permissible over evening clothes. If it be a stormy night, a belted tourist ulster is the thing. Dark grays and blacks for the regular cuts and paddocks, heavy plaided chevots for the tourist coats.

### Overcoats

Just common sense. Overcoats big and loose are bound to be much warmer and more comfortable than the old-fashioned skimpy sort. That's why the crack English tailors started the style; that's why the good tailors who set our fashions here took it up; that's why our overcoats this fall are properly big and loose.

### Custom Clothing

We are headquarters for gentlemen's wardrobes. Isn't it ridiculous to go to a department store for custom clothing? We have seen some of the so-called custom work, and it shames the name giver. Our custom clothing is right in every detail. We use no materials that we cannot stand by. We offer this week special inducements in high-grade imported Fancy Worsteds, Mixtures, and Chevots, suit to order, \$20. Also, special line of Fancy Trouserings, \$5. Overcoats of Meltons, Velours, Kerseys, and Fancy Mixtures, satin lined throughout, to order, \$20. There is no risk trading with us; it's money back for the asking.

### Swell Fall Clothes

If you haven't seen the stylish effects produced for this fall, you should do so at once, for they are the equal of any suit that can be turned out by a merchant tailor. They are great.

### Men's Swell Outing Clothing

This has been our specialty for years—we've made a life study of the cool, correct, and comfortable fabrics that delight the summer man—we can meet your every need. In feather-weight clothing we show the famous Alfred Benjamin & Co. serges, homespuns, and flannels, new and elegant patterns, tailored correctly, finished superbly, fitting admirably. We can outfit you for golf, tennis, and yachting, with the very latest and swellest.

### Full Overcoats for Men

Getting time to overcoat yourself for fall. Don't go around shivering on cold evenings on open air for lack of a little early prudence. You may be prejudiced against buying an overcoat so early, but a glance at this collection will cure you in a jiffy.

### Thin Trousers

For the hot weather. They keep you cool and please you by their graceful fit.

### Something New in Clothes

If you've done up your summer frivolities and your summer toggery and are now ready to address yourself to matters of life and dress, here's everything that's new, to embellish your figure without impoverishing your pocketbooks.

Our clothing cures your boy of that sloppy look. It saves you money. It wears better.

### Sweaters for Little Youngsters

What will give so much comfort and warmth, and look so manly on your growing youngster as a sweater. These juvenile sweaters are unusually attractive in the bright colorings that become the ruddy cheeks of boys of tender age.

### Good Weather for Rain Coats

Do you know of the many improvements that have lately been made in rain-shedding clothing? Improvements in the process of treatment, and improvements in designing and cutting. "Cravenette" cloth coats. They have all the appearance of a stylish overcoat. The cloth looks the same and feels the same; it's only when you are caught in a shower of rain that you realize that it "sheds water perfectly." The new styles this season have a full drape effect, and there are many new cloth coverings to select from. We show a very good quality in "Cravenette" rain coats.

### Men's Overcoats With Close Fitting Collars

A very common fault with about 75 per cent. of the overcoats sold is that the collars stand away from the neck. It takes the best kind of tailoring to make an overcoat fit smooth and snug around the collar. Ours are made expressly for us by the best makers in the business, and you'll find them not only better fitting coats than the average kind sold, but also better wearers; for it's good tailoring that makes a garment wear well and hold its shape—bear that in mind.

### Spring Top Coats

One of the favorite top coats for spring is the one we are selling at \$15. It's no wonder that people like it, for it certainly is attractive—and, moreover, it's good in every way. Made in several shades of Tan Covert Cloth, and Oxford gray and black. Cut very easy and loose, right length, and is "just so" in every particular. Some coats are silk-lined—\$15.

### Economy

Is the keynote of this sale. To you it means the economy achieved in buying your spring suit or top coat a little earlier than you had intended, and at a price much lower than you expected to pay. To us it means economy of space—we're making room for our new spring stock.

### Easter Vestments

A month from today—Easter. Easter garb for clergy—clerical clothing, Latin and Anglican cassocks, albs and surplices, stoles, pulpit gowns—everything the clergy wear. Easter garb for choristers—cassocks in black and colors, cottas, complete choir outfits. Easter garb for altar boys—cassocks and surplices.

### Dressy Comfort

In men's summer suits. Light, cool garments with all the style and shape-retaining quality of our heavier suits. It takes good tailoring to make light-weight clothing that will hold its shape. Our clothing is correctly tailored.

### Ah!

Now that we have caught your eye, read this ad—read it all. Men's suits at \$7.50, \$10, \$12, \$16, for business, vacation, or outing wear. Here you have the choicest of the choice, exclusive patterns—the kind the other fellow would like to buy, but can't.

### 99 Cents a Leg!

A circus for any one in need of pants—though many buy that don't need them right away. Our main attraction this August is a special "99-a-leg" sale. Our main performance is the selling of woollens that we have too-much-of-a-kind of, regardless of worth, at that witty little price. Come to the big show for your pants to order at "99c. a leg" with seats reserved. Sixty-eight styles on the program, every pattern a head-liner.

### Away From the Ordinary

These few words explain the thing in a nut shell. Simply "ready-to-wear" in name only, but possessing degrees of tailoring excellence that only the most skilled tailor in America can equal. That tells the story of these two models that you see pictured on each side of this advertisement. These garments are entirely built by hand, and hand tailoring is the highest-class tailoring that you can possibly put into a garment. The fabrics are those double and twist Scotch looking affairs that look so smart and swell—so neat and refined—generously built.

### Artistic Sack Suits

Double- or single-breasted sack suits in the exclusive patterns that have already made our new fall styles famous—worsted, chevots, or tweeds. The distinctive cut of the suits can't be matched in Frisco. They were bought to sell at \$18 and \$20, but alterations of our front prevents us from showing them in our windows. So to make you see them just as you need a suit, we've cut them down to the unique price of \$10.00.

### Fancy Full Fashions for Fastidious Folks

Suits fashionable without eccentricity. No plaits—no cuffs—no comic shoulders; everything as it should be for men who want correct clothing—patterns and designs that the made-to-order tailor imitates—all ready here.

**Vacation Clothing**

If you need a suit to take away with you for the summer—especially if you are going to the mountains or to the seashore—this is a fine opportunity to get a good one for very little money.

**Overcoats**

Overcoats right in the teeth of the wind. Right in cut—knee length or long, paddock and tourist. Right in color—Oxfords, black, faint stripes, and overplaids. Right in material—frieze, ratine, whitney, melton, and kersey are some of the most serviceable sorts. And right through the whole stock prices have been revised. It's the same with suits.

**Clothing Items**

Improved machinery, division of labor, and other economies of manufacture in the large quantities required for our business, account for our remarkably low prices.

Clothing bought of us means clothing made by us, and clothing made by us is guaranteed to fit.

Our hobby is to produce popular-priced clothing that would puzzle an expert to distinguish from goods costing almost twice as much elsewhere.

Folks who haven't a boy will want to borrow one when they see our display of juvenile goods.

Our talent is buying cloths; our faculty is making it into clothing; our specialty is selling it for less than others; and our policy is short profits and long friendships.

Our children's department is noted as much for its novelties and pretty styles as for its big values and low prices.

Our three irresistible salesmen: Quality, style, and price.

First in quality, first in style, but last in price.

Every-day clothes for every-day people.

How we do it, or why we do it, is immaterial as long as we do it without doing you.

A bright bargain bought is a bit of wisdom taught.

Fancy overcoats at plain prices.

Our reputation is sewn right into our garments.

Little novelties for little fellows at little prices.

Suits to please the boys, prices to please the parents.

They'll make you look as smart and well dressed as if you had stepped out of a fashion plate.

Look behind our prices and you'll see quality and style in overwhelming proportions.

Our clothing always fits well, looks well, wears well, and sells well in spite of it costing you so little.

It isn't the price of our clothing, it's what you get for the price that counts.

No matter how poor an appetite you have, you're bound to grow hungry on looking over this bargain bill of fair.

There's dollar\$ and cent\$ in these good\$ for you.

These are prices that are a cinch to clinch.

Tailor-made clothing at ready-to-wear prices.

Uncommonly fine goods at uncommonly low prices.

**Coal****When You Use Wyoming Coal**

You experience little or no difficulty in getting up a quick fire. It burns so freely and makes such an intensely hot fire that it is in universal favor with housekeepers. There is no better coal mined than is sold here. There is no cleaner coal delivered than that which leaves our yard. Nowhere except in the coal regions can coal be bought so cheaply. Wise men never forsake the certainty for the uncertainty.

**Red Ash Coal**

Once we start our red ash coal—once it is tried—it will carry itself bravely. It needs no praise of ours then. The first order is all we are anxious about—after that you'll come here, anyway.

**Reliable Coal**

Satisfactory and well-screened coal isn't the easiest thing in the world to find, but if you will come to a reliable yard, where nothing but the highest grade of coal is kept, as it is here, you will find that you will receive coal in exchange for your money, not slate or dirt, as our coal is all thoroughly cleaned before delivering. You don't get up in the morning and find the house cold, because your self-feeder, parlor stove, or furnace has gone out. Our coal will last longer, give out more heat and make a smaller percentage of ash and waste matter than any other coal. For cooking purposes it is equally as satisfactory.

**Lehigh Coal**

We are this year handling the famous Cross Creek Lehigh, unquestionably the peer of all grades of anthracite. With the installation of the most modern machines we are prepared to reinforce our position as the house most competent to consistently render satisfaction to our patrons.

**Coal's Out Again**

Don't blame the stove altogether if you can't get a good fire. Look to the coal. When the coal is at fault, the best stove made cannot produce a satisfactory fire. You need not buy bad coal, for you can procure the best coal mined here for what you would have to pay for the poorer kind elsewhere. Remember me when you want coal.

Newton coal spells economy. Try a ton. It will do a ton's work.

We have raised the coal standard without raising the price.

**Lumps of Comfort**

Lumps of comfort it is our pride and pleasure to supply in the shape of best quality coal for your stove, fireplace, or furnace. When we haven't anything in the coal line you desire, we doubt if any dealer in town has it. Our figures are as reasonable as the market will permit; our facilities for delivery second to none.

**Coal!**

Do not take any chances this season. Do not be at the mercy of either labor or capital in the matter of fuel. Coal that produces the greatest amount of heat; coal that burns to the last ounce; coal that is all coal, and the ash of which is evidence of its heat energy—that's the kind of coal we sell. Anthracite and bituminous coal in all sizes.

**House Furnishings****Elaborate Assortment of Bookcases**

Our assortment of bookcases is immense—from an inexpensive open case to the massive mahogany. The case shown here comes in golden or weathered oak, the doors are of leaded glass, and there are compartments on the side for magazines or papers. The side doors are beautifully carved, and carved claw feet give it a substantial appearance. It is not only a serviceable case, but it has a distinctive style, which marks attention in any home. The quality is Hersee's—the best. The price—lower than any other case of similar design ever offered in this city. Not only on bookcases, but on any line of furniture you will find our prices lower than Main Street, Buffalo, or Broadway, New York. Come and test this statement. Incidentally, we do refinishing and repairing.

**Credit**

Buy what you need, pay when you can. There are times when nearly every family feels the need of ready money. You need not deny yourself a comfortable home, no matter how little you have. Many a man has gathered the courage necessary to make a success by reason of a pleasant home wherein he could enjoy perfect happiness during his leisure hours. That sort of home is the kind Earley will furnish for you. Pay for it by the Earley system, which is the original credit system.

**Brass Beds**

There is decisive economy in buying good brass beds. Nearly every housekeeper thinks that the purchase of a brass bed is an expensive item; yet a good brass bed is worth all it costs, and it never pays to save money by buying cheap brass beds. But when the very best beds made are offered at such positive right prices as are announced by the autumn brass-bed sale, then is the buying time for thrifty folks—quality is secure, and the good taste of the discerning housekeeper can be amply gratified.

**Parlor Furniture**

Every piece or suite is representative of the highest artistic effort of one or another of the master furniture makers of America. The woods used are carefully selected specimens, beautifully matched, and exquisitely finished. The hand carving and the trimming are done with the most finished skill known to the craft. The collection would make an artistic exhibition anywhere; and to find such superb furniture under price will be as gratifying to fine furnishers as it is extraordinary in the trade.

**Carpets**

Your mind is about made up as to the character of carpet you will buy, and of course they must harmonize with other room features. We have carpet taste on this subject for harmonies which is yours for the asking. But these new fall carpets certainly cover the entire field, and we are sure to save you money over all others. Don't deprive yourself of what you need just because you haven't got the ready cash. Our little-at-a-time paying plan is the fairest in the world, and you can use the goods while paying for them.

**Rugs**

Right from the Orient. We have everything in all grades, from the cheapest that's good to the best that's made.

**Pretty Toilet Tables**

What woman does not know the comfort and convenience of a well-designed toilet table? Toilet tables make dressing a pleasure—they add to the beauty of the apartment in which they are placed. No finer gift for a woman than a good toilet table. With plain, square, round, oval, or shaped mirrors. Golden oak, bird's-eye maple, mahogany, birch, and real mahogany are the woods. Stools to match if you wish. As inexpensive or as good as can be made. There's plenty of scope for choosing here.

**Young Housekeepers**

We make it easy for young folks to begin housekeeping. You can well afford to open an account with us and make your home comfortable and pay for it as you like. Our private credit system and long experience in fitting up homes are at your command. We've made almost a life study of it. We can furnish you not only with good advice as to what to buy, but how to keep down the cost in the furnishing of a single room or a whole house—cash or credit.

### Attractive Values in Furniture

Unless you are under obligation, or want to help some one out of a bad bargain, you gain nothing by buying passe goods from a culled stock, even at a reduction. A good bargain is to get what you want when you want it, at a reasonable price. Beware of the hook in the bait. Every day is bargain day at Krause's.

### Exceptional Furniture

Whether you have an entire house to fit out, or just a single piece to buy, it will pay you to come here, as nowhere else, do we believe, will be seen such excellent variety, such originality and beauty of designs, and such goodness and quality at the price. Indeed, your furniture buying will be done most pleasingly and economically at the Right House.

### Putting Furniture in Your Home

Is like putting money in a savings bank. It is a safe and positive way of adding to your worldly possessions; it makes you feel better about your home, and it makes you happier and more comfortable in it. Then the intrinsic value that you secure in this August sale gives you superbly made furniture, much of which costs you less than the actual cost to construct it. So that, on the average, for every ten dollars that you spend for this furniture you add fifteen dollars in value to your home furnishings—a hundred dollars adds a hundred and fifty; a thousand dollars secures five hundred dollars' worth more than at any other time. Little wonder that each year more and more shrewd housekeepers arrange to do their fall furniture buying in August. Many careful housekeepers lay aside a little at a time for a whole year, in order to buy certain things they desire. Perhaps the saving has been slow and tedious to get the fifty or a hundred dollars. Now, in a moment, the witchery of this August sale adds to it half as much as you have saved in the whole year! Your fifty dollars becomes seventy-five—your hundred dollars becomes a hundred and fifty in its power to buy during these magic August days. And the only magic that exists in this world is the result of brains and skill and work. The strenuous use of all three during the last few months has brought together the splendid furniture that is shown on our floors today, at such remarkably low prices. Thousands have already come and bought. You'll not wonder at it when you clap your eyes on the offerings—if you've a home of your own, in fact, or in prospect, and have a mite of love for it; and enjoy the securing of much for little.

A ramble over the third floor will reveal some fine examples of nearly every style of civilized furniture.

### Rich Rugs

The richest room covering is a rug. No seams—no mismatching—no elegant border all round. Fashion has spoken strongly on the subject of rugs, and the home that pretends to obey her dictates must have them.

### Carpets

Startling carpet-selling sensation. Flood tide of values in charming fall carpetings. Of wood fiber, made up into just the slightest of slightly floor coverings. Flexible as a carpet almost. You can sew them if you will, cut them or turn them if you choose, and they won't break. Sanitary floor coverings they are called, and rightly called so.

### Beautiful Rugs

Rare rugs from the Orient, and the rest from domestic makers. Art lovers, connoisseurs, and furnishers in general are invited to come and see an exhibit of rugs from sunrise lands such as is not only beautiful and complete but most artistically unique.

### Table Bargains

We enjoy talking to the woman who is interested in furniture bargains. These tables come under that heading. Having manufactured a tremendous number, cost is reduced, and so is the price at which we offer them to you. These fancy tables can be placed in the window bay, middle of the room, or in some corner—are elegant looking, and with a dainty cloth and a pretty plant arranged as all deft housewives know how, forms a picture so pleasing in every way that the room becomes improved both in coziness and in aspect.

### To the Country Trade

A personal inspection of our store and prices will convince you that you can do better here than elsewhere. We don't need to write an essay on the value of our goods; give them a chance—they will talk for themselves. The financial ability of our customers we don't have to consider—the rich, the poor—the capitalist and the wage earner are all on the same footing with us; all treated alike with the same courtesy and consideration. Our prices and terms are alike to all. Our credit system is founded on the inherent honesty of mankind. We furnish homes, flats, hotels, and rooming houses, and extend our little-at-a-time paying plan to our country patrons as well as in this city.

### \$5.50 Buys Dressing Table

It's a good table, too—has a good-sized French plate mirror—highly polished—French legs—drawer—come and see for yourself, we have other good bargains that will please you—especially in our carpet department, which is overrun with good honest bargains.

### Graceful Parlor Pieces

Our new parlor furniture is smart, of endless variety, and very serviceable. It seems to be in a class by itself—a particularly noticeable feature being that the less expensive kinds possess the same style, finish, and artistic workmanship of the more expensive pieces. You can buy this furniture with the positive assurance that it is reliable throughout, no matter how low or how high the price you pay for it.



### Furniture After Nature's Colors

In the soft shade of our "meadow-green" oak, offers a beautiful conception for the country-house dining room or hall. Pieces that are built on the sturdy principles of the hand craftsman—take simple form in side-boards, dining tables, settles for the fireplace, and chairs with soft cushions of roan skin leather. This restful green color suggests a perfect treatment where simplicity of design is desired.

### Dining-Room Elegance

The dining room is where you will do the honors of your home next Thursday. In dining-room furniture we show what we are confident is the most artistic, the newest, and the most perfect furniture produced. There are different grades at different prices, but each grade has an individuality and a true art effect different from the usual. In golden oak, Flemish oak, weathered oak or mahogany, modern or Colonial, you will find here the highest types at very low prices and you will also find that our prices on "quality" furniture are no higher than those asked for elsewhere for furniture of the commonplace.

### Directors' Tables

As fast as office buildings are erected in Pittsburg the demand for high-class office equipments increases. Business people whose affairs are of more than average magnitude realize the necessity for furniture that makes a favorable impression upon those who are accustomed to seeing the best. Corporation officers in particular show a disposition to select high-grade pieces for their offices. Hence, such examples as the Directors' Tables, illustrated above are in large demand. This table is an ideal one. It is exactly the right height, width, and length, too, for general use. Made of quartered golden oak, 6 feet long, 42 inches wide, with a large drawer in each end. You can always find best variety and best price inducements at Brown's.

### Matting

"Straws show which way the wind blows." These straw-matting prices indicate a strong bargain breeze here tomorrow—all are fresh, new goods—they don't chip and break off like dry sticks.

### A Disabled Man

Is usually an impatient and irritable man, but provide him with a way to use his books, his papers, his correspondence, or carry out his work, and you make him content. The "Invalid's Table" is simply invaluable to the temporary or permanent invalid or to the convalescent, and is useful as an ordinary table when not required by the patient.

### Pretty Plant Stands

Fancy one of our pretty plant stands stood before the window in your drawing room with a few flowers in; maybe it's just the thing needed to complete that room's furnishings. The stands are of tortoise bamboo—well joined together—there are four-shaded vases—a large one on top and three small hanging ones—pleasingly priced.

### Every Housewife

Takes a particular delight in the furnishing of her bedroom. Our special bargain this week is made on the lines and style of the new and very expensive panel beds. The lines are soft and graceful; the decorated panels in the head and foot-board, very unique and dressy.

A dream of beauty—a real wonderland, brimful of treasures from far and near, their beauties enhanced by the most elaborate setting mind of man ever conceived. You will be surprised how much your Christmas choosings will be simplified by beautiful surroundings.

### Clocks

Lovers of the quaint and antique in furniture will delight in these old-fashioned clocks on furniture floor. They bring back the days of our grandfathers with the old clock on the stairs. In the tall, plain, Mission, Colonial, and Dutch designs in weathered oak with hammered brass figures on the face, heavy weights and pendulums, and works that are guaranteed to keep good time.

### Rugs

In every home there is bound to be a corner here and there which needs a rug to complete the artistic effect, or perhaps to cover up a worn place in the carpet. Hale has purchased the entire stock of samples from a carpet factory, and these go on sale tomorrow at 25 cents each. The samples come a full yard square, made of the finest three-ply ingrain carpets; almost no end of the patterns, colorings, effects. What rugs they make! None sold to dealers, but for your own home you may purchase all you wish; that means there will be a jolly lot of excitement.

### Dressers

The problem of furnishing a bedroom in a "fetching" manner at small cost is easily solved by a visit to our store. Nothing carries out the idea more perfectly than white enameled and brass furniture.

### Highest Worth in Carpets

The new spring patterns already shown in our carpet department will not be surpassed in beauty by those that arrive later; therefore, people who desire to buy now may choose from the season's best productions.

### Concerning the Town House

Let us take it in hand during your summer absence and we will relieve you of all worry and unnecessary expense in decorating and getting it ready for fall occupancy. How will we do it? By altering the woodwork and putting in stained glass where needful, by carrying out original and beautiful schemes with wall hangings, draperies, and furniture. What will be the cost? Less than you can imagine, as we have such boundless decorative resources to draw from. Lace curtains should be looked after now. Let us take charge of them and have them ready to rehang before your return in the autumn.

**Japanese Matting**

The ideal summer floor covering—just the thing for the summer cottage. A pretty line in designs in genuine imported Japanese weaves.

**Carpets and Rugs**

Beautiful winter carpets and rugs. Nature has changed to her darkened brown and greenish garb we love so well. The delightful fall tints are reflected in this most complete gathering of carpets and rugs. With Nature's change come many others to make the home more beautiful. Here are expert carpet men to aid you in selecting the proper harmonizing colors, or to lay your carpets in the most satisfactory manner.

**Rugs**

Our big rug department was never so big, never so superior, never so splendid. Every beautiful novelty from home or abroad is here. A new idea, and a pretty one, is the hit-and-miss Smyrna rugs in different colorings and so woven as to give almost a solid color effect on the floor. The Smyrna rug made in America is a very pretty rug, being a splendid imitation of the genuine Turkish rugs in color, design, and fringed ends. When on the floor only an expert could detect it from the genuine Turkish. All kinds of rugs in all sizes.

**Bachelors' Necessities**

The comfort-seeking bachelor need but come here to realize his idea of correct furnishings for a den or his apartments. Our line of weathered-oak novelties offers a broad field to choose from and many things that perhaps you had not thought of. Buffets, wine cabinets, smoking tables, pipe racks, easy chairs, big comfortable rockers with fat, soft cushions, bookcases, couches, card tables, etc.

**Hammocks**

Droning bees, sultry noon, a hammock pleasantly shaded, with drowsy occupant—this is eternal fitness. We are in the eternal fitness business. We provide the hammock. You'll have to do the rest. Here are the prices.

**They're After More of 'Em**

Seems to be no end to the demand for these yard-and-a-quarter rugs I'm selling at 30 cents. Luckily I bought all the manufacturer had or some would be minus the star bargain of the year. Two hundred sold in three days—pretty good selling for a holiday time, wasn't it?—and now folks are coming back for more. That's what I call "indorsing the bargain." I had 300 to start on and there's less than a hundred left—see that you don't get left. I'm just doing this special selling to advertise my place, let you know what a saving it is to trade where there's a lot of trading done. Carpets? Yes, cheaper than you'll find them anywhere else. Oil cloths? Why, certainly; hundreds of patterns, new stock. All kinds of furniture? Everything for the home, from a lace curtain to a cook stove.

**Carpets**

Your mind is about made up as to the character of carpets you will buy, and of course they must harmonize with other room features. We have expert taste on this subject of harmonies, which is yours for the asking. But these new spring carpets certainly cover the entire field, and we are sure we can save you money over all others.

**Oriental Rugs**

Exhibition of rich and rare oriental rugs. We have just added to our stock some wonderful specimens of Persian rugs, which were collected by our expert in foreign markets some months ago. These rugs comprise exquisite examples of Tabris, Kirman, Senneh, and Persian silks; and will claim the attention of connoisseurs and collectors, as well as the furnishers of luxurious homes.

**What \$54 Will Do**

Would you like to know how cheaply you can set up housekeeping if you get married? Here:

**Old Hickory Chairs Are Very Inviting Chairs**

There is something distinctive about these rustic-appearing chairs that every one admires. They are inviting to those who appreciate a good, comfortable chair, that fits all over. For your lawn and veranda, there is nothing to equal them, as old hickory chairs withstand all sorts of wear and weather. They are stylish, durable, and unique. You will appreciate our chairs during the long, hot summer days. Constructed entirely of hickory. Every piece is chemically treated to destroy all germ and insect life.

**Have You Moved?**

This being the time of changes, perhaps you have moved, are going to housekeeping, or going to "fix up." In either case you'll have need of a place like this. We do anything from furnishing of a house complete to repairing of furniture or laying old carpets. The store is full of all the newest that the market affords—full to overflowing, and still it comes, no scarcity of anything. New goods are being added each day, something doing all the time at the big store, and we're saving money for every one that spends a dollar with us.

**Old Hickory Porch Furniture**

Statesmen of long ago—Webster, Clay, Calhoun, and Burton—were partial to the hickory chair with its broad expanse of bottom, and no old-time hotel or mansion was complete without a dozen or more on their lawns or verandas. The same old chairs are now reproduced, nothing entering into the construction but the young hickory saplings, which are chemically treated so that all germ and insect life is destroyed. They are rustic in appearance and will stand all sorts of weather; in fact, to leave them stand outside rather improves them. Chairs, rockers, settees, tables, stools, and many odd pieces at these prices.

#### Bedroom Furniture

Bedroom simplicity and elegance. The simplicity and elegance in bedroom furniture which is now universally sought finds complete expression in our choicely selected stock of bedroom furniture.

We want to sell you a carpet that will make you feel kindly toward us after the carpet has been subjected to wear.

#### Quaint Furniture

Elegant in its simplicity. Artistic yet comfortable. Fulfilling the ideals of Wm. Morris and Burne Jones, those famous craftsmen who believed that furniture should be not only artistic but should contribute to bodily ease.

#### Out-of-Town Orders

We direct special attention of those of our patrons who have left town for the summer, to our facilities for executing out-of-town orders. Our mail-order department is thoroughly organized for this purpose, and whether it may be an order for goods or merely a request for samples and prices, we will consider it a pleasure to have you take advantage of this department.

#### Chauncey Pianos

Come when you will, you'll probably find some customers admiring the Chauncey pianos. They are very popular. Not only are they sold at a moderate price, but their delightful tone quality, handsome appearance, and their marvelous durability combine to make them ideal instruments for the home.

#### The Mannering

The Mannering stands first among all pianos. It has always led; it looks as though it always will. Wherein does Mannering superiority lie? In strength of construction, breadth and beauty of tone, strength, yet delicacy, of action, and splendid orchestral power. If it's the very best in pianos that you want, you must have a Mannering. See them—hear them at our store.

#### The Hemingway

If ever a better piano than the Hemingway is made we will sell it. But until that time comes we will continue to guarantee the Hemingway to be the best piano in all the world today. The Jenkins plan of selling saves money and makes buying easy for anybody.

#### Concert Music at Home

All the excellent musical qualities of the powerful Fielding concert grand piano will be found in the smaller grands and in the exquisite uprights, but with modified volume to suit the home music room and the parlor. They have no rival in touch, or in tone, or in evenness of scale—the essentials of a concert piano. You know the durability of the Fielding piano by the price always asked for a second-hand Fielding—even after years of hard service.

#### The Dyer Piano

A piano of today—a piano most welcome in the field, because it is high in quality while small in cost. We have given you an inkling of what to expect; we don't want to disappoint you when you come to our store to make the acquaintance of the Dyer Brothers. Prices that will agreeably surprise you, and our easy terms of payment apply to this piano the same as to others.

#### Phenomenal Durability

Some of the sweetest-toned and most serviceable of the square pianos now in use are the Fieldings made from 25 to 35 years ago. Since then piano improvements at the Fielding factory have so multiplied that the life of the parlor grands and the uprights of today may safely be estimated at 50 years, so solid is their construction. This construction is also essential to the purity, richness, and sympathetic quality of tone for which the Fielding piano is celebrated; as well as for its great volume, delicacy of touch, and the harmonious relation of its registers.

#### Home Without a Piano

Not many years ago the pianoforte was looked on by the great majority of people as a luxury. Today it is regarded as nothing short of a necessity in every American home. The refining influence of music is so potent a factor in the character development of a growing child, that no conscientious parent can—save for the gravest reasons, neglect making the addition of a piano to the furniture of the household. While we do a very large annual business in the highest-priced instruments, it is our constant aim to furnish thoroughly honest and reliable pianos on very easy terms to persons in modest circumstances. Remember, we have an exceedingly strong lead over all local competition in this field. We have the immense annual output of four factories at our command, and we retail to the people at factory prices. Investigation will not go amiss, as you will find to your profit—if you are in the market for a piano.

#### Melody

When you meet a person who is very particular in musical matters it is safe to conclude that that person owns a Fielding piano. For the Fielding is the standard of the world—the piano by which all others are measured. The undoubted preeminence of the Fielding accounts for its adoption by the royal courts of Europe, and by the best judges of music everywhere.

#### Artistic Mantels

Every dollar invested in an artistic mantel adds a hundred dollars to a house as an investment or as a home. The newest and most artistic fireplace mantels are made of ornamental brick in Colonial, Elizabethan, Renaissance, Empire, and other styles. There's no other kind so good. They are extremely artistic and decorative as well as useful. Leading architects consider them superior to other kinds. They look the best—last longest—are not too costly.

**Inner**

of hearts won by the matching piano. Its sweet, mellow, tone captivates the ladies' senses it at once in the highest degree of popularity. For many of \$10,000 has been awaiting her who could produce a better

in a piano which above all its impress is the tone and its the expression of musical best critics of tone have in-ally insist that the tone qual- pianos is not equaled in any her make.

in fill the purse. Well demon- by the special advantages, the opportunities, introduced by iday bargain methods. We partment to another singling il and needful items.

orders from the mountain or our prompt attention. What day you receive tomorrow.

come yourself or send your y mail, you'll get the same eful treatment, same money ished.

box is the most useful thing o keep dainty dresses in.

lmer rockers and broad arm rter to a third reduction; e vacation of rest in any one

**ture**

our summer house lack in superb stock of porch and is offered at half price. The iture is a third under price. e has been carefully selected; ellent construction; second, esign. The very finest sum- at is made is in this offering; e concessions made on prices est in the city.

**Coverings**

e ideal floor covering. No e matching, an elegant border ion has spoken decidedly on ugs, and the home that obeys ll have them. They are far an carpets, easier fitted, omical in every way.

**ugs**

it in which good taste, artistic ffects, and practical economy naintained. If you want a little rug costing from \$1 to unt on getting the most for e. If you want fine Oriental undreds of dollars, count on pieces and rare designs here

**Oriental Rugs**

Remarkable bargains in Oriental rugs. They're fresh from the custom house and as genuinely Oriental in pattern and texture as those that sell for thousands of dollars. Designs for every room in all their ancestral pride, but at lowest prices.

**Oriental Oddments**

The beauty of Oriental things is that they "fit in" with any scheme of decoration and lend a touch of color that is always effective. No wonder these quaint and beautiful things are being snapped up so fast for gifts.

Our furniture is not the cheapest to be had. If cheapness is the only consideration, there are better places to buy; but if you want furniture that will give wear and satisfaction, rather than the sure-to-fall-apart kind, we are certain of our ability to please you.

**Home Furnishings**

Do you sometimes wish your home was furnished a little nicer? How would you like a home so prettily fixed up from kitchen to parlor that you could be proud to let any friend inspect it? Never fret about money. "Keane's" will help you more than you can ever suppose. All we have told you about the great Home Credit House is fully true. Every hour of every day we are helping folks to furnish their homes. You'd wonder if we told how little money is needed. Yourself and your own family can have the same liberal terms. No credit plan is like Keane's, because no credit house is so great. No credit house can afford to give you so much for so little.

**Rugs**

Activity in the rug store. Lucky is the man or woman who can find excuse for indulging in one of the Oriental rugs embraced in the following special offerings. But excuse is needless when prices and quality join hands to form a coalition that results so greatly to your advantage. Experience in rug buying is not needed at a store such as this, where you know that each article is priced on a strictly commercial basis, and in this instance lower than the real value.

**Good News of Hammocks**

Vacation days may often be spent most delightfully drawing in a hammock somewhere in the shade. And for the people who appreciate keenly such summer luxury, today brings news of five hundred summer hammocks—all bargains.

**Lamps In Demand**

Evenings are getting longer, and lamps are necessary. Our assortment is now complete, having just opened a new shipment which proves more attractive than ever.

**All the New Ideas**

This is what our stock presents all the time—all the new designs and creations of the furniture world as they are produced, together with all the newest effects in coverings.

#### The Spirit of Simplicity

Finds bold expression in our offering of furniture for the bedroom. The feature of hand-wrought construction, brought into harmony with simplicity of outline, urges an influence for refinement and simple taste. The bureaus of generous length, the chest of drawers for ample storage, and the low twin beds—are pieces that conform in perfect detail.

#### Every Day Bargain Day

Would you know the way to bargain land? Then follow the path of the pointed hand, where your promise to pay is as good as gold. And naught but the best in furniture sold; where a choice of goods is readily made, terms convenient, and easily paid. 'Tis a path where thousands wend their way, for every day is a bargain day.

#### Art in Furniture

Fine furniture elegance at moderate prices. We believe it to be a fact that this store sells more good furniture than any other store in Western New York. If you want the best of standard things—artistic and charming in design—this store comes nearest meeting every demand of the most critical buyers, and there's the greatest possible variety in everything excepting quality—which is always of the same high standard. The store is teeming with fact and suggestion for home furnishers. The prices are right—that's sure.

#### Rugs at Cut Prices

Not a gingerly clipping of a few cents off regular, but such a deep cut that the manufacturer might like to purchase all of them at our present prices, for it would leave him a margin to again sell them at his wholesale prices. If you have a rug want, now is the time to satisfy it.

#### Attractive Values in Bedroom Furniture

An incomparable display of fine bedroom requisites, of superior style, excellent construction, and flawless finish.

#### Rustic Chairs

It is during the dog days that golfer, tennis player, and wheelmen most fully appreciate the welcome rest afforded by our delightful rustic and rattan chairs. Some have backs that can be made to take any angle desired; these provide royally for the creature comfort of man, and make him feel at peace with the whole world.

#### Renaissance Curtains Cheap

This is a golden opportunity for the housewife who has an inkling of providing new lace curtains in the near future. Newness and freshness of design being the desideratum in such an upholstery store as this, we have to prune out some patterns each year to make way for newcomers. That's why we offer you choice of twenty-five patterns of real Renaissance curtains—not a one but what is desirable—on these very tempting price terms.

#### Dressing Tables for Women

The dressing or toilet table is an item of immense interest to women. The woman who does not have this convenient piece of furniture is looking forward to buying it, of course. We have about a hundred different styles on our floor, to meet every decorative wish.

#### Rugs

Rugs are the connecting link between rooms that are carpeted differently. Incongruities are forgotten and the rooms straightway become chums. The rugs must be chosen with care and knowledge of colors and design.

#### China Closets

Are an almost indispensable article of furniture for the dining room. You have so many pieces of handsome china and there is great danger of its getting broken, unless you have a nice china closet to keep it in. Then it is always an ornament to any home.

#### Carpets and Rugs

Tumbling in faster than ever. What artistic blending of colors! And such exquisite patterns! No, we can't go into descriptions; not room, and we'd fail anyway. The wonderful beauty can only be appreciated by a personal visit. But you may form some idea of the richness and brightness of the show by remembering that not a carpet or rug ever saw the sun of a previous season. And know this: prices the lowest here.

Nothing but furniture, but everything in furniture.

#### The Dainty Bedroom

Living in it, one discovers some dainty touch of fresh beauty is needed to round out its perfection. This is the season to give the desired touch.

#### Six Short Days

Our great odd piece clearance is over. The final days of this sale will go down in history as the greatest value-giving event that ever happened. Just see the splendid furniture, carpets, and rugs that are so greatly underpriced. You owe this to yourself—pick out what you know to be cheap—what you can't use now have set aside for future delivery. Don't bother about money.

#### A Pretty Sideboard

Will add greatly to the appearance of a dining room. It will make a rather plain dining room look attractive. If you haven't seen our stock it will pay you to look at it. It won't cost you much to make your home attractive if you buy your furniture here.

#### A Dining Table

How many people must sit around your dining table? Makes no difference whether you want one for four, six, ten, or twelve people—round tables or square—this is the month of all months to buy and save money by buying.

### Artistic Metal Beds

Graceful shapes, beautiful colorings, handsome finishes characterize the metal beds of today. The best work of the most noted metal-bed works can be found on our floors. There is no design so new that you cannot find it here, while we have the most inexpensive metal beds made that can be called "good." Our stock also embraces a great many novelties at moderate prices, and from that on up to the finest beds made.

### Chairs

In view of the fact that we believe that every one in the world gets tired at one time or another, we have decided to give everybody who will take it a rest for a small outlay of cash.

For all that is newest, for all that is best and most satisfactory in furniture and floor coverings, we can splendidly meet your demands.

### Simple Furniture

Furniture of the robust, simple kind forms the strength of our conception in dining-room furniture for the country house. Oak in soft green or in our brown fumed color brings a sense of absolute harmony in sideboards, corner closets, extending tables, and chairs—that combine to make a perfect room. Woodcraft in its simplest form is shown to perfect advantage in these pieces.

Did you say, "keep house?" Why, yes, dear—so see Krouse.

### Oriental Carpets

February is always the month for bargains—the month when thrifty buyers anticipate their needs and save money. This annual sale of Oriental rugs and carpets is a money-saving opportunity. It is worth something to us to be kept busy during the so-called "dull season"—it is worth something to you to keep us busy. The numbers we mention are only a few of the many saving opportunities you will find in the Oriental department.

### Office Furnishment

Office furnishment is a special feature at this store. The small neat designs in carpetings most appreciated for office use are always to be found in stock, and the patterns and colorings to select from cover the entire range of desirable things.

### Furniture Fixtures

Exclusiveness, style, tone, richness—these are distinguishing features of our stock of fine furniture.

### For "Bohemian" Quarters

If you tire of having your pieces of furniture all blood relations and would like the much-sought-for Bohemian air for your rooms, look through our store this week. Picturesque chairs, stein racks, stands and cabinets of quaint design, and tables of all sorts are marked down to prices that will surprise you.

### The Fairest Valentine

For that "Old Sweetheart" of yours—one that will bring the light of pleasure to her eye, is here—the dainty lace curtains, handsome mahogany desks and cozy Colonial rockers for the sewing room will reach the heart of any fair one. Winning prices.

### Furnishings

Rich lamps and onyx tables at low prices. Home furnishers with an eye for the artistic were abroad early yesterday; and, as a result, this stock straightening among the lamps, onyx tables, and electroliers is well on its way. You're apt to find on our floors, rich, artistic specimens of pottery, bronze and wrought-iron lamps that you can discover nowhere else.

### Clocks

A clock should be more than a timekeeper. It should combine beauty and attractiveness with accurate timekeeping. We have not a clock but looks well and times well, too. Tastes will differ; so will prices, and we can fit all conditions of buyers' limits. All have the sweet cathedral chime gongs. Buy your clock of a practical clock maker who knows how to take care of it for you—and will do it. Buy here and we will see that you have a timepiece as well as an ornament, and an ornament as well as a timepiece.

## Leather

### Serviceable

The right place to buy trunks, is where you know they are reliable—most anybody can pick out a stylish, handsome trunk, but you have to take the merchant's word for its reliability; that's why it pays to trade at a safe store, and that's why the bulk of the trunk business comes here.

### Dress-Suit Case

Here's a dress-suit case that you'll be proud to carry—one that will travel, wear well, and look well when the cheap kind looks shabby and goes to pieces. There's not a cheap feature about this case, except the price.

### Vacation

Going on your vacation soon? Going to take a trip soon? If so, you need a trunk. In fact, you need a trunk anyway, whether you are stationary or traveling. And when you buy a trunk see that it is strong, serviceable, trim, and reliable—such a trunk as you will get here. We can supply you with the right trunk, the right dress-suit case, and the right traveling bag at a price that meets and vanquishes competition.

### Harness

The harness for your horse is like a suit of clothes for your body. If you are fastidious we can suit you; if you feel that economy must be practiced, we are just as willing to help you. No matter what your demands, they can be satisfied here.

**When You Travel**

Don't worry, don't fret; life is too short to be thinking about "smashed-up trunks" and mused-up wardrobes. You don't have to do it, for if you use the above solid and convenient trunk your trunk troubles will be at an end. It is "smash proof," has a place for everything, and everything stays in its place.

**Purses**

Do not be content to carry that dilapidated old purse of yours when you can buy a new one for such a small price as Dean charges you, and such an assortment to select from. You never would dream that any store could dispose of so many as Dean sells. Purses of seal, purses of alligator, walrus, fine morocco, and finished and lined so carefully. All prices, all sizes, and all styles.

**Collars Worthy of the Dogs**

There are many things for which one is accustomed to look to the foremost saddlery establishments. Cross dog collars, for example, are worthy of the finest dogs. They are made in all sizes and of all kinds—suitable for every character of dog, from a King Charles Spaniel to a Great Dane.

**Your Horse Can't Tell You**

But he'll appreciate a new harness just the same. Try him and see. This is the place to buy your harness.

**A Respectable Grip**

You're judged half by your grip when you're traveling. Don't leave town with a shabby one. You'll wish some one would steal it if you do. We are doing the season's business in traveling bags, suit cases, valises, and grips of every kind. We give you the widest possible range of variety.

**Art Leather**

Need a new purse? Why not take a look at our new leather goods? New sizes, new skins, and the right prices to suit your old purse.

**Traveling Bags**

There's just as much style, or lack of it, about hand bags as there is about clothes. And a traveler who carries a stylish bag is contributing considerably to his personal appearance.

**Bright New Trunks**

Not the old patterns, but bright, new styles, fresh from our factory. Not the old, scratched, shop-worn trunks offered and advertised elsewhere, but trunks that impress you as new from every view. Such we offer you and at correct prices. We have several new styles that are taking well. Give us a call. It will cost nothing to look at the leading trunk, bag, and harness house.

**Timely Aids to the Traveler**

We can save you money in your trunk purchase, as well as give you unusual trunk satisfaction.

**Traveling Necessities**

In the way of bags, valises, suit cases, and trunks are special features here. You'll find our quality up to your idea of what's right, and our prices distinct winning possibilities for your purse. The same will also apply to our elegant line of pocketbooks, card cases, ladies' wrist chatelain and shopping bags.

**China, Glassware, Etc.****Cutting Cut Glass**

A process different from "gilding refined gold" or "casting a perfume on the violet." Gilt and perfume would not enhance the charms of the gold or the violet; but our cutting will greatly add to the attractiveness of about 200 cut-glass nappies that go on sale tomorrow. We bought a large quantity of them at a price which enables us to offer them at figures lower than they can be purchased at wholesale today.

**Chafing-Dish Comfort**

For a cozy little supper on one of your evenings at home or after the theater this handy little chafing dish will be found indispensable in the preparation of dainty and appetizing dishes.

**Cut-Glass Tableware**

A few pieces of cut glass give an air of richness and elegance to a table; and while it is true that they are somewhat of a luxury, for those who can afford them the following items present some very choice values.

**China Dinnerware**

Every new visitor to our newly redecorated China salesroom expresses surprise at our low prices on fine imported table china and regret at not having earlier learned where to come for their purchases of chinaware. In our collection are many new and exclusive patterns never before shown and reserved exclusively for our own trade, which will interest all buyers desirous of unique and refined chinawares. To give some idea of our low prices we append the following list.

**Are You a Lover**

Of fine cut glass? If so, you should see our bewildering assortment. It is complete and contains only such pieces as warrant the conscientious recommendation of a house with a 36-year-old reputation for square dealing and consistent prices.

**Have You a Turkey Set? •**

We are offering this week a 13-piece turkey set, semichina, beautiful old blue decorations and gold edge, making a most beautiful set—at only \$6.

**Art Triumphant!**

The triumphs in art work—the Edgerton hand-painted china exhibit—we are showing had better be taken in now. On Monday, unless we can arrange to defer it, we will ship what remains.

**Badly Broken Prices**

For intact dinner sets. Many, many times before have we told you about our superior assortment of dinner sets. We hope to tell you many times again. Never have we misled you by misrepresentation. What we state, you can depend on. We appreciate your confidence and cannot afford to deceive you.

**Imported Dinner Sets**

Startling prices on imported dinner sets. You would naturally expect a larger assortment of chinaware at Hamburgers' than elsewhere in the city. Well, there is. And that isn't the best of it; it is the quality and prices that will win your attention. How many families who have been keeping house for a year or longer have a dinner set bought at that time entire? We will venture not one. In fact, chinaware, for some reason or other, becomes broken so easily that it doesn't take many months or weeks to so demoralize a set as to need a new one. Now, we don't ask exclusive prices but we do give exclusive styles and the best of quality, so check up your chinaware supply and see if you cannot economize along some other lines sufficiently to buy one of these desirable sets.

**Bric-à-Brac, China, and Glass**

First of all, this is an exhibition, in a most elaborate way, of all the dainty wares in which the tasteful housekeeper takes a pride. Further, it is a representative presentation of the wares of most of the large china and porcelain factories of America, England, France, Austria, and Germany—the lion's share coming from the Havillands and other famous makers in Limoges, France. It is also a broad and fascinating exhibition of another branch of the ceramic art, by reason of the magnificent collection of bric-à-brac that is assembled here at this time. So much for its general public interest. Yet the final and vital merit of this September sale is its economy—the magnificent savings which it brings to the hands of the thrifty and careful lovers of beautiful wares. It is the giving possession, to those who desire it, of these artistic and elegant things for the home, without the usual taint of extravagance. It is bringing straight from the hands of their foreign makers vast and complete stocks of fresh, new, beautiful, and perfect wares, at such price concessions as are known elsewhere only on undesirable fragments of picked-over stocks.

China, glassware, table silverware, cutlery, kitchen utensils, and house-cleaning necessities all are included in this great combination offering, which affords economies never before equaled. And there's not a single unworthy article in all the enormous collection. No seconds of anything. Nothing that the most careful woman need be afraid to buy. Only the best things of their kind—but the best cheaper by far than the best has ever cost. Read the following lists carefully, but remember they only suggest the opportunity. The unmentioned bargains are far more numerous and every bit as good as these we tell about.

**New Arrivals in Art Wares**

The collection was never larger, never finer than at this minute. Dainty china, exquisite pieces of marble or bric-à-brac, such as grace the cabinets of collectors; more serviceable and scarcely less beautiful sorts of tableware that discriminating housewives delight in having in their china closets; and so on to the most inexpensive kitchen pottery. It's an interesting showing. Come and enjoy it—it's yours for pleasure or to profit by.

**Holiday Cut Glass**

The sparkle and glitter of cut glass among the Christmas presents is bound to be appreciated by the woman with a pretty home. Wanamaker cut glass has always been distinguished for its beauty and richness, at prices characteristically below regular market values. This season, the news is more than normally interesting; for we have obtained, in addition to our splendidly varied regular stock, many beautiful pieces of cut glass at about half their full values; just in time to tell the thousands of gift hunters about them.

**Genius Cut Glass**

This week I am showing some cut glass made by artists—men whose rare genius enables them to produce wares which have never been equaled.

**A Distinguished Christmas**

Is assured if only you will carefully exercise your right of choice in the matter of presents. Some things have a permanent and classic value like the works of a great master. Libbey cut glass is as cheerful as sunlight, as beautiful as a flower. Like the paintings of great masters, each piece of Libbey cut glass bears the name of its maker. Made in a great variety of designs, and for all uses it is practical as well as ornamental.

**Chocolate Pots and Cracker Jars**

Striking, novel, and inexpensive; new effects, large variety for you to select from. Just the thing for wedding and anniversary gifts.

**Pictures, Wall Paper, Etc.****Do Your Papering Now**

Before the great rush of house cleaning. We've the largest force of skilled workmen in the city, and are able to take care of your order promptly. We also guarantee all our work to give satisfaction. Our new papers are nearly all here, and are certainly marvels of beauty. We've a few of last year's papers left at very low prices.

**Wall Paper**

That represents the highest artistic conception of the world's greatest designers, ranging in price from the most expensive grades to the cheapest grades, yet all are masterpieces. We will make it to your advantage to buy of us. Call and examine samples.



#### A Paint Surprise

It will surprise you to see how it looks, how it wears, how easy it works, how economical it is when you paint with Ramsey's paints, the oldest and best-known paints in Canada today, made from best paint material, to fight off hot sun and storm, to outlast all others and at just the right price for pure paints.

#### The Return of Spring

Always reminds one of the pictures on your walls that need reframing or repairing and cleaning—or you may have a fine old-gold frame you wish refinished. Gold-leaf work our specialty. We make the old-gold frames good as new at very little cost. Remember we have the largest assortment of pictures, frames, and moldings in the West, and our workmanship is the best. Just call phone 188 or drop us a card and our picture man will call and tell you what we can do for you.

#### Jap-a-lac

Is invaluable in cases of emergency, and every housekeeper should have a can on hand all the time. Often a piece of furniture is badly scratched or the interior woodwork discolored. Bring out your Jap-a-lac and in no time you will have a smooth, brilliant finish that will wear like iron. Any one can apply it. Nothing on earth like Jap-a-lac for rough floors. It makes them look like fine hardwood. Thousands of people everywhere use and praise it as the best and cheapest preparation.

#### Wall Papers

We carry in stock on our 4th floor our own importation of the newest French and English wall papers, many of the styles being exclusive to us for America. The designs are all carefully selected and the variety is such that we can supply all the demands of good taste. Prices are from 20c. per roll upwards.

#### Cold-Water Paints

Our excellent cold-water paint is inexpensive—and the water to mix it is absolutely free everywhere! It is very easy to prepare and apply. A child can do it. It is an excellent disinfectant. Will not chip, scale, or rub off. It increases the light wherever used.

#### You Be the Judge

We have received and placed in stock an entire new line of elegant wall papers. We think this season's productions are more artistic and adaptable to all the various apartment houses and residences than ever before. However, don't take our word for it; see the patterns yourself. You be the judge.

#### The Entertaining Season

Decorations for the parlor, bedroom, library, hall, or dining room, chosen from our two-toned effects in olive greens, old rose, rich reds, and dark greens, and in pretty floral and treseo patterns, will make your rooms bowers of beauty during the entertaining season.

#### She Was Satisfied

And why? Because her picture was correctly framed. Any picture can be ruined by improper framing. We are specialists in appropriate framing.

#### The Real Thing

Paint that is paint—every bit of it. Pure white lead, pure linseed oil, pure coloring pigments and nothing else, excepting a thoroughly scientific grinding and mixing of the parts together so that they will cover more surface, cover it better, cost less, and last longer than any other paint. That's the "L. & M." kind. If, after you have used the Longman & Martinez Paints, you think some other kind would have been cheaper and better, we'll repaint your house without charge with any paint you may select. All kinds of painters' supplies.

#### Graduates

Your diploma can be best preserved under glass and frame. We have new and appropriate moldings at exceedingly low prices. No charge for mounting, which will prevent wrinkling.

#### Paints

For indoor or outdoor use. These ready-mixed paints are the best that can be produced. They are renowned for quality and for brilliancy of tone. We recommend and guarantee them. Any quantity, or any color you desire.

#### Announcement

We invite you to inspect an exceedingly fine selection of imported novelties fresh from the great European markets from which our representative has now returned. The selection embraces the widest variety of articles of exquisite workmanship in bronze, wood, leather, and enameled ware, particularly suitable for Christmas gifts. All the important art manufacturing centers of Europe have been visited in order to secure the most attractive designs. We call your attention specially to the bronzes, fine gilt frames, desk equipments, enameled ware, and leather goods bought in Paris; the carved leather and ivory novelties, dolls, toys, etc. bought in Germany; the bronzes, leather goods, articles in wood, etc. bought in Vienna; the cribbage boards, patience boards, whist and bezique sets, Staunton chess, etc. bought in London.

#### Paint

Insure your porch against decay by using paint that protects. Paint is cheaper than lumber and repairing bills and a heap quicker. Two coats of paint a year will make a porch and steps last 10 years longer. Paint that is walked on, scrubbed, cleaned, and exposed to the weather must be good paint.

#### Banking on Paint

The practical painter says you can "bank" on Patton's Sun-Proof Paint because it saves the cost of at least one painting every 5 years. The painter "banks" on it because it gives him a reputation. Guaranteed to wear for 5 years.

## Plumbing

### Yours for Good Plumbing

A happy man or woman is he or she who sends to us by mail or telephone for their plumbing or electrical repair work. We are yours to command for hurry jobs, and that we give entire satisfaction is vouched for by over 1,000 pleased customers.

### Don't Go It Blind

When it comes to a matter of choosing what kind of plumbing is going into your house. It will pay you to get posted now. All the information on this subject, which has taken us years to get, is yours for the asking.

### The Top Note

In matters of plumbing we always aim to reach "the top note." You sometimes want a repair job done in quick time and on short notice. That's the time to test us. Send in your hurry call to phone 337 A, and note how quickly, accurately, and satisfactorily the work is done. The very "top note" of good service and good work is assured. That's why we grow.

### The Small Troubles

The small plumbing troubles at home may wear on the family until the god of love becomes despondent. Don't permit the small leaks to continue and there will be no big ones to fix. If frost (and there is more to follow) should cause a leak in the pipes, remember that quick service is yours. If you telephone 337 A, the man will hurry.

### Bath Comfort

A shower of comfort in warm weather you can take any time you feel disposed when your bathroom is fitted up in modern style with a good shower apparatus, porcelain-lined tub, and good closet. Do away with the antiquated old tub and wash bowl, and let us put you in improved sanitary plumbing worthy of the times. If we do it, it's done right.

### Plumbing That Pays

People say our plumbing pays them. Our work is first class. Expense stops there. No repairs, for it's done right in the start. No delays, for we do the work promptly. Try us.

### Little Job or Big

From the repairing of a faucet to the installation of a complete plumbing system, we are equipped to do the job.

### The Health of Your Family

May be endangered by allowing the plumbing in your residence to get out of repair, letting the deadly sewer gases hold full sway about the house, spreading disease and wretchedness. All this can be easily prevented by having a first-class plumber inspect your bathrooms, water closets, etc. every once in a while. I will gladly furnish estimates on plumbing work.

### A Healthy Home

Insures healthy inmates—nothing so dangerous to the household as poor plumbing. No excuse for that, when our knowledge, skill, and experience are at your disposal at such reasonable cost. When we have gotten your plumbing into fine order, you'll O. K. the job; O. K. the bill without question.

### It is a Rather Chilly Proposition

To wake up in the morning and discover that water pipes have burst and that you can skate around in the kitchen or bathroom. There is only one thing to be done at such a time, and that is to telephone as soon as you can to 337 A. Your troubles will soon end.

### It's a Pleasure for the Children

To bathe when the bathtub is clean, bright, and sweet smelling. There's where we are the little-folks' friend, and grown-ups may share their delight if we provide the tub and install it in your home. Excellent porcelain-lined bathtubs are so inexpensive now that you ought to let us put one in.

### There Is a Big Demand for Rents

With improvements. If you want to have your houses bring more rent money put in modern plumbing. The cost will come back to you in short order, and prove the best kind of a permanent investment. I would like to talk the matter of expediency and expense over with you. At my figures it won't cost you so very much. You call or I'll call, just as you think best.

### An Envyable Reputation

When you need a plumber the chances are you need him pretty badly. And why not get a good one—it doesn't cost any more. We make a specialty of fine sanitary plumbing and enjoy a reputation for skill and reliability second to none in the business.

## Provision Markets

### A Good Breakfast

One that will make you smile with delight can easily be had if you buy your meats at Bales's meat market.

### Good Food

A critical eye, a fastidious taste, and a good judge of good food never has fault to find with our meats. Our cuts are generous and fair, and are always made to suit the desires of our customers.

### Assists the Appetite

A good spread is an appetizer. The fish department offers the finest shad of the season—large and fat.

### Mill-Pond Oysters

The aristocrats of oysterdom need no introduction to oyster lovers. They're medium in size—plump—and have a flavor that places them in a class by themselves.

**Choice Cuts**

Choice cuts are what most people want, and they always get them at the Bay City's meat market. It is no trouble for us, because we always have the stock. The very finest selected beef, lamb, mutton, veal, pork, and poultry, and our prices won't hinder you from buying.

**How Much, Please?**

Want a choice cut of prime roast beef or tender, juicy lamb? Maybe it's pork you want or a nice, delicious steak? Ham, sausage, bacon, or chops may be your preference. Whatever it is, we have it and at quick-march prices.

**A Fish Story**

For the Lenten season. Some of the so-called "fresh fish" are the kind that were caught goodness knows how long ago, placed in cold storage, frozen, bought probably months later by dealers and sold for "fresh fish." Well, they are fresh fish, in a manner, but the freezing process has about taken all the goodness out of them, and they are not one-tenth part so good as fresh fish that are fresh from the waters. The kind you get at Keane's is the fresh lake and sea fish, right fresh from the waters, and we guarantee them to be fresh. We also carry a large variety of smoked fish and salt fish. We should like you to take a peep into our smoked and salt-fish window, because it will clinch our claim that our fish department is better prepared to serve you in quantity, quality, and price than any other fish market in the city. We carry a full line of Lenten goods and would be pleased to receive your order. Here are a few varieties and prices, which will give you an idea of how we can serve you during the Lenten season.

**Wade Hams**

Wade hams, a breakfast bite  
That sharpens up the appetite.  
Small and tender, delicious, nice;  
Smoked with hickory—here's the price:  
Hams, 15c.; sliced, 25c.

**Wade Hams**

Wade hams are small and sweet—  
They make the best of breakfast meat.  
Customers are pleased to say:  
"Best we've found in many a day."  
Whole, 15c.; sliced, 25c.

**Wade Hams**

Wade hams are a delight,  
Try them once—you'll find them right.  
Smoked with seasoned hickory wood,  
Sugar cured—they must be good.  
Whole, 15c.; sliced, 25c.

**Pork for the Beans**

A little thing, but of the utmost importance. Some won't use pork, are afraid of it. But baked beans without pork are like the play of "Hamlet" with Hamlet on a vacation. Use pork and buy it here. We know our pork is pure and sweet. You'll know it after a trial. A streak of fat and a streak of lean—if you like it that way. The beans—nice, clean beans—to go with the pork.

**No Risk at Hayes's Market**

You can follow the most delicate and choice line of cooking when buying here. As in New York so it is at Hayes's. It's a question of what you want. Select buying gives good cooks a chance.

**Fish**

Make a selection from the following list and you will be certain of a good dinner tomorrow: Fresh mackerel, whitefish, bluefish, fresh cod, halibut, ciscoes, salmon, smelts, perch, pike, trout, oysters, scallops, lobsters, shrimps, clams.

**Beef and Lamb**

Our beef and lamb are not the wild western meat that is hard to cut and still harder to digest. It is young, tender, toothsome, and wholesome.

What will it be—chops or roast?

**A1 Cuts**

It makes your mouth water as you slice off a succulent piece of the tender roast beef procurable at our establishment. Of course, much depends on the cook—don't blame it all on the butcher—but we'll take a chance on that, for we know our meats are A1 cuts.

**No Strings to It**

That means a fine, thick, tender, red, and juicy steak we will cut for you any day you call on us, write us, or telephone us.

**Dainty Chops**

Dainty chops cannot be cut out of poor lamb. We cut nothing but the finest produced. The finest and heaviest beef to be had. A complete line to be found in a first-class market. Our customers bear us out in the statement.

**Good Service**

Ready for you when you need anything in the line of fresh or salt meat—beef, lamb, mutton, pork, ham, or bacon. We know what we are buying; therefore, know what we are selling—know how to cut it up, too, and we would like to have more of your trade. You'll benefit by it, as well as we.

**Telephone Us**

Just ask us over the telephone what you ought to have for dinner, and we will suggest something you want. We have everything that's good in the meat line that can be found. Careful attention to the wants of our customers has given us the prestige in the meat business.

**Best Meats**

We carry the best meats obtainable. We never sacrifice quality to make a low price. We use the utmost care in selecting our meats and see that they are properly kept for the short time they remain in our store. Our prices are not high. We don't try to give as little as possible for the money, but just as much as possible. A trial order will convince you that what we advertise is true.

**Has Quality, Makes Strength**

Meat is necessary for the health and strength. You need the best meat in order to fit you for the labors before you. Here's the meat that gives you strength. The best for your money and the greatest satisfaction to the entire family.

**Canned Meat**

Have you inspected our stock? It is tempting to one to do so. There are so many varieties, making it possible to change one's bill of fare for many days without sameness. They are also very economical, which is quite an item when fresh meats of all kinds are such an expense.

**Fit for a King**

Our trump card is fine, fat, juicy roasts of beef, with grain fine as silk, and tender as a sucking pig. It is fit for a king, as well as our superb steaks, chops, poultry, pork, and fish. We choose nothing but prime stock for our patrons, and cut it and send it home in ship shape, prepared to be put right into the oven.

**Choice Cuts**

Of meat are to be found here, of the quality and in the condition desired by epicures. Tender meats arrive here daily, and no other kind is ever permitted to enter our store. We take pride in cutting meats to please our customers. You are not compelled to take what you do not want. Should you ever buy of us meat that is not as represented, bring it back and we will return the money.

**Appetizing**

To tempt the appetite and nourish the system our choice meats are not excelled by anything. The weak and the strong, the small and the hearty alike enjoy them.

**Fresh Meats**

A full supply of fresh meats will always greet your eyes if you look through our ice boxes. We know your wants and know how to meet them with meats of all desirable kinds. Little legs of pork for roasting. Order one for your Sunday dinner—you've never had anything quite so good.

**Prime Beef**

There is a vast difference between ordinary beef and the kind sold at this market. None but the heaviest, tenderest, juiciest beef sold here.

**See for Yourself**

What you're getting in the meat line—the kind, the cutting, the weight. The more you see, the better we will like it, because the better you will be satisfied. Well enough to leave it to a servant most times, but see for yourself once in a while. We have on hand every good thing in the meat line.

**Expert Judges**

Of prime and juicy meats are always delighted with the choice cuts that we send to their order from our stock of fine meats. We handle nothing but the best.

**Pretty Cuts**

And pretty pictures don't do a man much good if he's hungry—unless the pretty cuts are well-selected cuts of choice beef, lamb, mutton, or ham. That's what we supply—good meats, properly cut, boned, and trimmed, and we would like to supply your larder. Our prices, as well as our meats, will suit you.

**Tobacco and Cigars****The L'Amorita Cigar**

Is the cigar every smoker who values his health ought to smoke. The reason is that it gives the educated smoker the pure, pleasant, delicious Havana flavor and that it may be smoked freely without causing disorders of the nervous system and digestive organs.

**Puffs**

We've got the best puffs on earth. If we can't suit your smoke taste you had better see a doctor.

**Cigar-ology**

About the "Hiawatha." The more the hygienic value of the foil wrapper around each "Hiawatha" cigar is understood, the greater our business grows.

If you smoke and desire a Havana-filled cigar and an enjoyable smoke at a price that makes smoking an inexpensive luxury, try the Satanola Crooks.

The reason why we are gaining trade every day is not hard to understand—our cigars have stood the test—our stock is kept perfectly—our method of doing business is right and we are daily adding to our list of appreciative and satisfied customers.

**Perfection in Cigar Making**

The constantly increasing demand for the Brownie's perfect cigar is due to the fact that they are always up to the standard. We don't put expensive stock into our cigars first, to seduce you into buying it and then substitute inferior tobacco in order to increase our profits. In this famous cigar you have perfection in workmanship and material which will please the most critical smoker.

**The Benedict Cigar**

A mild, sweet, short smoke, such as the Benedict affords, is highly commendable for many reasons. Few men care for a longer smoke at any one time. Absolutely all other cigars of all sizes and kinds are either more expensive or greatly inferior. The rich quality of the Benedict satisfies the most particular smokers, while its low, popular price enables the smoker to cut his cigar bill down very materially. It has a clear Havana filler, and is 3½ inches long. It is the handiwork of skilled cigar makers and comes from a large, clean, modern factory that appeals to men of good taste, and contrasts sharply with innumerable factories where cheap cigars are made.

### The Parkhurst

Is, without an exception, the leading 10-cent Londres cigar in this country. It is made with a high-grade aromatic, clear, long Havana filler, with a Sumatra wrapper, by skilled union labor. It is one of the very few cigars manufactured in this country which is absolutely hand made. Our facilities for buying Havana tobacco are unsurpassed by those of any other firm in America, as one of our directors is a resident of Cuba, and an acknowledged expert in the selection of choice Havana tobacco.

### Sunday's Not Sunday Without Good Cigars

You'd be as uneasy as a fish out of water, if you couldn't put your hand on a generous supply of smokers. Might as well have the Best, while you're about it. The "Best Cigars" are not expensive when bought here. We have prices on cigars that are peculiar to this store. Here are two splendid brands, either of which will make the day a day of rest and enjoyment for you, if you smoke them.

### Always Insist

On getting a Hikakiah. Because you are not paying for chromos, schemes, etc., but for fine quality Havana tobacco. Equal to imported cigars.

### Scratch

A match or use a lighter just as soon as you can and smoke one of the Lord 10-cent cigars, union made. The satisfaction and pleasure experienced will convince you that you have had some enjoyment today.

### After the Start

And during the time you are smoking the Lord 10-cent cigar, you will congratulate yourself to the finish with its superiority over other 10-cent cigars. It is as good as any 15-cent cigar. Try the Lord next time.

### Don't Be Behind-hand

And think that because the Marksman 5-cent cigar is sold at this price that it is not as good as most 10-cent cigars on the market. Try one for your next smoke and you will see that our claims are correct.

### Good, Clean, Healthy Tobacco

Rolled up into a cigar tells its own story. Our Blizzard 10-cent cigar tells its own story. It contains nothing but rich, waxy tobacco, and we have a reputation for turning out high-grade work. Our cigars are held in high regard by every one who has tested them thoroughly. The Blizzard is a rose without thorns and is equal to any for the price.

### Little Opera Cigars

A little cigar, about 3½ inches in length, but the quality is extra fine. Everything about them, the filler, binder, wrapper, and workmanship, is 10-cent quality—the small size only, enabling the working up of small stock, is accountable for their low cost.

### Quite a Breeze

Our plan of advertising the Hiawatha cigar during the past year has stirred up "quite a breeze" among smokers and even in business circles. The all-pervading smoke is the fragrant incense of the Hiawatha cigar, which thousands are burning. There is something so exhilarating about it that it is even enjoyed by those who do not smoke. It possesses the true Havana flavor—a delicious smoke that satisfies every requirement of the smokers of exacting tastes. It is absolutely healthful, and no matter how freely indulged in will not cause that dull or shaky feeling which follows the use of some cigars.

### Cigars Kept Properly

The best brands of cigars to be found in the city are to be obtained here, and they are kept just right. You won't find them dry and brittle, with the wrappers peeling off. They are always in good condition when kept in cigar cases like ours. When you want a good smoke come and inspect our choice lot of goods.

### Bouquet

For over 25 years America's standard high-grade 10-cent cigar. No matter how fastidious your friend's taste may be you need not be afraid to offer him a cigar of this old reliable brand. If he's a judge of quality he will know that Thomas's Bouquet is soft hand made from best quality Havana tobacco.

It's the difference between the ordinary cigar store and ours that stamps ours as being "up-to-now."

### Summer for Smokers

While on your vacation we couldn't suggest a cigar that would give more genuine satisfaction than the L'Amorita.

### Are You a Judge of Cigars?

The more you know about cigars the better it is for us—the better it is for you. If you are not a judge of cigars you must trust the manufacturer. Here is where reputation comes in play. The Hikakiah perfecto cigar is made by a large successful house, whose reputation for producing high-grade goods has long been established. No other cigar is enjoyed so universally as this popular brand and its high standard is always maintained.

The man who smokes and smokes well and appreciates the best is the man we're after. Try us once—our Broadway stores.

Be careful that you don't burn good money for bad cigars. The only way to be sure about it is to buy your cigars, cigarettes, and tobacco at this establishment. You'll never get left—you'll always be put right.

Here is a pipe such as you have long looked for—a pipe that will tickle the connoisseur and delight the every-day smoker, as it is a genuine French-briar pipe; walnut color; bulldog shape; with a 2-inch real amber mouthpiece.

## Laundry

### Shirt Wear

Hard usage is what shirts get at many laundries. We pride ourselves in the care and attention each garment entrusted to us receives. That's why they wear so well when laundered here.

### Straight-Front Shirts

Look at your shirt; if it's one of those open-front, closed-at-the-neck kind and has had ordinary laundry service its straight front is probably nearer a "wave line," and the buttonholes aren't apt to be within speaking distance of each other. Our way of laundering this kind of shirt makes the fit, finish, and "feel" of them faultless.

### A Pleased Customer

Who is inside of this shirt? would be hard to guess, but if it is one of our patrons you can be sure that it is a man who is well satisfied when he gets it on. The man that gets behind a shirt front laundered here always beams with satisfaction when he sees the exquisite color and finish that we have laid on it. Our work is the acme of perfection on shirts, collars, cuffs and you can't match it anywhere.

### Laundry Superiority

Men and women who admire quality in laundry should investigate the superiority of our work. It is noticeable in all classes of laundering, but particularly on full dress shirts, fine shirt waists and other garments that require skill and care to produce the best results. Send us your bundle this week and we will show you what it is possible to accomplish by high-class laundering. Phone 2890 and our wagon will call.

### A Clean Shirt

Be joyful always in the knowledge that your shirt front, collars, and cuffs are things of beauty, by having them done up here. No cheap gloss illumines your shirt bosom, but a real distingue color and finish that you can display with pride and satisfaction. Your linen looks equal to new when laundered by our perfect methods.

### Did You?

You never had a shirt on your back better laundered than the one we returned to you last week. Didn't send us any? Well, that's not our fault—your misfortune. Try us this week and see the difference. We call for and deliver goods, of course, and we do 'em up right, as you'll find after we tackle the first instalment which we hereby request.

### The Pressure of Laundry Work

Done at home is felt by the head of the house and all the members of the family. Why not be relieved of it? Send all or at least the fine things to The Lebanon Steam Laundry and the result will be highly satisfactory. We use fine soap, pure water, and a liberal allowance of skill and common sense. Shirts, collars, cuffs, and starched goods are a specialty.

### Laundry Care

The property of a gentleman receives our best attention and is laundered in that perfect manner for which The Troy Laundry has become famous. Cuffs, collars, and, of course, shirts are treated to just the right quantity of water, soap, starch, and iron. Negligee shirts are not made stiff and starched goods soft. Exactly right is the verdict on our work.

### Luxury of Clean Linen

The luxury of linen laundered shirts is yours at small cost if you patronize the Cascade Laundry, for there nothing is turned out in any other way but the right one. Our facilities for thoroughly cleansing and properly ironing shirts, collars, and cuffs for gentlemen are unexceptionable, while ladies cannot fail to be pleased with the skill we display in doing up the most delicately trimmed underwear, shirts, etc.

### It's All In the Laundry

When your linen isn't just right it is noticeable. There's something lacking that can't be made up by the finest outer garments. Send us your laundry this week and we'll show you the difference between correct Troy domestic finish and the ordinary. We have made this a study and equipped our plant to produce the best results. That we excel in high-class laundry work is recognized by the best dressers in Columbus.

### Laundry Satisfaction

"The girl from up there" says there isn't a collar, cuff, or shirt-front laundered anywhere in the country that can compare with our laundry work. The color and finish are superb, and they always give genuine satisfaction to our patrons. Ladies' shirtwaists are also laundered in a manner that makes them look like new, and the color is preserved longer than by having them done by any other method.

### Something of a Sensation

Will be created in your eyes when you examine the exquisite finish which is put on a dress shirt when done up at the Northwest Laundry. The same thing holds good with vests, ladies' fine underwear and any work that requires care, skill, and experience, are done at this laundry. We call for and deliver.

### Perfect Linen Finish

The Troy finish is a finish that costs no more and is worth paying extra for. It is handsomer and more durable than the ordinary domestic finish. It is a finish that has won the patronage of tasty dressers. It is just pliable enough to give long life to the linen and make it set easy on the wearer.

It's the starching that makes shirts from the Model Laundry stand hot weather, damp weather, any kind of weather so well. The shirts we do up keep their shape and polish the longest. We do all kinds of laundry work well. Just try our work and find out how really good it is.

### See for Yourself

The best way to prove the excellence of our work is to show the work itself. We are especially equipped for laundering gentlemen's fine shirts. We give them a clean, satisfactory finish without polishing the life out of the fabric. We do them right—and that's why so many men like our work.

"Trifles light as air," but as important as weightier and more cogent reasons for patronizing any given laundry are the attention paid to "turning-over" collars, no tearing of buttonholes, no scorching of shirt bosoms—anything else for that matter. Many little make good laundry work—and permanent customers. We will suit you.

Your "wash" should be sent here. We will do it nicely, without "wear and tear," and at reasonable prices, too. In fact, we think it would be an economy to you. We wash with only well water, pure and sparkling—so the clothes will have no yellow streaks, such as occur with use of water from the James. We are laundering pillow cases, sheets, table cloths, napkins, and towels, all lumped together, at 25c. a dozen.

### Keep Cool on Wash Day

The easiest way out of wash-day cares, with its heat and steam, is to send all the family wash to the Palace Laundry.

A little better is enough better to make a change worth while, and our work is at least a little better than the second best, and much better than the ordinary. No trouble; just do up your bundle and telephone.

Summer style and comfort as well is very largely dependent on good laundry work, the kind done at the Bluffs City Laundry. All work here is well done. Collars and cuffs are laundered so you can wear them with some comfort; rough edges of old collars are ironed down smooth.

### Everything We Do Is Done Well

A smile of satisfaction will come over your face if you let us do your work. The green and faded look of those clothes is more apparent to observers than to owners themselves. Just look over your wardrobe and see if you do not find some that need to be cleaned or dyed. If so, send them to us or drop a postal and we will call and tell you what the cost will be to make them look like new. A trial will convince you of our ability to save you money in putting men, women, and children's garments and household articles in comparatively new condition to do service for a long time. Nothing is too dainty for us to handle. The costliest lace is as safe here as if you were here superintending it yourself. A word about our laundry. We don't rely on chemicals that bring out dirt and destroy your linen. We take as much care of your goods as if they were our own. Promptitude is one of our virtues. If we promise work at a certain time you will get the work and no excuses.

## Miscellaneous

### Neckwear

"It's the little touch of smartness that makes the smart girl smart." And it's nowhere so noticeable as in neckwear. Maybe it's a stock, a dainty collar, or one of those charming chiffon boas. It's the indefinable "touch," and as such woman wants it for late summer wear. Laces, too, innumerable designs, the kind that wear for years—suitable for handsome trimming.

### Ribbons

The ruling passion, the ruling fashion! It's the greatest ribbon season ever known! Ribbons flutter from every dress, from every hat, from hair, neck, corsage, waist, and skirt. Come when you will, and you will find our ribbon department crowded. The women know that they can find here just what they want—every color, tint, and design, every make, width, and style. And no matter what kind they may choose, they are bound to save money, because our prices are lower than those of the wholesale houses.

Women's exclusive neckwear and decidedly underpriced. Neckwear news of greatest value giving—it will create wide interest. All season Parker's has been to the fore in offering the finest and most exclusive neckwear for women.

### Fresh Ribbons

Just as the water in the brook runs on with never a hint of stagnation, does this ribbon business go on, the swift selling carrying off the stocks at such a rate that there is never anything old or undesirable in the whole section.

### Summer Ribbons

Ribbons and ribbons and ribbons—the scissors are kept busy all the time. But the price shears here have done some of the most notable cutting we know of. Tomorrow, for instance, here are some of the most wanted colors that at present are demanding full prices everywhere.

### Tomorrow Will Be Ribbon Day

The ribbon store will be a veritable rainbow show Saturday. Thousands of yards of the daintiest-hued ribbon you ever saw will flutter away to adorn many a trim Sunday frock. This is your chance to freshen up that thin dress of yours and save a bit besides.

Ribbon riot here—Monday. Five prices that'll certainly throng this theater of bargain giving tomorrow.

### Children's Hosiery

Qualities and dyes that we guarantee to give satisfaction. The first laundering won't show them up as imperfect goods. There's a heap of wear in these stockings; they're equal to the strain a romping child will give them on the playground. Special prices we're quoting on two lines for Thursday.

#### Most Desirable Ribbons

The main aisle holds a collection of the most wanted ribbons today. Superb qualities, choice colorings; and these little prices.

#### Very Fine Undermuslins

At least 10,000 perfect pieces came to us from three of the leading manufacturers. These are garments used for show pieces by traveling salesmen—all clean and smooth; not soiled and mussed, as you might expect, and odds and ends of the factories. Not a piece in this great lot has been made up for special-sale purposes. None of it is trimmed with trashy embroideries or laces. It is all such stuff as you buy here regularly—generous in cut, neatly trimmed, perfectly stitched—and it will be sold at astonishingly low prices. Pleased to have you make comparisons with any white goods anywhere.

#### Knit Underwear

Away back last spring we laid our plans for this sale, when knit-underwear makers were eager for early orders so as to keep their mills running to their fullest capacity. You will see one of our State Street windows filled today with these soft, creamy-white, fleece-lined vests and drawers. They are full sizes, with pearl buttons and embroidered trimming. Made of an extra quality, elastic-ribbed Egyptian cotton. Buy your season's supply now and save.

#### Undermuslins

The dainty conceits shown in our opening last week met with much favor. Since then we have received some new importations in lingerie, making the assortment style larger and the variety better. Among them are marvels of dainty workmanship. In the sheerest linen and nainsook exquisitely embroidered by hand and trimmed with real Valenciennes, Torchon, Cluny, and Point de Paris laces, splendid values and extraordinary prices prevail.

#### Sale of Tumbled Handkerchiefs

Prices are half and under half. An aftermath from the holidays—a lot of the handkerchiefs that have been tossed and tumbled and more or less soiled before Christmas—no real injury, but we can't offer them as firsts. All sorts and kinds—lace-trimmed, embroidered, hemstitched, scalloped, initials—in fact, all kinds that have been selling from 10c. to \$2. Each to close out at 5c. to 9c. A rare handkerchief opportunity.

#### Undermuslins

Muslin underwear, liberal in cut, right in make, and neat in trimming. The display is unusually attractive. The variety is great—including plain, medium, and elaborate effects in night gowns, skirts, drawers, chemises, and corset covers. Trimmings are pretty and elegant, sizes are full and liberal. Their delicacy and strength appeal to all women of exquisite taste. They justify higher prices, but we've marked them low to compete with inferior quality that flood the market.

#### Summer Sale of Hosiery

Was the hot weather waiting for this sale? Certainly no offering we ever made was more timely; for here are exactly the garments vital to hot-weather comfort, offered at quite positive—some at almost sensational—reductions, just at the moment when hot weather is ready to pounce upon us in earnest.

#### Muslin-Underwear Supremacy

Our muslin undergarments are fashioned from the freshest, cleanest, and daintiest muslins and cambrics. Delightfully made and trimmed with indescribable delicacy; charmingly stylish, embodying all the pretty sparkles of newness and style so much admired by exacting womankind. Every piece a matchless test of unrivaled and remarkable values. The price of our garments do not control the finish. The cheapest are perfectly finished, as well as the best.

Stop at the hosiery section, and look at the spring novelties. The suggestion they give of dainty summer toilets is very pleasant at this season.

We couldn't suggest anything in the way of hosiery cooler than these drop-stitch stockings with the openwork all the way around and running down to the toe.

#### Table Linens

Exceptional values in table linens. Every good housekeeper prides herself on the perfectness of her napery supply, for the most elaborate china or choice tableware looks comparatively tame if the table linen is frayed or poor. Thanksgiving and other festal seasons are approaching, so be forehanded and purchase a supply of choice linens now, and have them made up. Look where you will, comparison will prove that the following items are better qualities at lower prices than it is possible to find elsewhere in Los Angeles.

#### Linens

Dependable linens at cut prices, too. Linens, like diamonds, have to be bought on faith, unless you are an expert. The good appearance often comes out in the wash. At Brown's you get the facts. Linens that will wash and wear just as represented.

#### New Patterns in Needlework

The woman who enjoys working in linens will find the new pieces at the Art Needlework Section a perfect delight. We have received a new lot of stamped linens for table use, lunch and tea cloths, centerpieces, tray cloths, and doilies, either round or square, with embroidered edges or fancy hemstitching. The quality is superb and it is a fascination for the men lover to handle them. Mount Melick patterns are shown in the beautiful, very white cloth peculiar to that style, and on the new pieces, the colors are pastels, and the designs are great and to the point. Beautiful embroidered pieces for hanging, work are on presentation with sales for finishing. There are both floral and fruit designs.



### Fine Linens

The display of fine linens is more beautiful than even we believed. It is impossible to grasp the full significance of such a vast collection of exquisite linens by seeing the items one or two at a time. The full realization comes only when a broad presentation, such as we have arranged this week, groups the various classes of work into one large, continuous picture, which compels admiration from all who see it.

### Monday Towel Day

Four big lots—1,000 towels in all—prices cut like this: \* \* \* \* \* Monday only. This is our bid for your towel trade. Our profits will come from your better knowledge and larger buying of our bargains in shoes, hosiery, and other departments.

### Umbrellas

The rainy days will soon be here. Got an umbrella ready?

A parasol panic.

### Have You a Broken Rib?

Bring in your old umbrellas and I will recover them with fine gloria and make them as good as new.

### A Special Display

Of rich and rare laces and robes today and tomorrow. In the dressmaking parlors, third floor, you who are planning horse-show gowns or evening costumes cannot afford to miss this superb showing. As one lady remarked, "It takes time from shopping, but they're so pretty I just had to stop and look at them." Another said, "My stock of adjectives is exhausted," and so hundreds came and admired all day yesterday.

### Gloves

Women's \$1.00 gloves—two good kinds. The mannish or out-seam glove, in English tan or white, is as comfortable as a little boy's glove, as fashionable as any glove can be, and very sure to wear. Just the glove for walking, for shopping, for a hundred every-day needs. The most conservative would insist that it cost much more than its price, \$1.00.

### Shirt Waists

Charming beauty of the new shirt waists. Such pretty materials, such pretty styles! And the prettiest of them all are gathered at Magnin's. You see we make our own waists, we don't have to buy what the manufacturer makes up. We choose our own materials by the yard and then make them up in the choicest of the styles, carefully and neatly.

### Shirt Waists Ready

One must have three to begin with and two or three more later on. What colors to buy? What's proper? Where's the best place? A score of questions are awakened by the sunshine and the warmth of May. The store gives answer by a special exhibition of the daintiest styles.

### Women's Warm Gloves

The cold snap showed up the glaring inefficiency of kid gloves in keeping fingers warm.

### A Sale of Waists

Reduction lines have been sharply drawn about the waist store. Beautiful crisp creations, fresh from the maker, are here for your choosing tomorrow at zephyr-weight prices. Here they are.

### Good Taste

Good taste in a garment can't be described, but it can be felt, nevertheless, by every one who sees it. These silk waists have that indefinable something about them which makes them alluring to every woman who sees them. They are made as they should be, and at a fraction of real worth, because made from a lot of silks.

### Style

You can see a difference between personal style and common fashion. Style is the air, the poise, the grace—the movement that is your own—through every change of fashion. Fashion is common to every woman who can pay for it. Only one corset helps the development of that individuality which is true style—La Grecque Corset. Not a hard mold for the figure. It helps the figure to mold itself.

### La Premiere

The art of the corsetier finds its highest interpretation in corsets identified by this label. They are of excellent imported materials, and fashioned by hand. Whalebone "stays" them. Every possible point is gored. There are eight models, and over one hundred styles of daintily embroidered batiste, silk broche, plain silk, coutil, and sateen, trimmed in new effects; some have jeweled steels, hook, and attached garters with jeweled clasps.

Holmes, in "Guardian Angel," speaks of "the becoming dress which could not help betraying the modestly emphasized crescendos and gently graded diminuendos of her figure." Just how much of that was due to her corset, we do not know. But we do know that La Premiere Corsets will give you that effect.

### Correct Corset Styles

Too much cannot be said in favor of light, pliable corsets for stout figures. Nothing so surely makes fleshy women ungainly as to be encased in stiff, unyielding stays. To this particular feature we give the most careful attention when constructing our exclusive models. As a result, we fully enjoy and sincerely thank the appreciative public that so unanimously pronounces our corset parlor the corset center of our city. Realizing how entirely our patrons depend on us for advance styles and all detail corset information, we never relax our close associations with the authoritative salons of the world's leading corsetiers.

Some of the swellest things of the season have come in within the last few days.

**n Corsets**

ill-fitting dress demands a well-fitting corset as a prerequisite. Your autumn wardrobe—are you planning it or having it made? See how much better you'll like the fit of the Lillian corset. Made by the best makers in Europe, and not expensive, for such grace and beauty of lines as these.

**re-Building Corsets**

Why we make an interesting display of the latest styles in Nemo corsets, with a showing of the latest "figure-builders" of this famous make—and there is no comparison with the best that have hitherto on either side of the Atlantic. The Nemo "self-reducing" corsets are well and favorably known for several years. The 1903 models are more comfortable than ever, and lighter, though just as strong as before. The four different styles enable us to promise a correct fit in every reducing corset to every stout woman who seeks its aid; for we have a model for figures of every type—short and stout, and stout, short-waisted or long-waisted. We can also promise hygienic safety; Nemo self-reducing corsets, though effective in apparently reducing flesh, are constructed on lines which guarantee freedom from undue pressure on any sensitive part. The Nemo "Umbrella" corset is ready sold largely over our counters. As for women with flat backs what the reducing models do for those who are shy—it gives the figure a gracefully rounded contour. Then the "Delta Dip" and the "Hip Spring" corsets in the 1903 line are even more shapely than before. The "Curv mold" is fast winning wearers for the remarkable grace it gives at the waist. Women who wear domestic-made corsets will be interested in today's special offering.

**h Goods**

Why is the "jab" at wash textile prices. This is furious. They've over-stayed their welcome, and now they must go, and we have reduced their selling prices to that extent they will gladly exchange owners, and we'll be glad we introduced them to you though you shelve a waist or dress for a season or so until next season, they will retain their pristine freshness in your eyes.

**Wiffures**

Why is the leading women of fashion recognized as forming the styles of the season? The lover's knot has become universally popular for the low hair dress of the hair. It is made from naturally wavy hair of the finest quality; its adjustment is remarkably easy and quickly acquired by the wearer; and its effect, most charming.

**Goods Every Day**

The question is how to display them to your advantage. Time will solve all that is not the fault of the store. The stocks are being crowded.

**Bedding**

If there is a blanket-or bedding-need to be filled this fall or winter, now is the time to fill it. Prices will not again be so low, some of the special lots of blankets will be entirely sold out later, the variety will be smaller, and there's nothing like the first pick anyhow.

**Blankets**

Tired nature's sweet restorer, balmy sleep, is most delightfully wooed and easily won these chilly autumn nights under blankets—the nice, light, warm kind we are selling. Our blankets are cheap—not in quality, but in price, considering their quality—for they're good. The good kind is the only kind.

**Comfortables**

The best grade of staple cotton is used in the filling of all our Laminated Cotton Down Comfortables, which is so prepared as to be of an elastic nature. Built up with layers of this filling, it produces an article that is lofty in character, holds its shape, and never becomes hard or lumpy. For comfort and durability they cannot be excelled. There is absolutely nothing on the market that compares with these goods in quality and workmanship, and they are especially desirable from a sanitary standpoint.

**Rainy-Day Suitings**

There is nothing quite so comfortable for shopping and general runabout purposes as a stylish walking suit or skirt. It is now time to purchase your materials and have these garments made to get the full season's benefit. Prices will not be lower, even here, and our prices are from 10 to 25 per cent. less than stores which give dressmakers' discounts to do a credit business. The following lines especially merit your attention.

**More Spring Cottons**

The collection is always on the increase these days—charming new patterns are continually arriving, and it's too early for the choicest designs to disappear, as they will a little later. Many women recognize the wisdom of making their selection now, and securing the first and best picking—more women learn it by experience every year. And there's continual, delighted surprise at the beauty and variety of the new designs. Here are a few of the very newest bidders for favor.

Seasonable spring goods at frost-bitten prices.

Listen to the rustle of our silk department. The causes—high values and low prices are scrambling for recognition.

The store that made Penn Avenue famous.

Fashionable silks at favorable prices.

Cool-spell suggestions.

Crisp new undermuslins of snowy whiteness.

**Girls' Coats**

A third less. For every two dollars you spend on these coats, you keep a third—saved—in your pocket. They're jaunty, warm, well-finished, and so economical.

**We'll Fill Your Teeth**

With either silver or gold, as you may prefer. What's more, our work will more than bear inspection. Our fillings stay—it's a way they have. We make 'em!

**Faultless Dentistry**

It would be absurd to imagine that a dentist never makes mistakes. But we differ from some for the reason that we are anxious to make right any unsatisfactory work "free" for the asking, which goes far to prove the perfection of our work. Best materials, skilled services by graduates only, and never-ceasing patience has brought us much business. We try to be kind and to perfectly please everybody.

**Hard Buying Makes Easy Selling**

Quality in merchandise is a tangible fact to those who know and those who really compare. The greatest encouragement we have in our merchandizing methods is that Brooklyn buyers seek quality, and rather than attempt to carry comparison in the eye, place goods side by side. It is the only safe way, for wherever unreasonably low prices are given by skimping quality the user of the merchandise must certainly be at a loss in the end. The quality of the Loeser merchandise has such a well-known high standard of genuineness that emphasizing the fact is unnecessary; yet, if you carry the truth in mind when reading tomorrow's offers you will more fully understand the value of opportunities that have rarely if ever been equaled in New York's business history.

There is a good deal of money in savings banks at 3 per cent. that ought to be earning 10 in real estate. My business is knowing where and how.

**A First-Class Dwelling House**

On the east side containing ten rooms, bathroom, furnace, stone cellar, all thoroughly built and unusually well finished. It is offered at a very attractive price and one that is sure to interest seekers of home property. Lot 71 feet front, 175 feet deep, running through from street to street with ample room to sell off an extra building lot. There is an extra rent on the property which is now rented for \$175 a year, an amount sufficient to pay the interest on the whole investment. If it is a good home you want at a moderate price it will interest you.

**Strap Slippers**

Strap slippers of the stylish kind. We want every woman in this city to take a look at these slippers of ours—we know they are the most stylish yet we have ever offered for your inspection, and that's saying a whole lot. They're made up in vici kid and patent vici in all the new toes, heels, and lasts.

**Stetson**

Is a name that means something in shoes. No man pays five dollars merely to have his feet covered with leather. He can do that much for less money. A man wants something besides good material and good workmanship, and that something is style. The Stetson shoes have a style and individuality all their own. They cost five and six dollars, because five and six dollars' worth of taste and good judgment have been put into them. They are the best shoes at their price that are made anywhere.

Famously good stockings for little folks.

Without taking any space for remarks we plunge at once into the fruity news.

**Comfortable Shoes**

Cool, comfortable light shoes to ease those aching, burning feet. They are the newest, brightest, and most pleasing Oxfords, slippers, and shoes that any house can display or interest you in.

**Fashionable Shoes**

You will wear low shoes this summer. Everybody who is anybody will wear low shoes. Fashion and comfort go hand in hand, for the coolness and good sense of right fitting and well-made Oxfords for summer wear appeal promptly to men who have tried them. We have made the broadest preparation in our history to supply the demand, and today's shoe news for men is important.

**Stylish Summer Shoes**

Oxford ties are the proper thing for summer wear this season, and for men who want something fashionable as well as comfortable we would recommend a pair of the swell styles we are showing.

**Men's Oxfords**

At \$2.50 and \$3.50. We don't keep the higher-priced sorts, because they're no better. Ever notice our shoes? They're all over town.

**Women's Shoes**

There is really nothing about Gordon shoes that should be different—that's why, after you have worn one pair, you will come back and buy again and tell your friends to try Gordon shoes. There is everything in these shoes that should be in the ideal woman's shoe—style that gives the foot that smart appearance expected only in custom-made foot wear—the best of leathers and the best of workmanship and, of course, the result is eminently satisfactory; for during the life of the shoe it retains its shape.

**Are You Ever Irritable?**

Many a woman can trace her irritability to ill-fitting shoes. It is hard to be cheerful when all the time there is a drag and pinch on the feet. There is one shoe that is different from all others in this matter of fit. That shoe is "Queen Quality." It strengthens the foot every day it is worn.

**Dependable Goods**

I handle goods that are cheap, but not cheap goods. I want my goods to become your goods and my store to become your store. When this want is realized, I shall feel sure of seeing you or hearing from you very often. Then you will bring your friends to our store and we all shall derive a mutual profit. Our joint success depends on your efforts and mine. It cannot fail if we try to please each other.

**The Habit of Buying at Strand's**

A good habit. It is a rapidly growing habit with all Philadelphia. It is a habit by which thousands save in their daily and monthly and yearly expenditures. It is a habit that becomes more fixed the oftener peop's buy here. And the broad reason is satisfaction. People are satisfied with Strand's merchandise. People are satisfied with Strand's prices. People are satisfied with the ways of the store, its manners and methods.

**General**

The man who does the most talking doesn't necessarily have the most enthusiastic listeners. The business men who make the strongest claims are not necessarily the leaders in their lines. We make strong claims, but we back them up with the right kind of facts. May we have an opportunity to prove this to you?

Tremendous big bargains.

Bargains that savor of unusualness.

Tempting attractiveness to visitors to this notable bargain center.

The rarest sort and rarest kind of bargains!

We never lower the quality, it's always the price.

A center from which bargains radiate.

Just a few breezy special items.

A blaze of unparalleled values.

A torrid wave of special values!

A striking bargain list.

Scores of unmatched bargain-getting opportunities.

Rare economizing opportunities.

A bargain whirlwind.

Shoes for growing feet.

Bargains in profusion.

Satisfaction-giving values.

A vital occasion in the domestic economy.

A host of mighty values.

Timely economies.

Bargains supreme.

Economies tempting.

Forceful, fascinating bargains.

Profits are clipped close.

The bargain iron is hot.

Climax of value giving.

Bargain banner waving over every department.

A myriad of bargain chances.

Bargain sales are in full blast at our store.

A bargain flurry.

Bargains that mean business!

Values that appeal irresistibly!

A pen-and-ink picture of events.

Sharp savings on sparkling stylish head-gear.

Seasonable wares at reasonable prices.

Noteworthy bargains in trustworthy merchandise.

A bevy of bargains.

Sizzling hot bargains.

It is practical economy to buy at Saunder's.

Odd pickings from the countless bargains.

A few Saturday hot shots.

Every item a fighting argument for Hale's.

There's a steady roll of bargains here.

A veritable harvest of bargains.

More stalwart evidence of the dollar's buying power.

The power of your money never commanded so much as here.

Quantities are enormously reduced, but values are as great as ever.

Watch your dollar as it travels through our different departments Thursday, Friday, Saturday, and Monday and note how small is the slice each purchase chips off.

Clearing the decks for autumn.

A blaze of bargain-giving glory.

Equinoctial storm of prices.

Buy the best. It costs no more than the just as good.

Such bargains in such goods are rare guests even here.

Bargain. Mark the word; it's very seldom we use it.

Crowd accumulators.

A host of mighty values.

The biggest bargain opportunity ever heard of.

Shopping here is pleasant, profitable pastime. Buying here means spending money right.

It wears just as well as it looks.

Everything you wear, from bath to bed.

If it comes from Clements, it's correct.

Dold—quality. One suggests the other.

We sell a few things not for profit, but for half room.

Don't think it over too long—good things don't linger here.

Make a judicious comparison and you will decide in our favor.

We habitually strive to satisfy our severest critics—ourselves.

Manufacturer wanted money, had goods to trade for it, offered inducements we couldn't withstand—neither will you if you read the sequel.

At \$6, \$8, and so on by short steps up to \$18, we show an enormous variety, and every price represents the concrete expression of a genuine bargain.

Just as natural for us to lead in variety and value as it is for others to follow.

Our charges are consistent with the services we render.

We are able to give great values when selling, because we receive great values when buying—the result of large purchases.

The true key that opens the door of real economy is to do all of your buying at this store.

We don't believe it wise to carry goods over from one season to another. The first loss is the best loss. That's why we are selling at reduced prices.

Our stock is a mirror of the season.

This is not a dumping place for the mistakes of the wholesale trade.

Plenty to attract you, more to interest you, and everything to tempt you.

## Price Catch Lines

Extraordinary economizing opportunities.

Bargains galore.

Plumpest values.

Peerless offerings.

A keep-busy sale.

An aggressively conducted price-reduction sale.

Never such a focus of opportunities.

Everything in every department scheduled to go absolutely regardless of value.

Cold type cannot do justice to these extraordinary offerings, the like of which has yet to appear.

We don't recollect a store offer which came nearer counting right out the money and putting it in your pocket than this.

These items bespeak money savings of the most vivid character.

More solid bargains to the square foot here than you'll find anywhere up and down Brooklyn.

Bargain spots in every stock.

The bargain bell is ringing.

In point of merchandise, facility for display, variety of stocks, dependable character, value for price, and liberality to customers we have determined that no store shall surpass us. The past year is graphic substantiation of this determination.

A bargain in time is doubly a bargain.

Another banner bargain budget.

It pays to buy the best, both for the sake of economy and the satisfaction there is in possessing a good article.

A busy whirl of bargains.

A veritable feast of bargains.

We never ask a man to take something he doesn't want. If he leaves this store without buying he goes with the assurance that his call was appreciated.

We shop as carefully for you by mail as if you came to the store in person and made your purchases.

Satisfaction or your money back is our motto.

We give you the option of returning any article purchased from us, either for exchange or for the refund of your purchase money.

- The bargain sparks fly thick and fast.
- A blending of elegance and economy.
- Cold-feet bargains.
- A chapter of bargain facts.
- Friday bargains that loom up like a monument on a mountain.
- Snappy specials.
- Magnetic values.
- Long credit secures for you at once whatever cool comforts are needed.
- Another bargain budget.
- Quality, desirability, and low prices, are combined in these great sales.
- Spicy bargains.
- Upheld by quality.
- Tickle us with an order, we'll tickle you with the result.
- The store will be bristling with bargains.
- Snap shots at Autumn attractions.
- Bargain gems.
- Enticing values.
- Huge values.
- Mountains of bargains.
- It's easy to match these prices. It's hard to match these qualities. Brisker business brings bigger, better buying. Better buying, better bargains. The proof of all is here. Just a word: In rounding up bargains we never forget "Quality." Prove us this week along these lines.
- Cozy items.
- More Monday messages.
- Business boomers.
- You can't help being swept along by the current, in the direction of economy and satisfaction.
- A choice array of wholesome bargains, sterling qualities, and close-trimmed prices.
- Temptingly low prices for some temptingly pretty stuff.
- As in the past, our prices in the future shall be loaded with the smallest possible profit margins.
- Your money's worth, or your money back.
- Your money is not ours until you are satisfied with what you buy.
- If it doesn't suit, your money is cheerfully refunded and back it goes.
- We receive your money cheerfully, but we give it back just as cheerfully if the purchase is not satisfactory.
- A few additional and especially fetching prices.
- Prices that save your pocket.
- Prices without peer or precedent.
- A loosening of purse strings.
- Values are exactly as stated and every mark down is a genuine as well as a generous reduction in price.
- Prices that fit the pocket as well as the foot.
- Watch our prices carefully, you'll find every item a money saver!
- Prices sent skyward.
- Sentimental price tune.
- Unheard of prices.
- Prices that hardly touch the pocketbook.
- Near-to-nothing prices.
- Prices degraded below the limit of respectability.
- Prices that cannot be gainsaid.
- Prices to rouse your enthusiasm to a high pitch.
- Listen! Did you hear something drop? We did, but it was only prices.
- Now comes the power on wreckage from every department.
- Price figures, but quality is the real test of cheapness.
- Price-slashing sale!
- Hurry-up prices.
- Priced for a modest purse!
- Reliable goods reasonably priced!
- Another explosion of prices!
- Sacrifice prices.
- Wilderness of low prices!
- Price startlers!
- Friend-winning prices.
- If prices are "the magnet of trade" our store will certainly be filled to overflowing.
- A price fact which needs no argument.

Prices grow short with the season—scarcely a day now but a price drops somewhere. The clearing movement in full blast all over the store is making things go fast. Lots change rapidly, so do the bargains—they change for the better.

**Fragmentary ends at fragmentary prices.**

Price reductions like snow in the summer sunshine. Every department has its full share of bargain offerings at matchless low prices, and, as usual, all goods put forward are right up to date in every particular.

**The price drop has struck rock bottom.**

**Wonderfully little prices.**

**Price-slashing sale.**

**The day of high prices is gone forever.**

**Prices you'll seldom see equaled.**

**Small prices do giants' work.**

**Sundry price furies.**

**Our prices, while low, never touch the point where quality ceases.**

**Puiciest prices ever printed.**

**A price flurry.**

**Prices so low that shoppers cannot keep away from the magnetic offerings.**

**Prices flattened as thin as paper.**

**Just a windfall, that's all. Prices blown away.**

**Prices that insure your pocketbook against a vacuum!**

**Tremendous possibilities for money saving!**

**Prices, quantities, and qualities overshadowed!**

**Prices that make it wise for you to anticipate future want!**

**Prices that appeal to the money-saving instincts of the thrifty!**

**Prices on strictly summer goods go down as the mercury climbs upwards!**

**Down goes the price and away go the profits and a slice of the cost!**

**Economically priced.**

**Prices are decidedly advantageous for your saving.**

**Prices lessened.**

**Deep price concessions.**

**Our prices are made for economy.**

**Little price gems that are worth hunting up.**

**Enticing price advantages.**

**Prices cut to the lowest notch.**

**Heroic price cutting.**

**Dollar-stretching prices.**

**Keep-busy prices.**

**Prices a revelation.**

**Save smartly on unusual prices.**

**Prices entirely inconsistent with value.**

**A batch of price facts.**

**Perfect prunes at paltry prices.**

**The cream of quality after price poverty.**

**We are pushing down prices to push up business.**

**No prices in the city so utterly remarkable.**

**Tremendous price cuts!**

**Shelf-emptying and counter-clearing prices.**

**Of interest to men of an economical turn.**

**The bottom completely knocked out of prices.**

**Fancy needfuls at little prices.**

**Prices that spell economy.**

**Priced in a manner that will bewilder and delight.**

**Quick-march prices.**

**The blue pencil has been playing havoc with prices.**

**Corking little prices.**

**Prices have had an awful tumble.**

**These price reductions ought to bring us the patronage of every thinking economical shopper.**

**Price inducements worth considering at once.**

**These prices will speak for themselves.**

**Most emphatic price shattering.**

**Shortened prices.**

**Prices bow their heads.**

**Our prices touch the pocketbook lightly.**

**Saving prices for economical spenders**

**Hammered-down prices.**

A rare and captivating collection of splendid qualities and bargain prices.

Prices tumble away down.

At decisively cut prices.

Sharply lowered prices.

Some intensely interesting underpricings.

You may match these prices but never the values.

Prices are marked low and within the reach of all.

We have marked at prices far below the fair recognized values.

Prices that talk.

Ruthless price cuttings.

Dollars do double duty here.

Prices on them that will send them to the wrapping counter a flying.

Low prices entrenched behind values *par excellence*.

Hitch the dollar to a bigger load than it ever pulled before.

Queer little prices.

Prices that'll tempt slim purses.

Preinventory price making.

Remnants at broken prices.

Lingering lots lowered in price.

Such a carnival of prices.

Our firm foundation. Record-breaking goods at record-breaking prices.

Small profits, large sales. A nimble dime is better than a slow quarter.

"Fresh from our factory" goes our clothing to you—no old stock, no shelf-worn goods.

Truth about the truth. Truth telling and truth selling go hand in hand here.

Our location. We're entirely out of the high-price district.

Right here's the place. Trade where your money goes the farthest.

It's prices that tell. Fiction attracts. Facts convince.

Dimes or dollars. It makes no difference what you spend here, you're bound to come out ahead.

We have gold-standard values at free-silver prices.

The way to get money is to save it. The way to save money is to buy all your merchandise here.

Others are good, but ours are best—and the cheapest.

We make prices that make our big business bigger.

Full measure at half-measure prices here.

You'll know how good our values are only by examination, which costs you nothing.

We mention only a few of the good qualities of our merchandise, hoping thereby to whet your bargain appetite for more.

We profit by helping you economize.

Quality and style meet here at the lowest price point ever known.

Every day is moving day here. Our goods flatly refuse to stand still.

Early season activity is sure to break the lines a little, so don't be later than you can help.

Money talks and usually talks "cents." Here a dime is listened to as carefully as a dollar.

No catch-penny phrases or tricky methods tolerated in this house.

More here for a dollar than a dollar ever bought.

Long values at short prices.

Things are great or small only by comparison. The more you compare our prices with others, the more you become impressed with our great, big bargains.

If there's any virtue in values, or power in prices, we're bound to get your trade.

Prices that pull and qualities that push the sale of the goods every time.

You get more change out of a dollar here than anywhere else.

Don't judge our goods by our prices until you see the goods themselves.

One does for everybody. We don't believe in a different price to each customer.

Mountains of merchandise disappear here every working day in the year, owing to the melted prices that always prevail here.

Every dollar we save you is safely saved.

Prices that preach, values that reach, bargains that teach.

Get everybody's prices, then come to us, and you'll find ours are the lowest.



Our large purchases pay. We are able to give great values when selling because we receive great values when buying.

There is one combination that is sure to be sat on—the chair trust.

Still at it! We are grinding out more bargains and bigger values every day than ever before.

Our variety is overwhelming. You can give your fancy free and unlimited scope here.

Our prices are so small they would tempt a miser.

For further particulars of our bargains see the goods themselves.

A thread each day makes a skein in a year. Even the smallest amounts we save you soon make a right tidy sum.

When you cannot come to our stores we will send our stores to you.

Some of our "don'ts." We make no statements we cannot substantiate, offer no values we cannot show, quote no prices we are not able to make good.

Strikingly low prices turn the tide of trade our way.

Up to the very minute in styles, and down to the deepest depths in prices.

Business-building bargains. A new batch every day; the biggest values in every way.

Prices warranted shrunk, and our vast stock is bound to shrink in proportion.

A powerful foundation. Our reasons for low prices are founded simply and securely on the magnitude of our business.

It needs no expert to detect the grand values we offer in this catalogue.

Worth remembering. Always bear in mind that we save you money.

Facts without frills: Nothing but the plain unvarnished truth is allowed to emanate from this house.

Bright as buttons. These bargains of ours need no polish to make them shine. It's the prices that make them glitter.

Facts without frills. Everything we say in our catalogues is the plain, conservative, unvarnished truth.

Need we urge you with such values as these?

Eloquent language. Our words are utterances of progress, our bargains expressions of leadership.

A guarantee of satisfaction accompanies each and every bargain you buy from us.

We advertise these goods at these prices because they advertise us.

Prices clear our shelves and counters, no matter how often we reload them.

If it's style you want, we have it; if it's quality, you'll find it here; if it's price, well, you know we're all right on that score.

We want your small orders as well as your large ones.

Competition outclassed. We're hard to beat on qualities, harder to beat on styles, and hardest to beat on prices.

No waiting here except waiting on you.

Our trousers are built to stand the sit-down and get-up strain.

You are invited to this bargain banquet, with the full privilege of helping yourself to your heart's content.

Tips for the thrifty. If you are economically inclined you'll find a money-saving hint in every item here.

Money talks, but what you get of us for your money talks more yet.

Pleasing particular people makes particular people pleased with our methods.

A little spray caught from our great ocean of bargains.

Visible values! You don't have to strain your eyes or do much guessing to get at our prices.

Small sums of money have as much to say here as large sums have elsewhere.

This is the house that clips off a few cents here and a few cents there, saving you a dollar before you know it.

If falling prices could be heard, our establishment would sound like a boiler factory.

We crowd our stores with merchandise at bargain prices, and our stores crowd us with customers.

A child can buy here at the same prices as a millionaire.

Purchasing is not compulsory in this house; come in and compare, and if you don't feel like buying, walk out again.

As the days lengthen our bargains strengthen.

You can feast here on the richest values that ever tickled the palate of a genuine bargain hunter.

You would be quite willing to pay more, if we asked more, for our goods.

We give you the best for the money, and you can't better the best.

We say "send back" to our customers, if goods are not satisfactory, but our customers don't seem to want to.

Surprises follow surprises here. Each day brings new attractions, each week adds to the fame of the house.

If you cannot reach us in person we can reach you by mail.

Our "special-sales" day comes six days a week.

We simply ask you to take time and look.

When comparing prices, don't forget to compare qualities. If you find prices as low as ours you'll find the qualities inferior.

This is a safe house first, and a money-saving house afterwards. Quality is never sacrificed here for the sake of making little prices.

Your wants are satisfied, not merely filled, in this house.

Needn't necessarily buy anything. Come in and look around. We're always glad to see you.

Every price here hits the bull's eye on the bargain target.

Save a dollar here on about every five dollars you invest in merchandise.

It will pay you to see us and it will please us to see you.

Always to the front with our bargain banner waving over every department.

These are times when we respect your dimes.

Lower prices than ever and ever the lowest in prices.

The key to success is doing what you say, and saying what you do. That's our way of conducting business.

Money doublers. That's the name our big bargains have come to be known by.

Our specialty is specialties. It's the uncommon that furnishes the important profits in business.

Get the best and the cheapest by getting them here.

Are you vaccinated? Whether you are or not you're bound to catch the bargain fever here.

Our bargain triplet: Quality, quantity, and price.

Novelties are here, so are the low prices along with them.

Not a promise in our advertisements that is not outrun by performance.

We pare our prices and prune our profits.

What you don't find we hope you'll ask to have us send for; we can get it for you if it's made.

We think for ourselves by thinking of you.

We advertise the truth and the truth advertises us.

Don't pay first-class prices for inferior goods, when for inferior prices you can get first-class goods, as you do here.

Goodness of quality with cheapness of price can always be depended on here.

Our prices always leave you a little over for other things.

We're making and keeping new customers every day.

No matter how often you come, you'll always find something new here when you come again.

We'll handle your order as though it's the only one we have.

Remember, that never under any circumstances do we sacrifice quality in order to quote a little price.

Come inside, where you can stand face to face with our qualities—then you can appreciate our values.

Your patronage is very gratifying to us and has spurred our buyers on to greater efforts than ever.

The ever increasing volume of our sales is brought about by our ability to make better offers to our customers than does any other concern.

Our promises in print are always performed on the premises.

Trying to do better elsewhere than here is like trying to find the North Pole.

Small prices give us a tremendously large trade all the time.

We recommend our bargains as safely and securely as we'd recommend gold dollars.

There's a bigger distance than ever between us and the high pricers.

We sell stylish goods, but not at stylish prices.

We sell none but standard goods—that policy is never relaxed. Our prices are always the lowest—that policy never varies.

We prefer to sell as low as we can rather than as high as we might.

In looking for bargains be sure to go where bargains really exist; that's here.

It's the cautious merchants we're after; those who can recognize a big dollar's worth.

A bargain may bring you here once, but it wouldn't keep you coming as you do if we didn't keep on feeding you with bargains as we do.

"As the twig inclineth, so the tree groweth." As our price declineth, so our trade groweth.

Qualities like ours tell, prices like ours sell.

All our previous records outdone, all our earlier bargains eclipsed.

Your satisfaction is our success.

The reason we sell so much cheaper than any one else is because we are satisfied with a great deal less profit.

Your smallest child can get the largest bargains here the same as you, providing it represents you or some other merchant.

Telling the plain truth and misrepresenting nothing are our strongest weapons of defense against competitors.

Keeping values up and prices down is our constant work from sun up to sun down.

Our show windows, shelves, counters, and catalogues are our silent salesmen.

Every department in our huge establishment bristles just now with interesting offerings at interesting prices.

Here you get your money's worth and a little more thrown in.

Keep your eye on this house and your mind on our bargains.

A small profit, with a customer's favor, is more to us than a large one without it.

Old styles never have time to collect here, the new ones go so fast.

Fashion's whims, tastefully selected, found here.

The following fragmentary bargain list can convey only a slight idea of the immense gathering of values that begins Monday. A multitude of others in addition to these.

Great modern retailing finds its highest and best expression at Smith's. Advertising points the way—doesn't tell the story.

There's goodness here that warrants your coming.

We have goods at the lowest prices at which it is safe to buy, and at the highest at which it is worth while.

It is so easy to give figures, and so hard to show qualities in print, that it must suffice to say—you will find values to repay a journey of many miles.

We believe in our customers, and our customers believe in us. It's a confidence game neither of us are ashamed of.

We are satisfying others and can satisfy you.

This is an out-of-the-rut house.

Come here and see everything advertised at advertised prices.

Every department bristles with interesting offerings at interesting prices.

Ours is a short story of long values.

If it's new it's here; if it's here it's a bargain.

If your child comes to buy, we think of you as the customer, not the child.

Nothing stands still here; everything and everybody is constantly on the go, morning, noon, and night.

Our stock is liberally spiced with the essence of low prices.

None better at any price; none as good at this price.

Our invincible mercantile power enables us to dictate to the markets of the world.

The items in this list are like the pickles on your table—simply appetizers for the feast to follow.

We have done the hard thinking; you can do the easy buying.

The latest of the late and the newest of the new can always be found in our stock at the lowest of the low in price.

We keep business up by keeping prices down.

A little money makes big money here for you.

No toll gates of any kind. Nobody at the doors to conduct you. Nobody to inveigle you to buy. No officious attention anywhere. A free pass to look and enjoy yourself and show your friends up and down as far as you like and as long as you please, from eight in the morning until six in the evening. You shall feel at home when you visit this store. The promptest kind of attention, and plenty of bright people to give it, when you wish.

We've earned a tremendous reputation simply by unflinchingly giving the best bargains.

Good weather, bad weather, hot weather, cold weather, seems to make no difference—busy as busy can be is the invariable rule here. Why? you ask—values.

Every transaction with us means "Your money back if you like."

# RETAIL ADVERTISING

(PART 7)

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## INTRODUCTION

**1. The Ad Writer and the Printer.**—The ad writer need not be a printer, yet he must acquire such knowledge of types and printing processes as will enable him to understand and appreciate good typographical arrangement, and secure for himself and his employer the best results with the least expenditure of time and money.

This knowledge to be complete must be three-sided: (1) The student should be broadly acquainted with printing processes—such as might be called a theoretical or book knowledge of the art; (2) he should know what constitutes good advertising display; (3) he should have a general knowledge of the practical side of the printers' art, in so far as it relates to advertising, in order that he may appreciate the limitations and possibilities of printing operations.

**2.** The first of these phases is treated in this Paper. The second the ad writer can work out for himself to great value and profit by supplementing the instruction received in this Course with the study of the advertising columns of any high-grade newspaper or magazine, and the careful reading of some first-class printing-trade journal. The third he can obtain only in the actual field of ad writing and by personal contact with the printer.

By possessing the first two accomplishments alone, the ad writer will have a firm grasp of the theoretical side of printing, and will be able to intelligently explain his

*For notice of copyright, see page immediately following the title page*

requirements to the printer. Until he feels very sure of himself, however, the ad man should not give hard and fast instructions, but should leave much to the judgment and taste of the printer.

The ad writer should constantly endeavor to secure the cooperation and assistance of the printer, who knows a great deal about paper, type, and ink that the ad writer must learn in order to attain the fullest success. At the same time, the trained and experienced ad writer can often effect great improvements in work turned out by the printer. Each is a specialist, but both deal with printing. The best results are obtained when there is a free interchange of ideas for mutual benefit.

With these few introductory remarks, we will proceed to give the student some idea of types and printing processes generally, or of what has been called "the mechanical part of advertising."

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### TYPES

**3. Importance of a Knowledge of Types.**—The principal vehicle of communication between the advertiser and the public is type. Type is to the advertisement what the show window is to the store: it attracts or repels according as the display is in good or bad taste.

The profession of advertising is a comparatively new one, while the art of making special advertising types is still more recent. Formerly, the type founder studied chiefly the interests of the maker of books and newspapers; now he creates type fashions for the advertiser, and gives him much of the attention hitherto paid to the publisher alone.

**4.** To do effective advertising, the ad writer must study type and type effects. It requires a high degree of skill, or education, or experience to set forth in type propositions intended to attract and rivet the attention of the prospective customer from among perhaps hundreds of competing advertisements. Hence, it is well for the ad writer to keep in touch with the latest fashions in type founding. For a merely

nominal sum, type foundry are usually glad to send interested parties copies of their type bulletins, which are issued from time to time, according as new type faces are invented. These type bulletins are veritable works of art in typography, displaying attractively and effectively the various designs and faces of type, borders, etc. The large, regular specimen books of type foundry are expensive, and will as a rule be furnished only to those engaged in the printing business. For the convenience of students, therefore, we have, in the latter part of this Paper, given an exhibit of the best advertising faces of three leading American foundries, which will be found amply sufficient for all practical purposes of display.

#### TYPE MAKING

**5. The Invention of Printing.**—The reproduction of letters and words by blocks, or so-called types, and paper and ink was practiced by various peoples long before the art became known in Europe. Little or no progress was made, however, until the invention in Germany in the 15th century of separate movable metal types.

A fierce controversy has been waged as to who first gave the world a knowledge of typography, but the preponderance of opinion seems to incline toward John Gutenberg, an ingenious artist of Strasburg, as the inventor of movable types. It is known that, in connection with two partners, he spent a considerable amount of money between the years 1436 and 1439 in experimenting. Gutenberg remained at Strasburg until 1444, when, his means becoming exhausted, he removed to Mainz. Here he entered into partnership with Johann Fust, or Faust, a money lender. Two years were occupied in making the types and the necessary machines, when the great work of printing the Bible was begun; it was published in 1455 or 1456. About this time Gutenberg got into trouble with Faust, and the partnership was terminated. Gutenberg, however, succeeded in establishing another press, and continued to practice the art, but produced nothing comparable with his great work—the Bible. He died in 1468.

After Faust had secured possession of Gutenberg's establishment, he engaged Peter Schœffer, who had been an apprentice to Gutenberg, and was distinguished for scholarship as well as mechanical skill. Schœffer's skill and the improvements made by him in the art led Faust to take him into partnership, and the Bible, the Psalter, and other important works were produced.

Within 10 years after the publication of Faust's Great Bible, at Mainz, presses were established in other German cities, and also in Italy, and, soon after, in France and England.

6. Many types now in use have been named after the celebrated scholar-printers that contributed so much to the development of the craft; such as, Elzevir, Caslon, Caxton, Gutenberg, Jenson, Quentell, Schœffer, etc. Aldus Manutius introduced the Italic letter, in imitation of handwriting; while Jenson perfected the Roman type.

7. **Type-Casting Machines.**—From the time of the invention of typography until the middle of the 16th century, printers made their own type. After 1550 the casting of types became a distinct business, and successful foundries were established in France, Holland, and England. In America, type casting was attempted as early as 1768, but no success was encountered until 1796, when Binney & Ronaldson, of Edinburgh, began the business in Philadelphia. This house was subsequently known as the Johnson foundry, and is now the MacKellar, Smiths, & Jordan branch of the American Type Founders Company. At the present time there are some twenty-five type foundries in the United States alone.

Until about the middle of the 19th century, all type was cast by hand. About 1828, W. M. Johnson made the experiment of casting type by machinery, but his efforts met with indifferent success. In 1838, David Bruce, Jr., of New York, invented a casting machine, which, with the subsequent improvements made on it, remained for many years the standard casting machine. It is still in extensive use. In 1888, Henry Barth invented an improved type-casting

machine, which it is claimed will produce half as much again as the older machines.

**8. Type-Making Materials.**—Printing types are made from an alloy of melted lead, tin, antimony, and sometimes copper—lead, on account of its fusibility and ductility; tin, to give toughness to the type metal; antimony, to supply the hardness; and copper, to add to its tenacity. Large types for posters, etc. are made from some close-grained wood, which is to be preferred on account of its lightness and cheapness.

**9. Process of Type Making.**—The first operation in the process of type founding is *punch making*, or the art of designing and engraving the model characters from which types are made. Punches are made by hand and also by machinery. As the latter is the method now most followed, a brief description is here given of the process. A model sketch showing the letters 12 inches high is first made. This is then reduced by a pantograph to the form of a model letter 3 inches high on a wax-covered metal plate. An electrotype of this letter is then obtained, and is fastened on the platform of the punch-cutting machine, beneath a tracing needle or index. Attached to this index are four rods holding the cutting mechanism, which consists of a rapidly revolving borer fixed in a movable framework, in which is set the bar of steel or other metal to be cut for the punch. The leverage of the machine is capable of various adjustments, so that from the same model letter any body of type, from 2 point to 72 point can be cut with equal facility and exactness. The direction given to the index at the will of the operator around the lines of the model letter is faithfully repeated on the punch by the borer or cutting tool. The punches produced by the machine are finished in every respect, requiring no hand work. The punch is the model type—the pattern from which it is intended that thousands of printing types shall be made. When completed, the punch is driven into a bar of cold-rolled copper. This copper bar is now known as the *matrix*, or the mold for the face of the letter.



**10.** The matrix is now ready for the *type mold*, consisting of two pieces, which are counterparts. When the two counterparts are properly brought together, their interior sides are exactly parallel. In the upper end is a seat for the matrix; the lower end is left open for the inflow of molten type metal.

**11.** The type mold containing the matrix is now attached to the type-casting machine. In the machine is a melting pot to hold the metal, which is kept in a fluid state by a gas jet in a small furnace. Suspended over the pot is a flat-faced piston, or plunger. At each revolution of the crank, the plunger forces through an aperture enough of the molten metal to fill the mold and the matrix. The halves of the mold then separate, the matrix is drawn back from the face of the type, and the type thrown out. The mold then closes automatically, and the plunger injects a fresh supply of metal, which emerges as before in the form of type. The mold is kept cool either by a blast of cold air or by cold water.

Although types are cast singly, they can be made rapidly; the rate of 100 in a minute is not an uncommon production for the smaller sizes.

**12.** The types thrown out of the mold are for the greater part perfect as to face, but unfinished as to body, for a strip of metal called the *jet*, which cools outside of the mold, is attached to the lower end of each type; moreover, the bodies of the types have lines or sharp edges of metal on their corners. These and other imperfections have to be removed by the *rubber* and *dresser*, or *finisher*. The types are set up in a long row, and are fastened face downward in a grooved channel. Here the roughness caused by breaking off the jet is planed out with a hand plane by a dresser. This leaves the type with a shallow groove on its lower edge, which enables the body to stand on its feet, thus securing uniformity in height. After other processes of smoothing, the types are examined under a magnifying glass, and every imperfect type is rejected. The perfect types are then packed in paper ready for use.

**13. Type Features.**—In Fig. 1 are shown three views of the letter **H**. This letter, which may be taken as typical of most of the other letters of the alphabet, presents the characteristic features here noted.

The face of a type is the letter or character on the upper end of the type. The word *face* is also applied to the style of cut of the character on the type; such as, *bold face*, *skeleton face*, *fat face*, etc. The *kern* is that part of the face which, on a few letters, projects beyond the body; such letters—like *f* and *j*, for example, and many other Italic letters—are called *kerned letters*.

The beard, or neck *a*, is the slope between the outer edge of the face and the shoulder.

The shoulder *b* is the flat top of the small area at the upper or the lower extremity of the body, upholding the neck and face of the type.

The counter *c* is the depression between the lines of the face. When the lines are in high relief, the counter is said to be *deep*; when in low relief, the counter is spoken of as *shallow*.

The stem, or body mark *d*, known among printers as the *thick stroke*, is the thick line of the face that most clearly indicates the character and height of the letter.

The ceriph *e* is the short cross-line put as a finish at the ends of unconnected lines.

The hair line *f* is the thin line of the face that connects or prolongs body marks. The hair line is most noticeable in such letters as *C*, *H*, *M*, and *N*.

The pin mark *g* is the small indentation on the upper part of the body made by the pin used in dislodging the type from the mold. The pin mark is frequently chosen by the founder as the place to mark the size of the type.

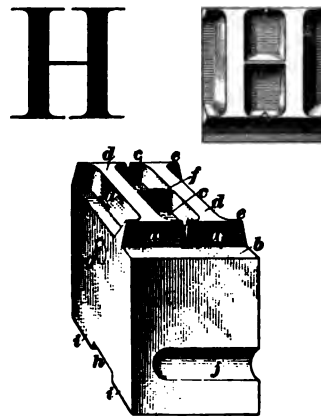


FIG. 1

The body is that part of the type which is between the shoulders and the feet. It is sometimes called the *shank*.

The groove *h* is the hollow left between the feet by the planing tool that removes the roughness at the jet fracture.

The feet *i*, *i* of the type are the two small projections on which the body rests. It is between these feet that the jet of the type caster is made.

The nick *j* is the shallow groove across the lower front part of the body. Nicks are needed as guides to the position in which the types should be composed, and to prevent the mixing of different faces of the same body.

The standard height of type—or, as it is called, the “height to paper”—that is, the distance from the face to the feet of type, is, in America, .9186 inch, or approximately  $\frac{1}{11}$  inch.

A font of type is a complete assortment of all the characters that will be required in the composition of an ordinary text.

“Sorts” is the name given to a partial collection of one or more of the characters of a font.

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#### TYPE MEASUREMENT

**14. Old Systems.**—Until within the last 20 years no general standard for the various sizes of type bodies was recognized by American type foundrymen. There were, of course, certain well-known kinds of type—such as brevier, nonpareil, agate, etc.—but, while alike in name, there was nearly always some slight difference in size with different foundrymen. Even the same foundryman did not always keep his type sizes strictly constant from year to year.

The result of this disparity was that if types bearing the same name, but purchased of different foundrymen, were for any reason mixed and set up together, nine times out of ten there was trouble: neither lines nor columns could be made of exactly the same length. Hence, to prevent letters, words, and even whole lines from dropping out after the type in the chase was locked up for printing, much valuable

time was consumed—to say nothing of the amount of patience expended—in filling in the gaps and “justifying” or spacing out the lines with pieces of paper and cardboard.

**15. The Point System.**—Various methods were proposed tending to alleviate this state of affairs and produce a satisfactory standard of measurement; but little progress was made until the United States Type Founders Association in 1883 recommended and adopted what is now known as the **American point**, or, simply, the **point system** of regulating the sizes of type bodies. This system has been adopted by many foundries, and eventually will probably supplant all other systems in America. Under the new system, the output of nearly all American foundries will, when set together, practically justify for each size of type. Moreover, as the leads, or strips of type metal used for spacing, are also made according to the point system, the length of one page or column may be made exactly equal to that of another—thus obviating the old-time tedious paper stuffing.

It is very essential that the ad writer be conversant with the point system, for it is the standard system of measurement among book and job printers everywhere. The student is advised, therefore, to read over carefully the explanation here given of the point system, and fasten the leading facts in his mind, so that, when he hears a type of a certain point mentioned, he can at once form a mental picture of the size of the type named.

**16. Explanation of the Point System.**—The fundamental unit of this system is the *point*. This is obtained by dividing a length of 35 centimeters (almost exactly  $1\frac{3}{8}$  inches) into 996 equal parts, each of which is called a point. A point is equal therefore to .03514 centimeter, or .0138+ inch; or, in other words, 72.46 points equal 1 inch. Printers generally, however, express a point as  $\frac{1}{72}$  inch; hence, for all intents and purposes, we may as well do the same.

Under the point system, 6-point type is very nearly  $\frac{1}{12}$  or  $\frac{1}{12}$  inch in size; so that, if 12 lines of this type be set *solid*, or without leads between the lines, the 12 lines will

occupy 1 inch in the length of the page. Similarly, 9 lines of 8 point, 4 lines of 18 point, etc. will each occupy 1 page-inch. Hence, generally, if 72 be divided by the points measuring the size of any given type, the quotient will show the number of unled lines to the page-inch.

The standard of measurement of the old system—the pica, which is nearly equivalent to 12 points in the new system—is frequently used by printers in estimating the thickness of leads and the length of lines. Thus, leads are spoken of as *4-to-pica*, *6-to-pica*, etc., according as 4, 6, etc. leads set together make a line of pica. Many printers, however, properly speak of leads in terms of the new system as 1-, 2-, or 3-point leads, 6-point slugs, 12-point slugs, etc. A page 4 inches wide is said to be 24 picas wide, a page 2 inches wide 12 picas, and so on for all other widths. For all practical purposes, 6 picas equal 1 inch.

**17. Sizes of Type.**—The following paragraphs, with the accompanying table, stating the ordinary sizes of regular Roman faces, are intended to convey some idea of type sizes, as well as to indicate their ordinary uses. In each case, the old name of the type is given in parenthesis after the point name.

3½ point (Brilliant), the smallest type regularly cast by foundry, is never found in ordinary printed matter, but is sometimes used on maps and charts.

4½ point (Diamond) is the smallest type ever used for book work. Bibles and prayer books are occasionally printed in this size of type. In commercial printing it is sometimes used for foot-notes.

5 point (Pearl) is occasionally used for Bibles and dictionaries and for foot-notes, marginal notes, or references. It is seldom used in job printing.

5½ point (Agate) is almost universally used for the setting of "Want" and other classified advertisements in daily newspapers. In such papers all advertising space is reckoned on a basis of agate measurement—that is, the number of lines of solid agate that can be put into any single-column

space, irrespective of the size of display type contained in the advertisement. Advertising rates are usually quoted as so much "per agate line, 14 lines to the inch." This, however, is true only of newspapers that use the old system of agate, in which 14 lines set solid make 1 inch; according to the modern system of type measurement, agate is  $5\frac{1}{2}$  points, and 13 lines set solid make 1 inch. Agate type is also used

Old Names	Points, Nearly	Body or Height Inch	Lines to Inch	Roman
Paragon.....	20	$\frac{5}{18}$	3.6	<b>Paragon</b>
Great Primer.	18	$\frac{1}{4}$	4	<b>Great Primer</b>
English.....	14	$\frac{1}{5}$	5.14	<b>English</b>
Pica.....	12	$\frac{1}{6}$	6	<b>Pica</b>
Small Pica....	11	$\frac{1}{7}\frac{1}{2}$	6.55	<b>Small Pica</b>
Long Primer.	10	$\frac{1}{7}$	7.2	<b>Long Primer</b>
Bourgeois....	9	$\frac{1}{8}$	8	<b>Bourgeois</b>
Brevier.....	8	$\frac{1}{9}$	9	<b>Brevier</b>
Minion.....	7	$\frac{1}{10}$	10.3	<b>Minion</b>
Emerald.....	$6\frac{1}{2}$	$\frac{1}{11}$	11.1	<b>Emerald</b>
Nonpareil....	6	$\frac{1}{12}$	12	<b>Nonpareil</b>
Agate or Ruby	$5\frac{1}{2}$	$\frac{1}{13}$	13.17	<b>Agate or Ruby</b>
Pearl.....	5	$\frac{1}{14}$	14.4	<b>Pearl</b>
Diamond.....	4 to $4\frac{1}{2}$	$\frac{1}{16}$ to $\frac{1}{16}$	16 to 18	<b>Diamond</b>
Gem.....	4—	$\frac{1}{18}$	18.5	
Brilliant.....	$3\frac{1}{2}$	$\frac{1}{20}$	20.6	<b>Brilliant</b>
Excelsior.....	3	$\frac{1}{24}$	24	

for foot-notes and quotations, and for printing that calls for extreme economy in space.

6 point (Nonpareil) must have been regarded as a marvel of skill and as the smallest letter that could be cut, as it has retained the same name (*nonpareil*, unequalled in splendor) in all countries. This size of letter is commonly used for the setting of "Want" advertisements in weekly papers and in

country dailies. In such publications the advertising space is reckoned on a basis of nonpareil, or 12 lines, set solid, to the inch. The reading matter of the leading daily papers is set in this size of type, and most closely printed books are also set in it. It finds frequent use also in job printing.

7 point (Minion) is generally used for the reading matter of high-class weeklies and some small dailies. A few publications measure their advertising space on the minion basis. It is used to some extent in job work. Neither this nor any of the preceding types should be used in a measure wider than 18 ems. It is difficult to follow such small types in a wider measure. Moreover, they cannot be read for any length of time without injury to the eyes.

8 point (Brevier) takes its name apparently from its use in the breviaries, or Roman Catholic church books. The majority of country newspapers set their reading matter in this size of type, and it is also extensively used in novels and cheap literature, and for magazine, circular, and job work. It is one of the standard sizes for text matter in newspaper and magazine ads. This size type should not be used in a measure wider than 25 ems.

9 point (Bourgeois) is used largely in magazines and trade publications and to some extent in job work. It is also an excellent size for circulars and catalogues. It is easily readable under all conditions where the width is not more than 26 ems.

10 point (Long Primer) is one of the most useful sizes of type. It is a favorite letter for the text of books, magazines, and catalogues. It is the smallest size that should appear in a handbill or dodger. It makes a very readable type for the descriptive part of advertisements.

11 point (Small Pica) is used in legal reports, law books, and in works in which a handsome appearance is desired. It is also adapted to high-grade circulars or catalogues.

12 point (Pica) is the largest size of type commonly used in book work. It is an excellent face for descriptive matter in large advertisements.

14 point (English) received its name because it was used

by early English printers for their law books, acts of Parliament, and exclusively English works. It is a very good size for the descriptive matter of handbills.

18 point (Great Primer) is used for the text of large folios, and in books for children. The descriptive matter of posters should not be set in type smaller than 18 point. This is a very good type for handbills.

20 point (Paragon) and all the sizes above this are adaptable to every class of job and news display advertising, and are frequently used for the reading matter in such work as posters, handbills, street-car cards, etc.

The sizes above 20 point, or Paragon, used to be known for the most part by the multiples of pica or of the sizes above pica; as, *double pica* (meaning 24 point), *double English* (meaning 28 point), *double great primer* (meaning 36 point), etc. In printing offices generally, however, the old names of types are no longer in use, the sizes being spoken of in points only.

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#### VARIETIES AND STYLES OF TYPE

**18. Ems.**—An em of any type is the square of the body of that type. An em of a 12-point alphabet measures therefore  $\frac{1}{4}$  inch, square. Certain square pieces of metal, called *quadrats* (or “quads,” in the printer’s language), are used in every type alphabet to separate sentences or masses of matter. They may be em quads, two-em quads, three-em quads, etc. As it is hardly possible to count all the pieces of metal in a page, the em is made a unit of superficial measurement. The space that can be covered by 1,000 em quads is reckoned as 1,000 ems. This method of measuring is the same whether the matter is leaded or is set solid.

**19.** Display matter is never measured by ems, but is charged by the hour, the compositor being paid from 25 to 50 cents an hour, according to his ability, and the printer charging from 25 to 50 cents an hour additional, to cover the use of type, rent, light, etc.



Body matter is sometimes paid for at so much per thousand ems, varying from 35 to 50 cents per thousand, for hand work.

**20. Width of Types.**—The standard widths of type are variable. The International Typographical Union has determined the proper width or standard of lower case alphabet of pica, small pica, long primer, and bourgeois at 13 ems of the size of type under consideration; of brevier and minion at 14 ems; nonpareil at 15 ems; and agate at 16 ems. Types varying from the standard are known as *lean*, *condensed*, and *extra condensed*, according as they decrease in width from the standard; and *fat* and *extended*, according as they increase in width from the standard. Types varying from the standard are used for the most part to secure certain effects in display. The following exhibit shows six widths of type set in 10 point:

- (a) Advertising is the Life of Trade.
- (b) Advertising is the Life of Trade.
- (c) Advertising is the Life of Trade.
- (d) Advertising is the Life of Trade.
- (e) Advertising is the Life of Trade.
- (f) Advertising is the Life of Trade.

(a) is extra condensed type; (b), condensed type; (c), lean type; (d), standard type; (e), fat type; and (f), extended type.

**21. Bastard Type.**—Bastard types are those with faces too large or too small for the body; an 8-point face on a 10-point body, or a 12-point face on a 10-point body are examples of bastard sizes. A small face is sometimes cast on a large body to give the open appearance of leaded type and a large face is sometimes cast on a small body to make the print compact.

The side headings of this Paper are set in bastard half-title Roman, i. e., with an 8-point face on a 10-point body. In choosing the type it was found that the full 10-point face was too large and heavy for the light 10-point Roman of the text, and that 8-point half-title face maintained about the correct proportion; hence, the bastard size was ordered.

Bastard types are not very much used, however, and are now made only to order.

**22. Leading.**—Leading (pronounced *led-ding*) between lines of type increases the readability of the print by giving more white space where relief is of advantage. The selection of the thickness of leads is usually a matter of taste, but to some extent it should be determined by the face of the type used. Large types need thick leads; small types, thin ones. The leads most used are 2 points thick, and are known as *2-point leads*, or, sometimes, as *6-to-pica leads*. Unless otherwise specified or understood, 2-point leads will be used by the printer in setting up text matter.

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#### TYPE FACES

**23. Type founders**, generally, arrange printing types into three distinct classes: (1) Roman and Italic; (2) plain faces of display type, like Antique, Clarendon, and Gothic; (3) ornamental or fancy types of all kinds. The first and second classes are both based on Roman, which is the plainest and most readable of all text types.

Roman is subdivided by printers and founders into two classes: old-style and modern face. In the old style the hair line is comparatively thick and short, and the stem is protracted to great length before it tapers to the hair line. The general effect of old style is that of angularity. It is the most readable type made, and is widely used in books and magazines. When readableness is the main consideration, the rugged Caslon stands preeminent, representative as it is of the old-style Romans. There are many other forms of old style—such as Ronaldson, Elzevir, Franklin, French, Antique, etc., presenting more or less variations in character, but all conforming to the same general style. The display faces of the old-style Romans are at the present time very popular, on account of their boldness and legibility. In the modern-face Roman the hair line is sharp and quite long, and the stem relatively short. The general effect of the modern face is that of roundness, precision,

and symmetry. Modern Roman represents the type of many newspapers and some books.

**24. *Italic*** has the same style of face as Roman, but instead of being upright it is made to slant to the right, and was originally intended as an imitation of handwriting. Italic is cast to match the Roman faces, so that it can be used in conjunction with them, part of a sentence being set in Roman and part in Italic. In book work, Italic is used extensively to indicate emphatic words or phrases; if used too profusely, however, it destroys the emphasis it was intended to convey. Italic is well adapted for side headings or subheadings.

**25. Cheltenham Old Style** is a type that possesses very pleasing and distinctive features, rendering it adaptable for either book or job work or newspaper display. The lower case of this letter is particularly distinguished for its legibility.

**26. Bookman Old Style** is patterned to some extent after Old Style Antique. It is a useful letter for all classes of composition. Very neat effects can be secured by its use.

**27. *Livermore*** is another type that finds much favor with advertisers. As will be seen, it is a neat, legible, and artistic type, well adapted for purposes of display.

**28. Old Style Antique** is the name given to a type in which the lines are heavy and of uniform thickness, the serifs being correspondingly heavy. It is frequently used in place of Roman by job printers, who find it more effective for display work, and especially for single lines that are printed in colored ink.

**29. Gothic** is the name given by printers to a certain style of Roman without flourishes and serifs, or lines at the top and bottom of the letter. It seems to be an imitation of Roman capitals cut in stone. Gothic is the plainest of all types. It has no useless lines: each character is distinctive and unmistakable. For this reason it is the type selected for the raised letters made for the blind, to be read by the

sense of touch. On account of its rigid simplicity, it has always been a favorite with advertisers as a bold display type. It is seen to advantage in advertisements of articles denoting solidity and strength; such as heavy machinery, furnaces, steel rails, etc. It also makes very effective poster type. It is not well adapted for text display.

**30.** *Script Type* is the name given to a type with inclined letters resembling the modern or the Italian handwriting. It makes an excellent type for announcements, such as millinery or dry-goods openings, where its lightness and airiness and suggestiveness of a written personal appeal are specially prominent characteristics. For the same reason it is seen to advantage in circular letters, when printed on the finer grades of paper.

**31.** **De Vinne** is based mainly on the old-style Roman, but is more expanded. It has the undeniable merits of simplicity of form and readability. As it is a bold, handsome, businesslike type, harmonizing well with the Romans, it is much used for headings and emphasis in Roman lines, and also for display. It forms an excellent type to advertise articles of utility and fashion, such as clothing, furnishings, household goods, etc. It is, in fact, one of the most extensively used of all advertising types.

**32.** **Cushing** is a letter drawn throughout with a uniform line of great lightness and delicacy. It is a moderately condensed form of Old Style Antique. Cushing gives lightness of tone to the page, and harmonizes perfectly with very delicate illustrations on fine, smooth-surfaced papers.

**33.** **Jenson** is an adaptation of the Golden type made by William Morris, and is used both as a body type and for display purposes. It is a very catchy and at the same time businesslike type, and is deservedly popular with advertisers. Like De Vinne, it denotes utility combined with gracefulness of form or fineness of finish. **Jenson Condensed** is a very economical type.

**34. MacFarland** is a strong, legible, slightly Roman of medium boldness, much used by some advertisers. It harmonizes well with illustrations.

**35. Adver Condensed** is another useful advertising type. It is quite showy, yet durable, and is well thought of by advertisers in search of bold effects.

**36. French Old Style** is rounder, fatter, and more open than the usual American old styles. It is of light face, and makes a very neat and chaste display type for title pages.

**37. Old English** can frequently be used to advantage for purposes of display in booklets and circular announcements, and in the advertising of jewelry and precious stones. Its character is typical of richness, splendor, and luxury.

**38. Post Old Style** was introduced through the hand-lettered headings of the Saturday Evening Post. It is a rugged but artistic type, and has come to be much used by advertisers in search of bold but harmonious type effects. In fact, nearly all old styles are very attractive and readable types for general advertising, breathing, as it were, the air of truthfulness, reliability, and chasteness.

**39. Post Old Style Italic**, like Post Old Style, is a handsome type that is coming into use among newspaper advertisers in search of striking yet artistic type effects. It is particularly suitable for the display lines in an all-type ad. It closely resembles in its general outlines the popular Livermore series.

**40. Special Types for Special Occasions.**—The student will by now have perceived that much of the effect of an argument depends on the type in which the advertisement is set. Some types are heavy and blunt; others are light and fantastic; each style has a use peculiar to itself. In selecting types or borders, therefore, for any form of advertisement, it is desirable, as far as possible, to designate some type or border appropriate to the subject treated. Just as you would not set a millinery announcement in loud,

flaring poster type, or surround an obituary notice with a flame border (unless, perchance, you had ulterior motives), so in general advertising matters the exercise of a little care and a little judgment, with an eye to the looks of things, will not only spare one the chagrin of adverse criticism, but will very often add the touch to the advertisement that gives it value and producing power.

41. The class of readers whom you are trying to interest is sometimes an important consideration in advertising. The artistic, refined, or esthetic are more likely to read ads displayed in a quiet, subdued manner and containing a dignified argument—without frills or furbelows. On the other hand, to men and women that see more of the sterner realities of existence, that earn their daily bread by the sweat of the brow—in the foundry, the machine shop, or the mill—the employment of startling or bizarre effects to attract attention is by no means offensive; frequently, it is the most effective way in which they can be reached. It is simply an instance of the law of association of ideas. Between these two classes there is the great middle class of well-to-do or independent workers, who may be approached in still different ways. The character of a publication and the social status of its readers may be pretty fairly gauged by the size and character of the display type used in its headlines and advertisements.

In using cuts, do not run a heavy border around the illustration, for it will weaken the display; a light border, however, in such a case, would not be out of place. In using very light zinc etchings or tooled half tones for illustration, Old Style Roman or Cushing makes an appropriate reading accompaniment; when the half tones are dark, or the etchings very black, an Antique, MacFarland, or Jenson is quite in place.

In short, strive to make your ad look better and be more conspicuous than anything else of its size on the page—what to be done and how to do it will depend much on the exigencies and conditions involved in the situation.

**42.** There are, as we have seen, many forms or styles of display types. A number of these, on account of their adaptability to newspaper and magazine advertising, have become known as advertising types or faces. A type that is adapted to the effective display of advertising matter should possess the following characteristics:

1. *Legibility.*—To be legible—that is, easily read—the lines of a type must be, as nearly as possible, of a uniform thickness throughout; or, where thick and thin strokes are used, there should not be such a dissimilarity between them as will interfere with their instant recognition at any reasonable distance.

2. *Attractiveness.*—A type must be attractive; that is, it must not offend the taste by flaring serifs or grotesque outlines, but draw attention to itself by reason of its sightliness and beauty. An attractive type will harmonize well with its surroundings.

3. *Force.*—An advertising type should have sufficient force in its lines as will, without sacrificing anything to beauty, impress its identity on the reader. The face should be strong and “catchy.”

4. *Durability.*—In a good advertising face there should be no hair lines or serifs to break or to be crushed with a few hundred impressions; instead, all lines should be of sufficient thickness to withstand any reasonable amount of wear and tear.

5. *Economy.*—A type must not be lavish of space, without correspondingly great advantages being secured. Advertising space is expensive, and the first desire of the advertiser is to get into that space all that his money can buy. Hence, while losing little if any of the attractiveness and beauty of the type face, founders have “condensed” or narrowed many of their types to get a maximum number of letters in a given space.

## TYPESETTING

## HAND COMPOSITION

**43. Cases.**—The types as sent out by the founder are put up in packages weighing about  $6\frac{1}{4}$  pounds each. When received by the printer the types are placed in a case containing boxes, or compartments, of various sizes for the

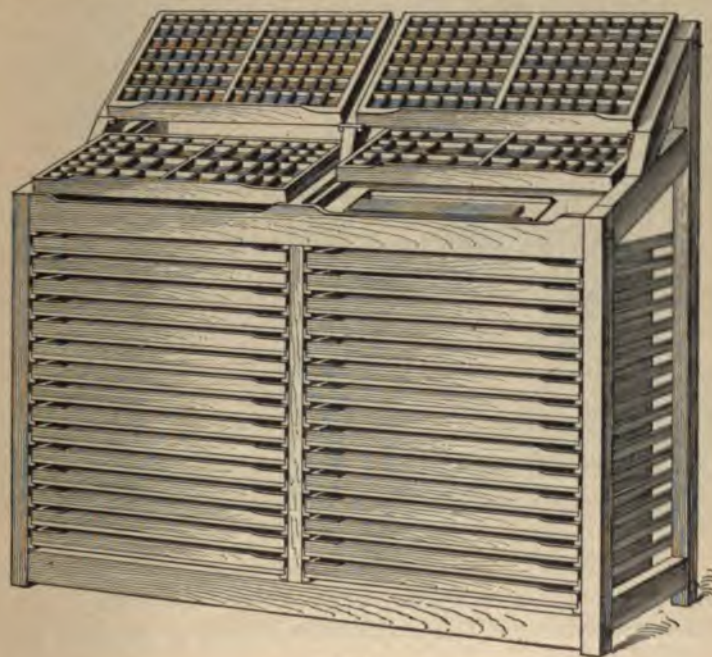


FIG. 2

different characters. Cases go in pairs, the *upper* case containing boxes for capitals, small capitals, etc., and the *lower* case containing boxes for small letters, figures, spaces, and punctuation marks. The lower case is so arranged that the letters most frequently used are placed in large boxes toward the middle and in front of the compositor.



These cases are placed on a frame, or high, and in a sloping position from the case, the capital case being on the upper whence called upper case—and the case letters on the lower part of the frame—case. Fig. 2 shows the ordinary type case.

44. The compositor in setting up frame of steel, having three sides and composing stick (Fig. 3), usually from 2 inches wide, and  $\frac{5}{8}$  inch deep. Two are immovable, while the third side, with a screw, can be adjusted to the width of the column. A brass or steel composing rule of the required measure, is also used with

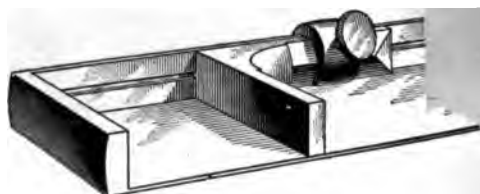


FIG. 3

composing rule makes a smooth surface for arranging the type in lines and is also very useful in emptying composed type, or matter, from the stick, and in supporting matter in the left hand while distributing with the right.

Having received a "take," or a small portion of the copy of a work, which is placed conveniently on the upper case, the compositor proceeds to put the letters in the stick thus:

**TYPES ARE THE VEHICLES OF THOUGHT**

that is to say, reversed. The compositor always reads the type in this manner, and does it as quickly as the ordinary person reads the printed page.

45. When the compositor comes to the end of a line, and finds that he has a syllable or word that is either too long or

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too short to fill out the measure, he performs an operation called *justification*; that is, he so arranges the spaces between the words that the whole of the syllable or word is either driven out of the line to the next line or retained. The compositor proceeds in this way with each line until he has filled his stick, or set up all his copy, when the matter is placed on a *galley*, or oblong tray, having a raised edge on



FIG. 4

two or more of its sides. As each galley is filled up with type, a proof is taken, which, together with the copy, is sent to the proof room.

The above is essentially the procedure in hand composition everywhere—whether for job work or for book work. Fig. 4 is a view of a modern book composing room.

**MACHINE COMPOSITION**

**46.** Many attempts have been made to set type by machinery, but little success was met with until within a comparatively recent period.

The Alden machine was built in 1857, but was not continued in commercial use. The Empire machine, requiring hand justification, came out in the 70's. The Thorne, also requiring justification by hand, was invented about 1880. These were the only machines successfully used in this country until 1886, when the Mergenthaler linotype self-justifying machine was introduced. There are now several other machines on the market for the setting or casting of type.

The typesetting machine in its simplest form merely sets the type furnished by foundry; the spacing, justifying, and distributing must be done by hand or on other machines. In the most prominent machines of this style, the types are placed in channels side by side, and vertically disposed before the compositor. The machine is operated like a typewriter. When the compositor strikes a certain letter on the keyboard, the corresponding character falls into position. These machines can set type in continuous lines only; the justifying or making up must be done by hand.

In the larger offices, the various makes of typesetting machines are being superseded by those in which the composition, casting, and distribution are combined as far as possible in one machine.

**47. The Linotype.**—The Mergenthaler linotype was invented in 1875 by Ottman Mergenthaler, a Swiss living in the United States. The machine was experimented with and improved for many years, and was first put to newspaper use in 1886. At the present time, about 8,000 of these machines are in use in the United States, most of them in newspaper offices, but a number in book offices as well.

The linotype casts the letter faces, properly justified, on solid bars, or slugs, of the length of line desired. Instead

of type, the machine assembles brass matrices and space bands. The latter are wedge-shaped, and are released, one by one, at the end of each word. These wedges, which are about 6 inches long, are inserted thin edge first, and, just before the bar is cast, a device drives the whole series of space bars into the line to the exact extent necessary to expand the line to perfect justification.

48. After the matrix line is composed and justified, it is automatically transferred to the face of the mold, into which molten metal is forced to produce the linotype bar—or *slug*, as it is called—after which the matrices are redistributed to their channels in the magazine, to be again composed, in new relations for succeeding lines. The metal chills and solidifies almost as soon as it comes in contact with the mold,



FIG. 5

expanding at the same time, and the casting is accomplished without any attention or delay on the part of the operator. Fig. 5 shows a number of linotype bars, or "slugs," ready for assembling in the form.

During composition on the linotype, corrections may be made by hand, by changing or transposing any matrix in a line before it is cast. If a correction is desired after the slug has been cast, the whole line must be reset. The discarded slug is returned to the melting pot; the linotype bars, or slugs, are also remelted after they have served their purpose. In operating the machine, as soon as one line is finished the operator starts another line, all that he has to do being to manipulate the keys and start the lines.

49. The chief advantages of the linotype are: it is rapid in operation; it dispenses with movable types; it avoids the

use of worn faces, as it casts new type at each operation; it abolishes hand composition of plain matter and also distribution, as well as lowers the cost of composition; it gives

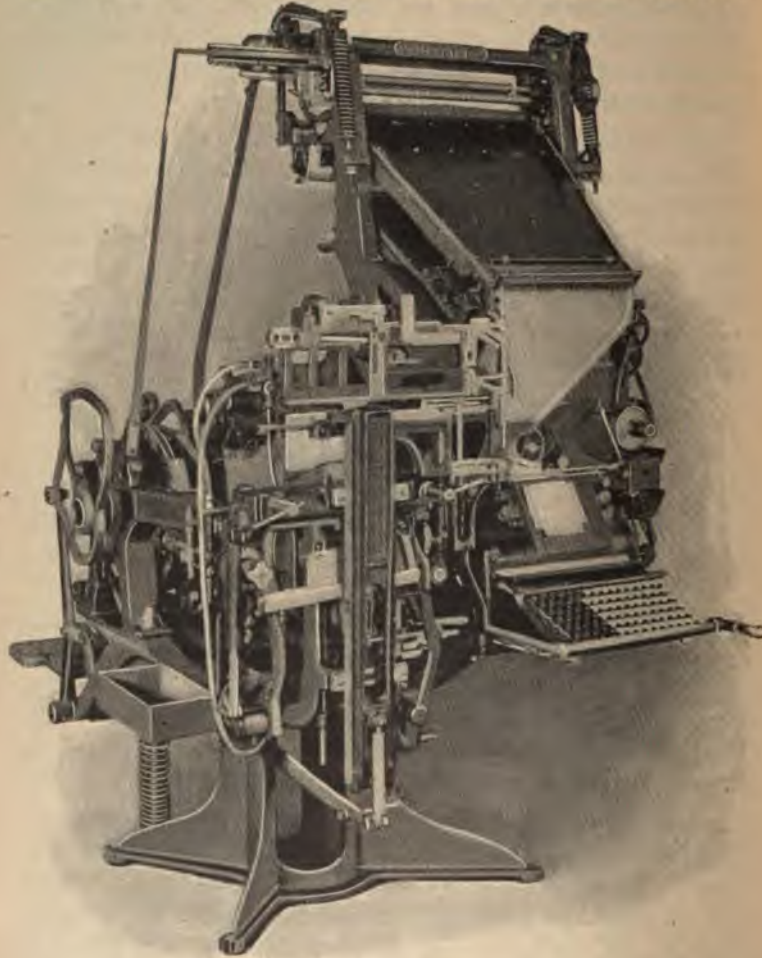


FIG. 6

clean and new faces for each issue; it saves space, and permits matter to stand for any time and in any quantity at a small investment for type metal.

It is only by the use of such machines as the linotype that newspapers are able to furnish, at such small cost, the great amount of reading matter that the public daily receives.

The Mergenthaler Linotype Company manufactures three styles of linotype machines: the single-magazine and the double-magazine linotype, and the Mergenthaler, Jr. The double-magazine linotype (shown in Fig. 6) represents the highest development of the linotype. This style of machine enables the operator to change back and forth instantly from one face or font to another, and also, if he desires, to run two or more faces in one line.

**50. The Lanston Monotype Machine.**—This machine, which first came into use in 1899, both casts and sets individual types, and at the same time effects perfect justification. Unlike the linotype, each character of the monotype is on a separate body, so that alterations can be made as readily as if set by hand.

**51. The Perforating Machine.**—The Lanston monotype consists really of two machines—a tape-perforating and a type-casting machine. The perforating machine (Fig. 7) is equipped with a keyboard similar to that of the linotype, and carrying all the characters commonly found in the regular type case. A mechanism for holding and feeding a 5-inch paper tape is attached to the perforating machine, as also are certain devices controlled by the keyboard and arranged to punch holes in the tape to represent type characters. As the tape is perforated, a scale action registers the body thickness of the types and the number of spaces in the line. On approaching the end of the column measure, this scale action indicates two things—the number of spaces and the amount that the line falls short of justification. The operator is thus enabled, without calculation, to perforate additional holes in the record ribbon, representing the variation from normal body size that the space types must be cast to effect justification.

**52. The Casting Machine.**—This machine (Fig. 8) is an entirely automatic mechanism, controlled by the tapes

from the perforating machine. The tapes or ribbons corresponding to any given matter have simply to be taken from the perforating machine, and mounted in the casting machine, which then, without further attention, proceeds automatically



FIG. 7

to cast the letters and spaces as indicated by the punch marks in the tape, assembling them in galley form and justifying each line as it is set.

Of the two machines, the casting machine is the more expensive and complicated. It is, in fact, within certain

limits, a complete type foundry, capable of being automatically controlled by the tapes.

The perforating machine is of simpler construction. It may be used in a different place or at a different time from the casting machine.

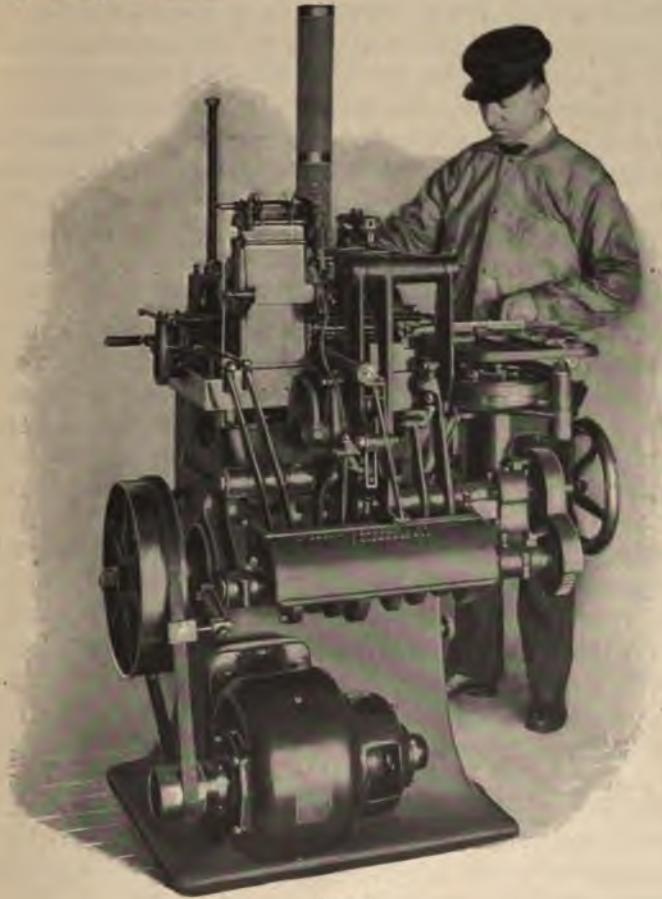


FIG. 8

As the casting machine can be run continuously, several perforating machines may be kept busy supplying tapes to one casting machine.



**53. Advantages of the Monotype.**—The following advantages are claimed for the monotype machine: Intricate composition, such as tabular, directory, school and scientific textbook work, is done as readily as plain matter. The keyboard carries 225 characters of any standard font of type face, such as upper and lower case, small capitals, figures, reference and punctuation marks, and Italic upper and lower case. The keyboard may be arranged to carry several different faces of type at the same time, which can be utilized at one operation. Every monotype is built to set all measures up to 42 ems pica without rehandling, the justification being more accurate than when done by hand or other means. The justification of lines is effected instantly by units of varying degrees and entirely without the use of wedges. Corrections and author's alterations can be made as in the case of hand composition. The casting machine sets, casts, and justifies its product accurately, and is constructed to take all sizes of body from 5 to 12 points, inclusive. It will cast various sizes of type faces on different sizes of body (such as 8-point face on 10-point body), so as to represent different widths of leading between the lines when desired. The type made by the casting machine may be remelted for use again, or may be distributed to be used in hand composition. The machine occupies little space, and has fewer parts than any other typesetting or composing machine. It is claimed that the types made by this machine are better than foundry letter for electrotyping or stereotyping, inasmuch as the face has a much deeper cut. New type is turned out for every job, and type distribution is entirely dispensed with. The monotype repeats a job of composition when desired, as the tape only requires to be put on the casting machine for reproduction. As the casting machine makes individual type, type fonts and sorts in any quantity can be made at a little more than the cost of the metal.

The monotype is in use in a large number of printing offices—especially where books or magazines are set up.

**ELECTROTYPES**

**54. Process of Electrotyping.**—An electrotype, as the name implies, is a reproduction, with the aid of electricity, of a type form or an engraving, or both. The matter to be electrotyped is first surrounded with guards, set type high, to protect it from injury, and is then delicately polished with plumbago. The form is then laid in a press and a pan of specially prepared wax laid over it and pressed down thoroughly, in order to get a good impression. The plumbago, or black lead, previously dusted over the form prevents the wax from sticking to the type or cuts, and thus spoiling the impression. The wax impression—or *matrix* as it is called—is now passed on to the black-leading machine, where it receives a thorough coat of plumbago. The matrix is then placed in an electric bath containing a plate of copper suspended in a solution of copper sulphate. The coating of plumbago on the matrix acts in this case as an electrode, to assist in the deposition of the copper from the bath. In a short time it will be noticed that a thin shell of copper is being deposited on the wax matrix, or mold. As soon as this copper shell has become thick enough to allow it to be handled, it is removed from the wax, coated on the back with tin solder, and then backed up with lead to the regular electrotype thickness—about  $\frac{1}{8}$  inch. This is then trimmed, mounted properly on a kiln-dried block of wood, and fastened in place with screws or nails, the whole being made type high. The finished plate or electrotype—commonly called *electro*, for short—is now ready for printing.

**55. Solid Electrotypes.**—The finished electrotype is not always mounted on a wooden base. When it is too small to hold nails, or when there is no place to insert them, or for any special reason, it is customary to mount the electrotype on a solid lead base by a process called *sweating*. An electrotype thus mounted is called a *solid electrotype*. The solid electrotype has a decided advantage over the wood-bottomed electrotype, in that it has no wood to warp and

shrink and no nails or screws to work loose. The only objection to the solid electrotype is the extra expense for metal, and the increased cost of mailing, when that is necessary. Some newspapers refuse to accept for stereotyping, electros that are not mounted on metal bases. In ordering an electro, therefore, or in fact a plate of any kind, it is best to specify how it is to be mounted; otherwise, the engraver will usually mount it on a wooden base.

**56. Patent Blocks.**—In nearly all book offices, what are known as **patent blocks**, or **stock bases**, are used, which take the place of the wooden or metal base of the ordinary electrotype and thus result in a considerable saving of expense. When patent blocks are used, the unmounted electro is beveled on its edges, in order to allow the clamps of the blocks to properly grip the plate. In Fig. 9 is shown a form locked up ready for the foundry; while in Fig. 10 is shown the finished electrotype ready for mounting.

**57. Advantages of the Electrotype.**—Economy and safety demand the electrotype. Not only does electrotyping obviate the wear and tear on costly type and cuts incident to printing from originals, but in no other way can errors be guarded against. If the electro is right in the first place, it continues to be right—no cuts to be printed awry and no letters or words to drop out. The only thing that can happen to the electro—outside of legitimate wear—is that some part may get smashed; but this is a matter that the competent pressman will take care of. Another great advantage of the electrotype lies in the ease with which duplicate plates may be had of the original form. This duplication of forms is an important factor, where large editions are printed, in reducing expense and saving time on presswork, in that it allows of more than one press printing the same material at one time.

When necessity demands it—for instance, when the ad writer has a “rush job” of circular work and cannot wait for electrotypes—the printer will usually run from the original type or engravings, up to about 500 impressions.

Beyond this, as a rule, he cannot go without injury to type or engravings. Wherever possible the electro is preferable.

The average time allowed for making an electro is about 24 hours for the best results. If absolutely necessary, however, an electro can be made in 3 or 4 hours, but the shell is likely to be thin or weak and unreliable.

**58. Cost of Electrotypes.**—Electrotyping is not an expensive process. In general, it may be said that electros of type matter or line engravings cost in small lots from 15 to 18 cents for the first square inch, and from  $2\frac{1}{4}$  to  $2\frac{1}{2}$  cents for each additional square inch. The minimum charge for electrotyping of this character—that is, the least for which the electrotyper will furnish an electro—is about 15 cents.

The electrotyping of half tones is a more particular job and the charges are correspondingly greater. The average charge for the first square inch is about 25 cents and from 3 to  $3\frac{1}{2}$  cents for each additional square inch. The minimum charge for electrotyping a half tone is 25 cents. These figures, however, can be greatly reduced when large quantities are ordered. Slight changes can be made in electros without much trouble or expense—about 10 or 15 cents for each patch—but extensive corrections cost more than resetting and reelectrotyping, besides weakening the plate and thereby shortening its life.

**59. Life of Electrotypes.**—The life of the electrotype depends on the care taken in its manufacture and on usage. Generally speaking, however, the ordinary electrotype is good for 200,000 impressions. There is a great difference, too, in the quality of electros. The copper shell may be made thick or thin. If it is too thin, the life of the electro is short. On the other hand, a first-class electro will frequently produce as good results as the original type or engraving, and will outlive three of the inferior electrotypes.

**60. Half-Tone Electrotyping.**—In electrotyping half tones, unsatisfactory results are obtained from screens finer



FIG. 9



FIG. 10

than 150. For newspaper work, electros from half tones of from 50 to 80 screen give the best results. Where the cut is large or has little detail, the coarser screens can be used to advantage; but where the cut is small or has considerable detail, it is better to use the finer screens. For fine, flat papers, magazine work, and general use, electros from half tones of from 100 to 150 screen are considered most desirable. For the highest grades of work the best results are secured only by printing from the original half tones.

**61. Special Electrotypes.**—Electrotypes intended for use in color printing are often silver- or nickel-plated, as many inks, particularly red, are affected by electrotypes when copper-faced. Moreover, colored inks are in many cases injurious to electros. This is especially true of inks containing bronze, such as bronze-blue, bronze-green, etc. Electros intended for such printing should be ordered with an extra-thick shell.

A well-made, heavy-faced electro can be used in stamping book covers instead of the regulation brass die; but wherever possible or convenient, the brass die is to be preferred, as better and more uniform results are obtained.

**62. Care of Electrotypes.**—To retain their efficiency, electros must be properly taken care of. If the advertiser handles them like scrap iron, the printer cannot be held accountable if disappointment follows their use. Keep your electrotypes in a case by themselves, face down, and if placed one upon another, put a piece of blotting paper or cardboard between them. Never keep your electros with their faces together, and do not touch the faces with any hard substance; if you do, you will have a scratch, and a scratched electro is worse than no electro at all. In short, treat your electros as you would an expensive book, and you will have no disappointments and no regrets.

**63. Stereotypes.**—Stereotyping was invented late in the 17th century, and until within about 50 years ago was the only method of duplicating type or engravings. Its use now, however, is largely confined to the large daily papers, which are never printed from type, this process saving the

wear of type and admitting of the rapid duplicating necessary to large editions, where several presses are running the same matter at the same time. Stereotyping is a very rapid process, and the time required for duplicating one newspaper page has been reduced to a few minutes.

The process of stereotyping was thoroughly treated in Part 3, to which the student is referred.

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## PRESSWORK

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### PRINTING PRESSES

**64.** While there are many kinds of printing presses, they may all be roughly grouped under three heads: **bed-and-platen** presses, or those in which the form and paper are both on flat surfaces; **cylinder** presses, characterized by a flat bed for the form, which reciprocates under a cylinder that gives the pressure for printing; and **rotary** presses, in which the flat reciprocating type or plate beds are dispensed with, the form being replaced by curved stereotype or electrotypes, mounted on cylinders.

*Perfecting* presses are those that perfect the sheet by printing it on both sides at a single operation.

*Web* presses print from a roll, or web, of paper, which is cut up into sheets after printing and before delivery from the machine.

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### BED-AND-PLATEN PRESSES

**65.** The simple press of Gutenberg consisted of two upright timbers with cross-pieces of wood at top and bottom and two intermediate cross-bars. Through one of these cross-pieces a wooden screw passed, its lower point resting on the center of a wooden **platen**—the flat part, or *plate*, of the press. After inking the form with a ball of leather stuffed with wool, the printer spread the paper over it, laying a piece of blanket on the paper to soften the impression of the platen and remove inequalities. About 50 impressions an hour was the capacity of Gutenberg's press (Fig. 11).



This rude machine continued in general use until 1620, when William Jansen Blaeu constructed a press in which the bed could be moved in and out, while a new form of hand lever turned the screw.

**66.** About the year 1800 Earl Stanhope contrived a press that obtained much notoriety. It was made of iron, and of a size sufficient to print the whole surface of a sheet. Such



FIG. 11

a combined action of levers was applied to the screw as to make the pull a great deal less laborious to the pressman.

The Stanhope press was soon superseded by the Columbian press, invented by George Clymer, of Philadelphia, about 1816. This in turn was displaced by a machine invented by Peter Smith, of New York, in which the frame was of cast iron and a togglejoint was substituted.

**67. Washington Press.**—In the year 1827, Samuel Rust, of New York, perfected an invention that was a great improvement on the Smith press. The new machine was known as the **Washington press**, and in principle and construction it has never been surpassed by any hand printing machine. This press is still in use in book offices for taking

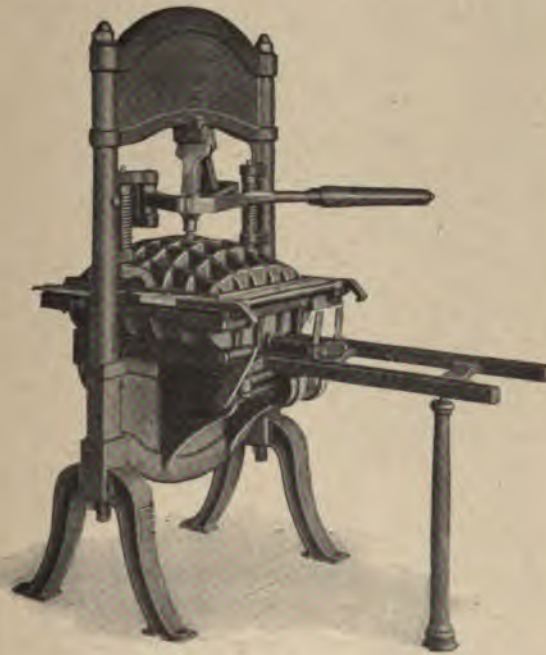


FIG. 12

proofs of fine cuts, electrotypes, etc., and also in some country newspaper offices where the printing is still done by hand. In Fig. 12 is shown a modern Washington press.

**68. Power Presses.**—The bed-and-platen system of printing was, up to the middle of the 19th century, the favorite method of printing fine books. The first power or steam press on this principle was made by Daniel Treadwell, of Boston, in 1822. This machine was afterwards greatly

improved by Isaac Adams and Otis Tufts, of Boston. In 1858, Adams's business became the property of Hoe & Co., New York, who continued to manufacture the machines with added improvements. One thousand sheets per hour is the maximum speed of the larger sizes of the Adams press. Although many of these machines were made, and many are still in use, and notwithstanding the fact that it was thought by many experienced printers that fine book and

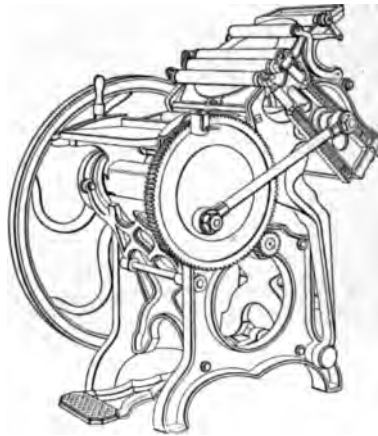


FIG. 13

cut work could be done in no other way than by flat pressure, this system of printing has given place to that of the cylinder press.

**69.** The bed-and-platen system of printing, as applied to job presses, has been of great advantage to the printer and has greatly increased the jobbing department of typography. Here American ingenuity has taken the lead of all nations, and the presses invented by Ruggles, Hoe, Gordon, Degener, Wells, Gally, and many others, have achieved a high reputation for expeditiousness and excellence of work. Perhaps the most representative type of jobbing press is the Gordon press shown in Fig. 13. This type of press is characterized by a double-disk ink table and reciprocating bed and platen. Job presses are frequently

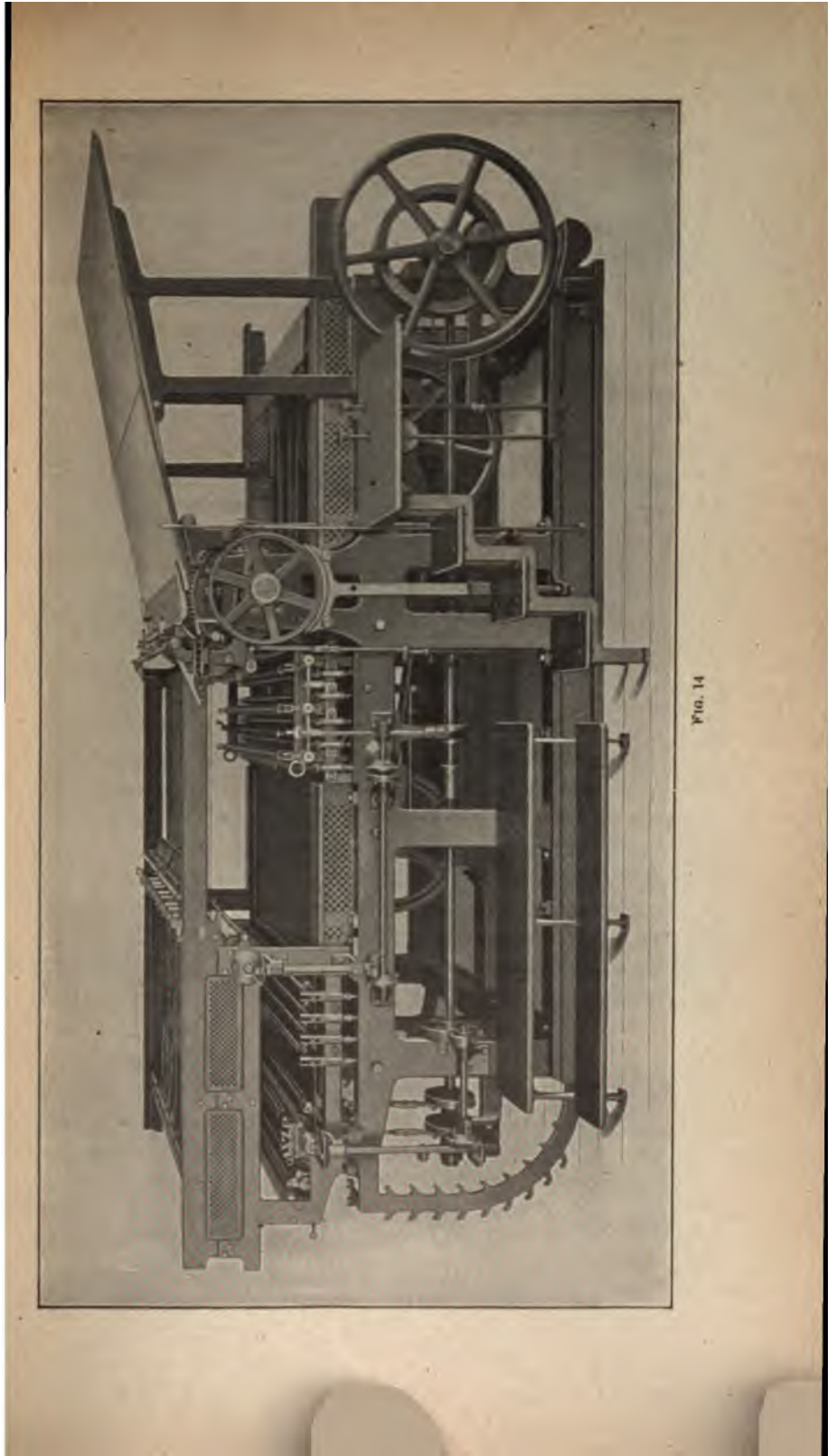


FIG. 14

run by foot-power with a treadle, and are used to print stationery, cards, and all kinds of small sheets that are done in small quantities.

#### CYLINDER PRESSES

**70.** Cylinder printing presses have been in use since 1814. In that year Friedrich Koenig, after much time spent in experimenting, invented a continuous revolving cylinder press, and erected two of them in the office of the London Times. These presses printed on one side of the paper only, at the rate of 800 sheets an hour. Koenig afterwards also designed a two-cylinder press, which printed both sides of the paper at one operation, and hence received the name *perfecting press*.

In the perfecting press, the two forms were placed one at each end of a long bed, and the paper after being printed on one side by one cylinder was carried by tapes over a registering roller to the other cylinder, where it was printed on the reverse side.

Koenig's invention later underwent many improvements at the hands of various inventors. Types of the cylinder press are now to be found in the Campbell, the Miehle, the Optimus, Cottrell, and many others, all of which have their particular merits.

**71.** The press today from which the finest letterpress and woodcut work is produced is known as the *stop-cylinder*—invented in 1852 by a Frenchman named Dutartre, and afterwards greatly improved by R. Hoe & Co., New York. The stop-cylinder press may be described as follows: The type is secured on a traveling iron bed, which moves back and forth on friction rollers of steel, the bed being driven by a simple crank-motion. The cylinder is stopped by a cam-motion pending the backward travel of the bed, and during the interval of rest the sheet is fed down against the guides, and the grippers closed on it before the cylinder starts. The average output of these presses is from 1,000 to 1,500 impressions an hour. In Fig. 14 is shown a representative stop-cylinder press.

Cylinder presses are particularly well adapted for the finest book and job work, and are also used by some newspapers of small circulation. Fig. 15 is a view of a modern book pressroom.

#### ROTARY PRESSES

**72.** The machine on which our large city dailies are printed is the **rotary press**, printing from a web, or continuous roll, of paper.

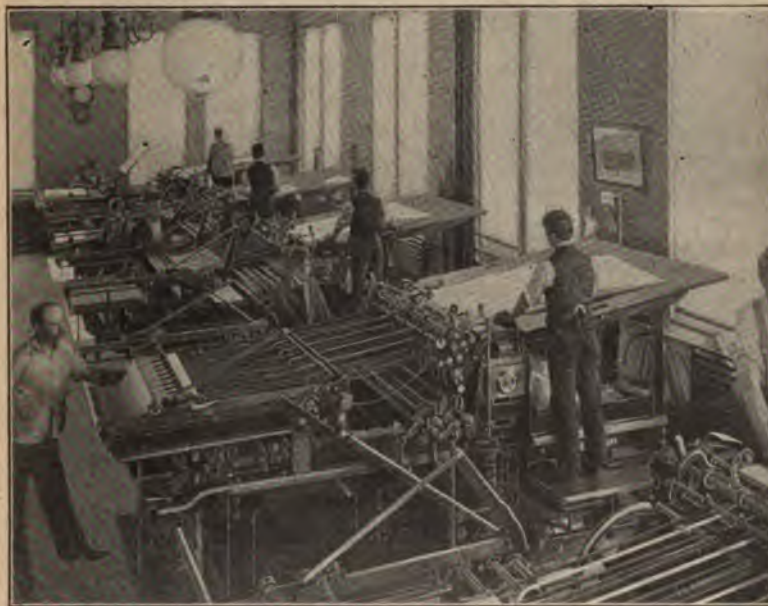


FIG. 15

Until 1847, newspapers in the United States were printed on single small-cylinder and double-cylinder machines, which gave 2,000 and 4,000 impressions per hour, respectively, on one side of the paper. The growing demand for papers containing the latest news necessitated increasing effort on the part of the machine makers, and the result was the construction of a press known as the "Hoe type-revolving machine," embodying patents taken out by R. M. Hoe.

The distinctive feature of this new press was the fastening of the forms of type on a central cylinder placed in a horizontal position. Around this central cylinder from four to ten impression cylinders, according to the output required, were grouped. The sheets were fed in by men and taken from the feed-board by automatic grippers, or fingers.

The first of these presses had only four impression cylinders, necessitating four men to feed the sheets. The running speed obtained was about 2,000 sheets to each feeder per hour, thus giving, with what was called a *four-feeder*, or *four-cylinder* machine, a running capacity of about 8,000 papers per hour printed on one side. As the demands of the newspapers increased, more impression cylinders were added, until these machines were made with as many as ten impression cylinders grouped around the central cylinder, giving an aggregate speed of about 20,000 papers per hour printed on one side.

The introduction of the type-revolving press revolutionized the newspaper-printing business. Journals that before had been limited in their circulation, by their inability to furnish the papers rapidly, increased their issues, and many new ones were started.

**73.** In the meantime various experiments had demonstrated the possibility of casting curved stereotype plates. The process was brought to perfection by the use of flexible paper matrices, on which the metal was cast in curved molds to any outline desired, and these plates were placed on the Hoe type-revolving machine, on beds adapted to receive them instead of the type forms. The newspaper publishers were thus enabled to duplicate the forms, and run several machines at the same time with a view of turning out the papers with greater rapidity.

**74.** To obtain the best results, however, from the largest sizes of this press, it was necessary to employ a dozen or more people to feed and run it. This expensive feature was largely avoided in a new machine projected by William Bullock, who, in 1865, constructed a press that

would print on both sides of a continuous web during one operation. As at first constructed this machine was unreliable, but it was afterwards improved and came into rather extensive use. The Bullock machine printed 10,000 papers an hour without the assistance of feeders. This machine was followed by the Walter machine, of England, and the Marinoni, of France. Several difficulties, however, were encountered, until in 1871, when the Hoe web perfecting press was constructed, which practically solved the problem of a rotary perfecting press printing from a roll, or continuous web, of paper.

Hoe & Co. continued their experiments, and produced the double supplement, the quadruple, the sextuple, and the octuple presses, which consist of a multiplication of cylinders and plates, the general principles of all being the same. The Hoe machines are now used by most of the large newspaper offices of the United States and Great Britain. Other fast machines used in the printing of newspapers are the Scott, the Potter, and the Goss.

Rotary presses are usually web presses and also perfecting presses, although some flat-bed machines are made that print from the web and also perfect the sheet.

**75.** In Fig. 16 is shown a double sextuple press built for the "New York Journal" by R. Hoe & Co. The following description of this machine, which may be taken as representative of the latest developments of the web perfecting press, is taken in substance from the catalogue of R. Hoe & Co.

Each of the two portions of the machine is composed of six pair of cylinders, arranged, with their axles parallel, in three tiers of two pairs each, and printing on both sides (or perfecting) three webs of paper from separate rolls, each four pages wide.

The rolls of paper are placed at the end of the machine—three at each end—and the two folders for each portion are placed back to back midway in the length of the machine.

Altogether, there are twelve plate cylinders in the machine,



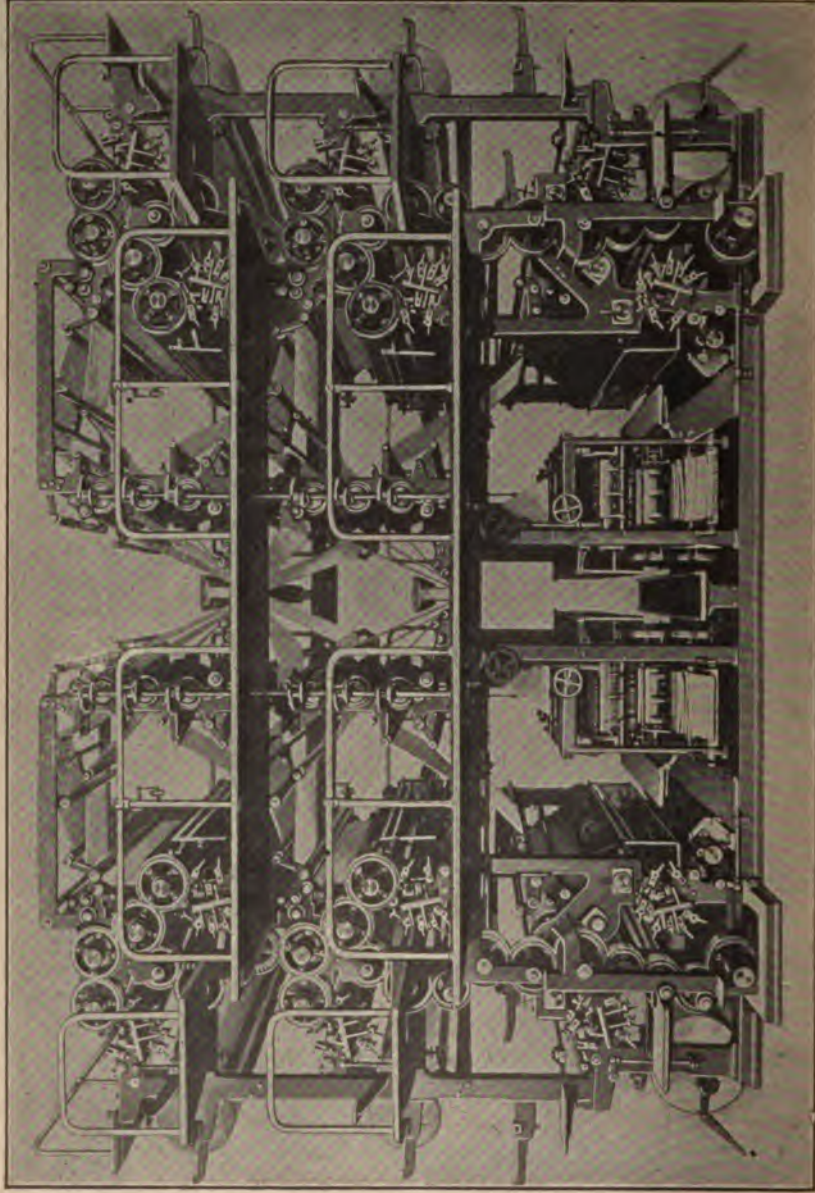


Fig. 16

each carrying eight plates the size of a newspaper page. Either stereotype or electrotype plates may be used. To receive the latter, which are much thinner than stereotype plates, special base or jacket plates are secured to the cylinders. The ink is applied to the plates by four form rollers, after having been thoroughly distributed by vibrating rollers and cylinders.

The full capacity of the machine, when printing all black, on six rolls, is 96,000 12-page papers an hour, and other numbers of pages at proportionate speeds.

The maximum product of the machine when running as a color press is 48,000 16-page papers an hour, with the two outside pages printed in four colors and black; the other pages in black only. If, however, it is not desired to have so many colors on the outside pages, it is possible to obtain 20-page papers, at the rate of 48,000 an hour, with the two outside pages in two colors and black. By running the full product of the color section of the machine into one folder and associating therewith webs of paper from the other section of the machine, papers with any number of pages from 8 to 24, with the two outside pages and two of the inside pages printed in four colors and black, the other pages in black only, can be produced at a speed of 24,000 an hour.

The dimensions of the machine are as follows: Length, 35 feet; height, 17 feet; width, 9 feet; weight, about 225,000 pounds; and the number of parts of which it is composed, approximately 50,000.

While this is one of the largest printing machines for newspaper work that has ever been constructed, yet it is practically the same in principle and construction, though, of course, on a much larger scale, as the Hoe web presses to be found in the newspaper offices of any of our larger cities and towns. The student should, if convenient, visit some newspaper office where these presses are in operation and watch the paper as it spins rapidly off the reel at one end of the machine, passes between the various cylinders, and finally comes out at the other end printed, folded, and counted—a complete newspaper, ready for the public.

## THE MAKE-READY

**76.** A matter of considerable importance in the printing of books, catalogues, etc., and in a lesser degree, of the colored or half-tone supplements of newspapers, is what is known as the **make-ready**, or the operation of making a form ready for printing. On the proper execution of the make-ready depends to a certain extent the effective appearance of the printed page—very often the only difference between a good and a poor booklet is due to poor presswork.

For straight printing from type or electrotypes of text matter only comparatively little make-ready is required. When, however, the forms contain cuts—particularly half-tone cuts or fine engravings—the amount of time consumed in the make-ready is often quite considerable. For, however carefully the casting and finishing of the plates may have been done, it is almost impossible to obtain a number of plates whose face and thickness shall be absolutely true. There will be depressions in some spots where the face of the plate in printing scarcely touches the paper, and similar elevations in other places. The first impression on the sheet is therefore more or less imperfect; it is the duty of the pressman to overcome the irregularities by the aid of *overlays*, and until this has been done, the press should not be permitted to start printing.

The overlaying process is a very particular one and it requires much experience and care to do the work effectively. Small pieces of very thin paper are cut with great care and pasted on the cylinder in the spots in which the pressure is too light, and this serves to even up the irregularities in the face of the plate, resulting in a true and perfect impression.

When a form containing cuts, especially half tones, is to be printed, the work of overlaying is much more complex, and the experienced pressman should have some artistic judgment in order that the form may show effectively in the printed sheet the design of the artist. Few realize the amount of time and care required on the part of the pressman to

11  
11  
11  
11



FIG. 17

THE LIBRARY  
METROPOLITAN LIFE & CO.



FIG. 18

PROPERTY OF THE LIBRARY  
METROPOLITAN LIFE INS. CO.



FIG. 17

PROPERTY OF THE LIBRARY  
METROPOLITAN LIFE INS CO



FIG. 18

PROPERTY OF THE LIBRARY  
METROPOLITAN LIFE INS. CO.





produce the best results, and they would be surprised to see the difference between the first impression of a sheet and the same after the form is properly made ready. A plate properly prepared for printing is to one with little or no preparation what a well-polished shoe is to a mud-bespattered brogan.

Indeed, to make ready properly—say a form of 16 pages containing fine cuts—may often require the labor of two or three days on the part of the pressman in building up the blacks, toning down half tints, or cutting away high lights.

To show the difference between a cut made ready and one not made ready, we have in Figs. 17 and 18 printed from the original half-tone engravings a view of the Administration Buildings of the International Correspondence Schools. Fig. 17 shows the half tone not made ready, and Fig. 18 the half tone ready for printing. These cuts should demonstrate more forcibly and clearly than any argument, why, in order to secure the best results, it is necessary that the matter to be printed be first properly made ready.

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#### PAPER

**77. History.**—The Chinese, it would appear, were the first to have a knowledge of the art of making paper. At a very remote period they made paper of bamboo, grass, the bast of the mulberry tree, and the pith of the *Falsia*, or rice-paper plant. By the Chinese the art was made known to the Hindus, Persians, and Arabs. It was practiced also in Egypt, Damascus, and Northern Africa.

Paper was probably introduced into Greece through trade with Asia, and thence carried to other countries in Europe.

The first paper manufactured in Europe was made by the Moors in Spain. In 1154 there was a paper mill at Jativa, in the province of Valencia; and a little later factories were also established at Valencia and Toledo, in the provinces of the same name.

In Germany the first paper mills appear to have been established toward the end of the 13th century.

It is believed that the first paper manufactured in England was made by a person named Tate, who is said to have had a mill in operation in Hertford early in the 16th century. Very little is known of the manufacture of the material in that country, however, until about the middle of the 16th century, when there was a paper mill at Dartford, Kent county.

In America, paper was first manufactured by William Bradford, a printer, in 1690, at Germantown, near Philadelphia. Having discovered a paper maker among the colonists, and assisted by his neighbors, he started a paper mill, which was operated by the Rittenhouse family for several generations.

**78. Manufacture of Paper.**—Paper was at first made entirely by hand. In 1799, a paper machine was invented by Louis Robert, a Frenchman, employed by the Messrs. Didot, of Paris, which greatly stimulated the development of the paper-making industry. From France the machine was introduced into England, where the English rights were purchased by the Fourdrinier brothers, of London, who expended vast sums of money in perfecting the machine. Nearly all paper-making machines are now built after the Fourdrinier model. In America, the first steam paper mill was started at Pittsburg in 1816. The Fourdrinier machine was first employed in the United States about 1827, at Springfield, Mass. Since 1820 paper made by machinery has supplanted hand-made paper, except some fine grades used for special purposes.

There are today in the United States over 750 different concerns owning and operating over a thousand paper and pulp mills, which are distributed through thirty-five different states. Of these New York shows the greatest output, the capacity of her mills being 7,000,000 pounds daily, or nearly one-quarter of the total daily output of the United States. Next in production comes Maine, with a daily capacity of 3,700,000 pounds, while Wisconsin and Massachusetts take third and fourth rank, respectively. Massachusetts upholds her literary reputation by ranking first in the production of

both writing and book papers. In the production of wood-pulp paper New York easily outstrips all competitors, her output being nearly double that of any other state, while Maine stands second and Wisconsin third. The total daily capacity for the United States of all varieties of paper is estimated to be over 28,000,000 pounds.

**79. Materials for Paper Making.**—Writing and printing papers are chiefly made from wood pulp, rags, and a grass called esparto, while wrapping paper is made from old ropes, jutes, and wood pulp. A great part of paper-making material is a by product obtained from the refuse of other manufactures, such as waste paper, rags, old rope, bagging, etc. Paper can, in fact, be made of almost any vegetable fiber, but those fibers are strongest which are most completely interlaced. The woods generally used are poplar, pine, spruce, and hemlock.

**80. Preparing the Pulp.**—In making paper by machinery, the rags are first put in a *thrasher*, where they are thoroughly beaten. They are then sorted out and graded and sent to the *cutter*, which cuts and chops them into small pieces. After further cleansing in the *whipper* and the *duster*, the rags are sent to the *digesters*, which are huge revolving boilers, often 20 feet long by 8 feet in diameter, with a capacity of from 5 tons of rags upwards.

In the digester the rags are boiled under a steam pressure of about 40 pounds to the square inch, the cooking lasting from 12 to 14 hours. The rags are then drained and taken to the washing and beating machines—great tub-like receptacles equipped with two sets of knives—which still further subdivide the rags, on which in the meantime a stream of water is playing.

The next step is bleaching. The rags, known now as *half stuff*, are emptied into a chest or drainer and treated with bleaching material. From the drainer the mass is taken to the beating engine, where it is beaten to the desired fineness and sent to the stuff chest, in which it is still further macerated. This completes the preparation of the pulp.

**81. Paper Making by Machinery.**—From the stuff chest the pulp is pumped into a head box, from which it flows into a screen or dresser which removes any remaining knots or large particles of dirt. From the screen it is conveyed through a pipe to the Fourdrinier machine and deposited on an endless wire cloth or belt having both a forward and a lateral motion. The pulp, still liquid, is spread on this cloth evenly, the water oozing out through the interstices. The lateral vibration of the wire cloth throws some of the fibers across the machine, while the motion of the belt causes the lay of the fiber in the other direction. Endless rubber bands, or *deckles*, extend on each side on top of the wire, which confine the pulp and determine the width of the paper. The deckles continue about two-thirds of the distance of the run of the belt, by which time the paper is formed, although not yet sufficiently compact. A cylindrical frame covered with wire cloth, known as the *dandy roll*, passes over the paper, and presses the fibers more closely together. Any water marks or designs are put on this roll, and impressed on the soft sheet, which is made thinner, and more nearly transparent at the points of contact.

The web now passes over suction boxes, or chambers, in which a partial vacuum is maintained, to aid in still further draining the pulp of water. Just as the web leaves the wire cloth, it passes on between two rolls covered with felt, which deliver it on to an endless belt of felt by which it is passed on to the driers, a series of large iron cylinders heated with steam. Accompanied by a belt of duck or felt, the paper passes over and under the cylinders, gradually becoming drier and more solid as it approaches the end of the machine.

At the end of the series of driers is located one or more stacks of calenders, known as *machine stacks*, consisting of superimposed iron rolls. For book and print papers, and the cheaper grades, the web of unfinished paper passing back and forth through these rolls is given a smooth, but not glossy, surface, which is known as *machine finish*.

For such papers, the paper-making process ends with the

calenders, after which the paper is slit into the required widths by revolving disk knives. Paper intended for web newspaper presses is taken off in continuous rolls of the widths required, varying from 17 to 76 inches, according to the size of paper to be printed. These reels contain from 15,000 to 25,000 lineal feet of paper, or from 3 to 5 miles.

While the process just described applies in general to all classes of paper made, the particular character of any paper that is to be produced determines exactly the details of the process through which it shall pass, and regulates the deviations to be made from the general operations in order to obtain special results. For example, some papers are wanted with a rough, or "antique," finish; in such cases, calendering is omitted.

**82. Classes of Paper.**—*Deckled edge* is the name given to papers that are rough on the outer edges. In making paper by hand, the pulp is shaken in a sieve, and the sides therefore are uneven. When paper first issues from the machine, it is rough on the outer edges, next to the deckles, and is afterwards trimmed. Deckled-edge machine paper, however, can be made in narrow strips of any desired width. This is done by putting in a number of deckle straps on the wire cloth, so as to give the true deckle. The edge thus formed is more feathery than that of regular hand-made paper; it occurs on two sides instead of four. At the present time this deckled-edge paper is being used quite extensively in high-class book work.

A detail of considerable importance is that of the *finish*, or surface, of the paper. When paper with a particularly high or glossy surface is desired, it is subjected to a separate process after leaving the paper machine, known as *supercalendering*.

Supercalendering is effected by passing the web through a stack of rolls composed of metal cylinders alternating with rolls made of solidified paper or cotton. The paper passes and repasses through these calenders until the requisite degree of smoothness and polish has been acquired.

Coated paper, or paper having an enameled surface, is made by applying a mixture of clay and glue to ordinary paper. The cost of illustrations having been greatly reduced through the perfection of photogravure or half-tone processes, a large and increasing demand exists for a paper of extremely smooth, firm, and sensitive surface, suitable for the reproduction of the finest half-tone cuts—a paper with such delicate fineness and susceptibility that the minute lines of a half-tone cut, so minute in some cases as to be indistinguishable to the touch of the finger, will be perfectly reproduced when printed on its enameled surface. Coated paper is usually enameled on both sides.

Coated and supercalendered papers are used for high-class magazines and books, where half tones and other fine illustrations are used. Most booklets of the better class are printed on supercalendered paper—frequently called plain “super”—the higher grades of which approach coated paper in quality and finish. Coated or enameled paper is not desirable for letterpress work, as its glossy surface is trying to the eye.

*Wove* paper is a paper that receives no other impression than that made by the weave of the wire cloth and the dandy roll.

Paper in which a series of close, fine, parallel lines are produced is called a *laid* paper. Laid paper is the opposite in surface to wove paper, being rough to the feeling, resembling in this respect hand-made paper, of which it is intended to be an imitation.

*Plate* paper is paper that has passed between highly polished metal plates and heavy rollers, which exert a powerful pressure. Plate paper is a high grade of book stock, and has the same finish on both sides. It takes well the impression of printers' ink, and reproduces the most delicate lines of half tones.

Writing paper has a smooth surface, as it is made with a sizing, or glue. Without sizing, the ink would penetrate the paper and make the writing thick and illegible. The better kinds of writing papers are of course made from linen rags.

Among writing papers are *bond*, which is a fine and very strong paper; *linen*, which is made of the same stock as bond, but of rougher finish; and *ledger*, which is large in size, very strong and smooth, and made of the finest materials.

**83. Coloring Paper.**—White or whitish paper is, as we have said, bleached in the drainer before being conveyed to the paper-making machine. If the rags were not bleached, the finished paper would be of a creamy or brownish color, like wrapping paper, for example, depending on the original color of the stock.

If a colored paper is desired, the paper maker adds the necessary dye to the pulp while in the beater. In this case, of course, the paper is of the same color on both sides. Special varieties of colored papers—such as marble paper, multicolored paper, or paper with its two sides different in color—are prepared, for the most part, in mills specially devoted to the purpose. Such mills usually buy the paper already made, but unsized, from the paper maker, and do the coloring and glazing themselves. The colors are either applied to the paper by hand or by machinery, according to the class of paper desired. In either case, the principal means used are large brushes specially made for the purpose.

**84. Sizes of Paper.**—Paper is manufactured and sold in sheets of standard size, to which certain trade names are given. The number of sheets to the ream varies with different manufacturers: for wrapping papers 480 sheets and for writing and book papers 500 sheets are usually allowed.

In designating the sizes of paper, dealers generally give the trade name rather than the dimensions; as cap or demy instead of 14" × 17" or 16" × 21". Among printers, however, it is customary to give the size in inches and the quality as so many pounds to the ream of 480 sheets. By stating quality in pounds, one is enabled to form a general idea of the thickness of the different kinds of paper.

The following tables give the usual sizes of paper made in America. The sizes in most frequent use are, for book paper, 25" × 38", and for writing paper, 17" × 22".



**TABLE I**  
**BOOK PAPERS**

Size	Size
22" X 28"	28" X 42"
24" X 38"	32" X 44"
25" X 38"	36" X 48"
26" X 40"	

**TABLE II**  
**WRITING PAPERS**

Name	Size Inches	Name	Size Inches
Cap . . . . .	14 X 17	Double Cap .	17 X 28
Demy . . . . .	16 X 21	Medium . . .	18 X 23
Folio . . . . .	17 X 22	Royal . . . . .	19 X 24

**TABLE III**  
**BOND AND LEDGER PAPERS**

Name	Size Inches	Name	Size Inches
Cap . . . . .	14 X 17	Super Royal . . .	20 X 28
Crown . . . . .	15 X 19	Double Demy . .	21 X 32
Demy . . . . .	16 X 21	Double Folio . .	22 X 34
Double Demy . .	16 X 42	Elephant . . . . .	23 X 28
Folio . . . . .	17 X 22	Imperial . . . . .	23 X 31
Double Cap . . . .	17 X 28	Columbier . . . .	23 X 34
Medium . . . . .	18 X 23	Double Medium .	23 X 36
Double Medium .	18 X 46	Double Royal . .	24 X 38
Royal . . . . .	19 X 24	Atlas . . . . .	26 X 33
Double Crown . .	19 X 30	Double Elephant	27 X 40
Double Royal . .	19 X 48	Antiquarian . . .	31 X 53

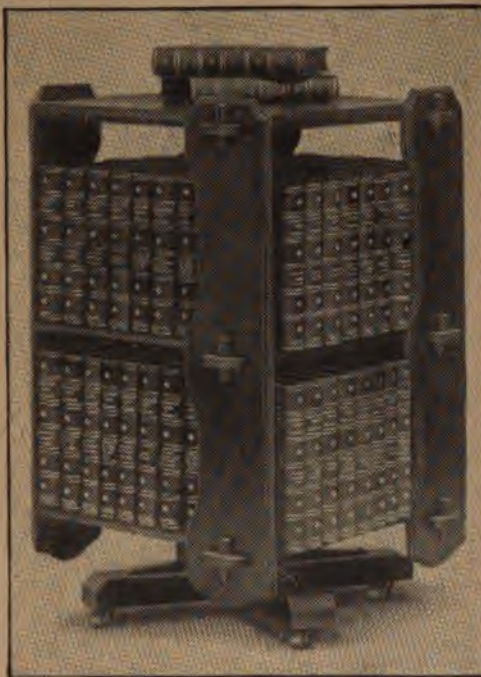


FIG. 19

This is a specimen leaf of regular news paper. News paper is the cheapest printing paper made. Owing to the limitations of stereotyping, only the coarsest screen half tones will print to any advantage on paper of this grade. Good results are obtainable, however, from outline cuts and zinc etchings.

The cut shown above is a 55-line zinc newspaper half tone with an engraved background.





FIG. 21

This is a specimen leaf of a supercalendered paper of standard grade. Supercalendered papers are used a great deal in book work and in circular advertising and booklets. Good results are obtainable on this kind of paper from half-tone cuts not exceeding 120 screen.

The cut shown here is a 100-line copper half tone, finished square with black border line.

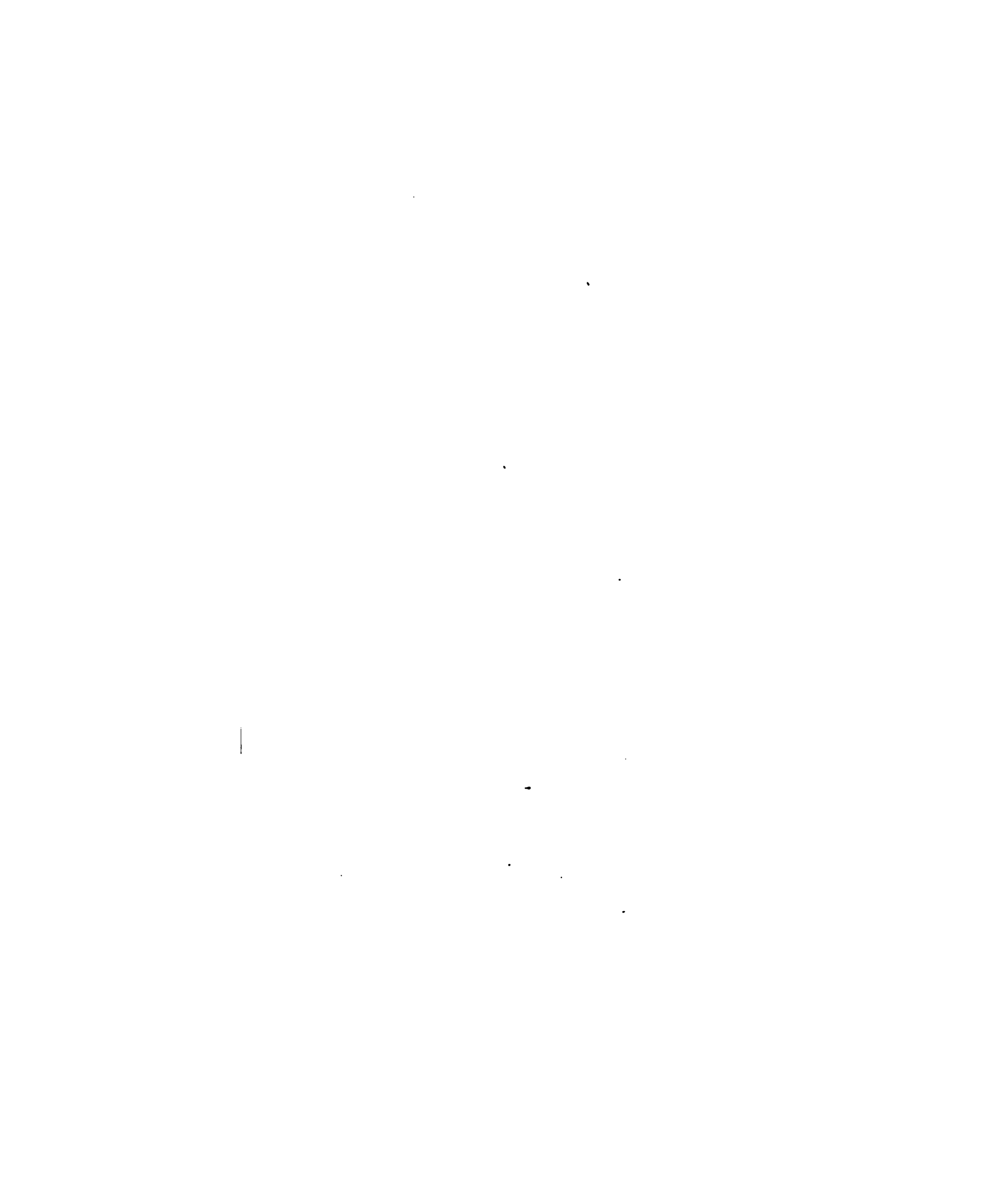




FIG. 22

This is a specimen leaf of coated or enameled paper of the highest grade. Coated papers are used for high-class magazines, books, and advertising booklets, and are suitable for the reproduction of the finest half-tone engravings.

The cut shown above is a 133-line copper half tone with cut-out background and vignette base.



# Style Book



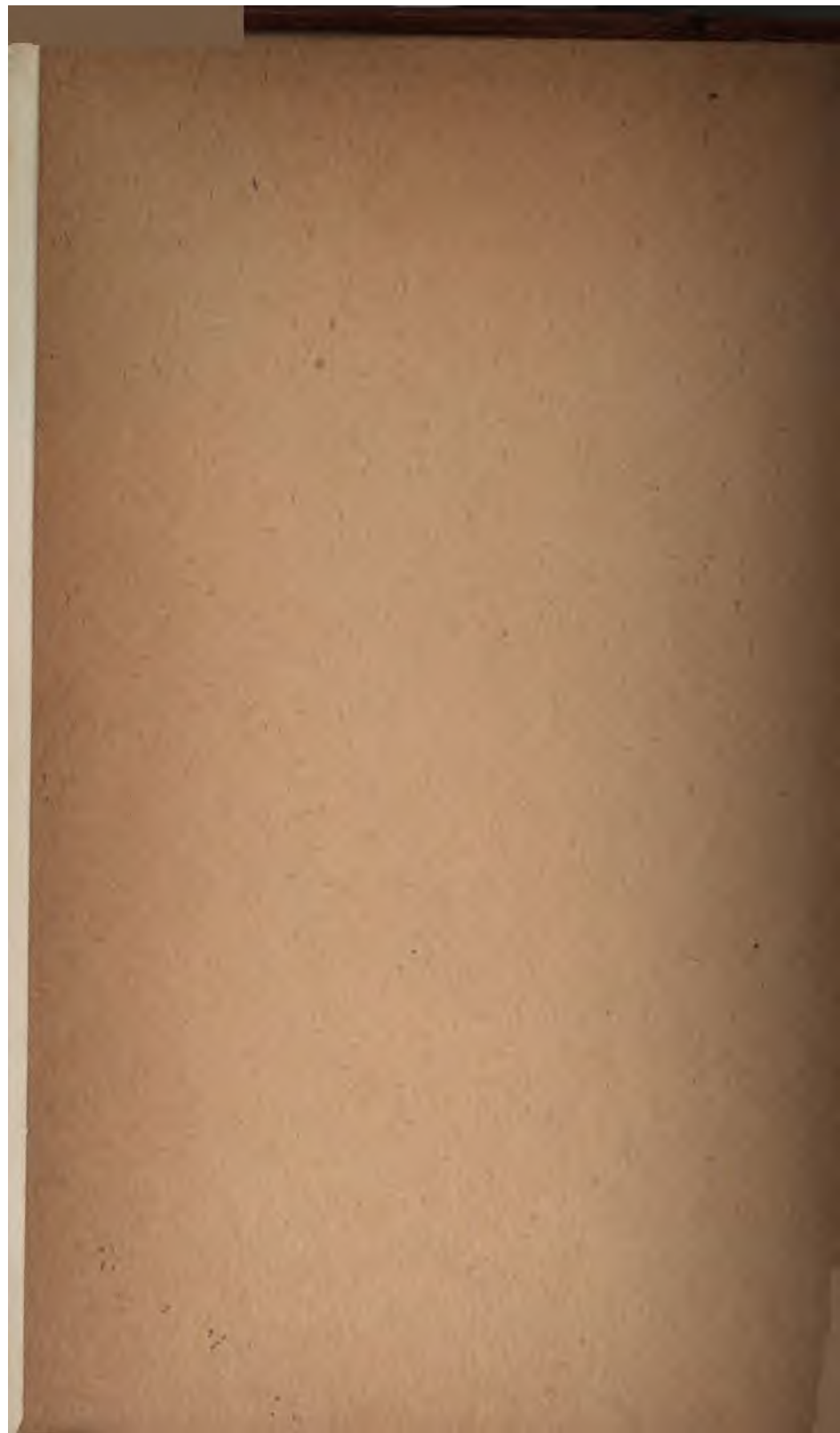
Spring & Summer '04

FIG. 23

This sheet is a fair sample of a modern cover paper of light weight. Papers of this character are used chiefly for the cover pages of circulars, booklets, etc. of a somewhat cheaper grade. This kind of paper is suitable only for the printing of type designs or zinc etchings.

17 10-7 1903





# Style Book



Spring & Summer '04

**85. Paper Suggestions.**—The student will now have seen that all papers are not adapted to all kinds of printing, and that on the proper selection of the paper depends, to a considerable degree, the effectiveness of the printed matter. It is well therefore for the ad man to consult with the printer before designating the kind of paper to be used in any job, for it is the printer's business to be informed on such matters. A paper-maker's specimen book is also very valuable for reference, and for inculcating a taste for the harmony of colors and the production of pleasing effects. If there is a paper agent in your town, cultivate his acquaintance. His advice is always valuable, and he is in a position to give you information about new and quaint conceits in paper that you could probably obtain in no other way.

The following suggestions are given for the general information of the ad writer in planning any job in printing:

Outline cuts will print on anything from coated paper to blotting paper. Half tones do not show good results except on the finer grades of paper having smooth surfaces. A 55- to 80-line half tone, however, gives fair results on news paper.

When in doubt as to what color of paper to select for a booklet, use white paper. Cream, straw, and the lighter tints of paper can, however, be used, and with the exercise of judgment, very rich and handsome effects can be obtained thereby.

Cover paper should be heavier than that used on the inside of the booklet. Very thick, roughly finished, or spongy paper is well adapted for cover work. Almost any color and finish of cover paper will harmonize with white paper.

With cheap paper, such as is used in printing dodgers, the largest of type should be used. Such papers are easily worn or torn, or get rotten, and small type would very soon become unreadable.

Remember that white paper or light tints are always in good taste, and that you can never make a mistake in using white paper for the inside, and colored paper for the cover.

## INK

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### EARLY HISTORY

**86.** Since human progress reached the stage of written communication of ideas, there has been a constant endeavor to simplify writing materials, just as in modern writing the tendency has been to simplify the forms of the symbols and thus facilitate the acquisition of the important art of writing.

The Assyrians wrote cuneiform inscriptions on tablets of clay, and the Egyptians chiseled hieroglyphs on granite, or painted them with the brush on the walls of their tombs or temples. The first impulse to the general practice of writing, however, came with the invention of papyrus, standing in close relationship to paper—which indeed derives its name from the word papyrus. Very many papyrus rolls have come down to us from the ancient Egyptians, and show that a great number of that race were able to write, especially as the papyri include memoranda of comparatively small importance, such as cookery recipes.

Long after the Chinese and Japanese had learned the art of writing on paper with a brush, the Greeks and Romans were unacquainted with paper making and used tablets covered with wax, on which they wrote with a pointed stylus.

It is a curious coincidence that when the Greeks and Romans did invent ink, it was practically the same as that of the Chinese, and consisted mainly of fine soot worked up with some liquid.

**87.** Old deeds and other parchments show us that even in the early Middle Ages the art of ink making had been brought to a high degree of perfection. Letters 800 years old, indeed, are less faded in many cases than those of a much more recent date. The durability of an ink depends not merely on itself, but also on the substance on which it is written. Many of the substances now used in preparing papers, such as lime and chlorine, have, even when present

in very small quantities, a destructive effect on an ink that, if used on pure parchment, would last as long as have the monastic productions of the Middle Ages. All our bleached papers contain chlorine, which sooner or later destroys the paper. It is thus useless to write documents intended for long preservation with indelible ink, if paper is used on which to write them. Modern books, printed without exception on paper that has been bleached with chlorine, will disappear in a few centuries from the disintegration of the paper. This defect attaches particularly to papers made from wood pulp. This in a few years turns brown, and becomes so brittle that it breaks when folded. Printing ink, on the other hand, which depends for its color on carbon, is practically imperishable.

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#### PRINTING INK

**88. Printing ink** is a mechanical mixture of prepared oil and lampblack or other coloring matter. To these chief ingredients are added resin, turpentine, and common yellow resin soap. News ink has more of oil, and book ink more of black, in its composition. When properly made, printing ink *distributes*, or spreads out freely, in a very thin film on the inking rollers and the type, is readily transferred to paper by impression, adheres to it without smearing, and dries rapidly and without fading.

Inks may now be manufactured of almost any color. The introduction of coal-tar, or aniline, dyes has added greatly to the variety and richness of colored inks. No colored inks, however, can compete with black inks, so far as durability is concerned. Matter printed or written with colored inks turns pale in a few months, if exposed to daylight.

**89. Colored Inks.**—Good ink is an essential for satisfactory work. Especially is this true of colored inks, for, unless a really good result is obtained, the job had better be printed in black, for black looks well on anything. When colored work is bad, it is usually very bad, and attracts more attention to its inferiority than would a job in black.

A blue-black, or a bronze-blue, or any other strong shade of a deep color is always in good taste. Dark-colored inks have the advantage of distinctness, and, further, possess an artistic softness that adds to the general character of the work.

Any kind of type looks well when printed with dark-colored inks, but lighter colors need a rather heavy type or something different from ordinary Roman, in order that there may be enough body for the color to show. Light-faced types should usually be printed in some heavy color, and not printed in bright colors—such as reds, greens, or yellows—except in the highest grade of work, when the colors will be shown off to the best advantage.

Very handsome effects are secured by the use of one shade of ink on a very much lighter shade paper of a similar color—for example, a dark-blue ink on a light-blue paper, or a dark-orange ink on yellow. The catalogues issued by the manufacturers of ink are very handsomely gotten up, and can be relied on to provide the ad writer with the proper color contrasts and harmonies.

In selecting ink for any class of work, the printer should always be consulted.

## PRINTING AND ADVERTISING TERMS AND ABBREVIATIONS

**Ad or Adv.**—Advertisement.

**Adsmith.**—A writer or constructor of advertisements. A term used frequently by cheap advertisement writers.

**Advertising.**—Any means or method of attracting attention to a certain proposition.

**Advertising Agent.**—One that places advertising, acting as middleman between the advertiser and the advertising medium, receiving therefor a commission or discount from the publisher. He is not necessarily an agent, although called so, but is a distributor or wholesaler of advertising space. He may or may not be an advertising solicitor.

**Advertising Solicitor.**—One that solicits advertising.

**Afternoon Papers.**—Publications published between 12 o'clock noon and 7 o'clock in the evening.

**Agate.**—The name of a type; also, a standard of measurement of advertising space. Agate type is also known as  $5\frac{1}{2}$  point; in England it is called *ruby*. Advertising rates are usually quoted at so much "per agate line, 14 lines to the inch." According to the old system of type measurement, agate ran 14 lines, set solid, to the inch; but according to the new system, 13 lines, set solid, make an inch.

**Alley.**—The space between two rows of cabinets or type-case stands.

**All In Hand.**—When all the copy has been given out to the compositors, it is said to be "all in hand."

**All Out.**—When copy or type is exhausted, and the men can do nothing further on a particular job.

**All Up.**—When the copy is all in type, or the type is all set, it is said to be "all up."

**Author's Corrections.**—The changes or corrections made in the proof by the author after the compositors' errors have been corrected.

**Author's Proof.**—The proof that, together with the manuscript, is sent to the writer, after all typographical errors have been corrected.

**Backing.**—In electrotyping, filling the copper shell with metal to make it solid.

**Bad Copy.**—Manuscript not easily read. Always write proper names, technical terms, and words not commonly used, with the greatest care; generally print them.

**Bastard Title.**—A short title page sometimes preceding the regular, full title page of a book.

**Bastard Type.**—Type with a face larger or smaller than its regular body; as a 10-point face on an 11-point body, or an 11-point face on a 10-point body.

**Batter.**—A breakage or marring of type or a plate, so that it prints imperfectly.

**Bearers.**—Lengths of type-high wood or iron, placed along each side of the bed of a cylinder press, on which the cylinder travels when passing over the form; also, pieces of wood or metal placed on the inside of job chases, for the purpose of carrying the rollers evenly over small forms.

**Bed.**—The part of the press on which the form is laid.

**Bimonthly.**—A publication issued every 2 months.

**Biweekly.**—A publication issued every 2 weeks.

**Black Leading.**—In electrotyping, covering with black lead or graphite the surface of the form to be molded.

**Black Letter.**—Type which resembles the characters used at the beginning of printing, before Roman was introduced; such as Old English and Bradley. Also, any heavy-face type.

**Blacksmith.**—Among printers, a poor workman. It is regarded as a very opprobrious epithet.

**Blanket.**—A woolen or rubber cloth used on the tympan on cylinder presses for newspaper or poster work, in order to give a smooth surface not hard enough to damage the type or plates.

**Blank Page.**—Any page of a form on which there is no printing.

**Bleed.**—In bookbinding, when a book has been cut down



or trimmed so closely that the knife has cut into the print, the book is said to "bleed."

**Blocks.**—The bases on which printing plates are fastened by clamps or nails for printing.

**BM.**—Bimonthly.

**Bodkin.**—A delicate awl-like tool used for correcting errors in composed type.

**Body.**—That part of the type supporting the face; the shank of a letter.

**Body Type.**—The face of type generally used for reading matter in books or periodicals.

**Bold Face.**—A style of type in which the heavy lines are very thick, like the side headings of these definitions; sometimes called *Full Face*.

**Book Fonts.**—Font of body type, distinct in style and size from fancy or jobbing types.

**Booklet.**—A small book or pamphlet.

**Book Office.**—A printing office where book work more especially is done, in distinction from a job or news office.

**Book Paper.**—A general term applied to the size and quality of paper used in book making, to distinguish it from news paper. The standard size of book paper is 25" × 38", and what is known as a half sheet is 19" × 25".

**Book Room.**—A composing room where book work is done.

**Book Work.**—Work on books and pamphlets, as distinguished from job work or newspaper work.

**Botch.**—An incompetent or slovenly workman; also applied to a bad job.

**Boxes.**—The compartments of a case in which types are placed.

**Break Line.**—A short line, as the last line of a paragraph.

**Broadside.**—A form of one page, printed on one side of a whole sheet of paper.

**Brochure** (pronounced *brō-shoor'*).—A small pamphlet or a brief treatise in pamphlet form. In advertising parlance, the word is applied to booklets designed to appeal to the reader's artistic taste.

**BW.** — Biweekly.

**Cabinet.** — A receptacle for cases, chases, leads, etc.

**Canceled Figures.** — Figures cast with a line across the face.

**Capitals.** — The largest letters of a font. They vary in size according to the font of type used.

**Caps.** — Capital letters.

**Caps and Small Caps.** — A colloquial expression for capitals and small capitals.

**Caption.** — The heading of a chapter, section, or page.

**Caret.** — A character (^) used in proof reading to denote an omission or an addition in the body matter.

**Case.** — The receptacle for type, divided into numerous compartments or boxes.

**Catch Line.** — Technically, matter in small type connecting two important display lines, but often used to indicate strong, bold headlines.

**Chapel.** — The organization of journeymen in a printing office. The head of the chapel is called a chairman.

**Chapel Laws.** — The rules of a printing-office chapel.

**Chase.** — The metallic frame holding type while being printed, electrotyped, or stereotyped.

**Chromatic Type.** — Type so made that parts of characters can be printed in succession in colors in the same place, the letter then being perfect.

**Chromolithography.** — A process of lithographic printing extensively used, by which a picture is printed from many stones in succession, each stone giving a different color.

**City Editor.** — The writer or editor on a newspaper that has charge of the reports of events in and around his neighborhood.

**Clean Proof.** — Proof needing but few corrections.

**Close Matter.** — Type set close together, with few paragraphs, and with neither break lines nor leads. Also called *solid matter*.

**Coated Paper.** — A paper with a very fine, hard finish, suitable for half-tone and high-grade work.

**Collating.**—Examination of the sheets of a book after they have been gathered to see if all the sheets are there and whether they follow in regular order.

**Color Printing.**—Printing in other colors than in black.

**Column Rule.**—A thin brass strip, type high, used to mark the division of columns.

**Column Type.**—Matter one column wide. It may be of any length and of almost any width, each publication having the right to give its columns any size. Usually, newspaper columns are 13 ems or  $2\frac{1}{8}$  inches wide, and magazine columns about 16 ems or  $2\frac{3}{4}$  inches wide.

**Comp.**—An abbreviation sometimes used for compositor.

**Composing.**—Setting type.

**Composing Rule.**—A steel or brass rule with a beak or projection at one or both ends, used in typesetting.

**Composing Stick.**—A three-sided tray in which types are arranged, or composed, in words and lines by the compositor.

**Compositor.**—One that sets up type.

**Compound Words.**—Two or more words connected with a hyphen.

**Condensed Type.**—Type thin in comparison to its height.

**Copy.**—Advertising material in the form it is given to the publisher. This may be a complete printing plate or electrotpe of the entire advertisement, or simply the text matter and cuts (if any are used) with specifications for the proper arrangement of the same.

**Copy Holder.**—A proof-reader's assistant, who aids in comparing proof with copy for the detection of errors.

**Correct.**—A compositor is said to be correct when he has amended the faults marked in a proof.

**Corrections.**—The errors or alterations marked in a proof.

**Crowded.**—An expression applied to type that is composed somewhat closely, or is cramped.

**Cut.**—Printer's term for all engravings and illustrations.

**Cut-In Letter.**—A letter larger in size than the type

of the page, and inserted at the beginning of the first paragraph of a chapter or section; sometimes called initial letter.

**Cut-In Note.**—A note justified into the side of a paragraph. The letters of a cut-in note are always smaller than the type of the page. Extra prices are charged for this work, as it is very troublesome and requires much time.

**d.**—Daily.

**Dabber.**—The brush used for driving wet paper into the interstices of the letters in stereotyping.

**Dagger.**—A reference mark (†) used in printing and writing; also called obelisk.

**Dash.**—A line, plain or ornamental, between type matter; also the name given to a mark of punctuation.

**Dead Matter.**—Matter in type not to be used, or ready to be distributed.

**Dele.**—A proof-reader's mark signifying *to take out*. Pronounced *dē-lē*.

**Devil.**—The errand boy of a printing office.

**Dirty.**—An expression applied to a compositor that regularly has bad proofs; also to the proofs themselves; as, dirty compositor, dirty proofs.

**Display.**—The selecting and laying out of type lines so as to produce the best results or display. Large sizes of type and all ornamental type are called display type.

**Distributing.**—Returning types to their various boxes after having been printed from. The term is also applied to the process of spreading ink evenly over the surface of a roller on the press.

**Dotted Rule.**—Brass rules (.....), with the face dotted, used in commercial work.

**Double Dagger.**—A reference mark (‡) used in printing.

**Double Leaded.**—Matter with 2 leads or strips of metal, each 2 points thick, inserted between the composed lines.

**Doublet.**—In proof reading, a word or words duplicated by mistake.

**Dummy.**—A general layout of any job of printing, used to give an idea of how the job will look when finished, and

to show quality of paper, size, and weight. A dummy is usually made up with blank paper.

**Duodecimo.**—A book page or leaf of about  $4\frac{1}{2}'' \times 7\frac{1}{4}''$ , or a book having pages of that size; originally, a volume having 12 pages to the sheet, but now more usually printed with 16 pages to the sheet. Written also *12mo* or *12°*.

**Dupe.**—A contraction of the word duplicate.

**Duplicate.**—The second proofs of matter sent out to the writer or advertiser by the printer.

**ed.**—Every day.

**el.**—Every issue.

**Electro.**—Electrotype.

**Electrotype.**—A copper-covered duplicate of type or cut matter, made type high, with wooden or metallic bottom.

**Em.**—The square of a type body. Called *em* because the body of the letter *m* in the Roman type is generally square. The cost of setting reading matter is generally reckoned on a basis of ems, there being an established price per thousand ems.

**em.**—Every month.

**Embossing Press.**—A machine for raised or embossed printing or stamping.

**Embossed Printing.**—Printing in which the letters or illustrations, in part or in whole, are in relief.

**Em Dash.**—A dash (—) an em long, used in indicating punctuation.

**en.**—Half an em.

**En Dash.**—A dash (—) an en long, used in printing.

**eod.**—Every other day.

**eol.**—Every other issue.

**eom.**—Every other month.

**eow.**—Every other week.

**Evening Papers.**—Publications issued usually between 6 P. M. and midnight.

**Even Page.**—The second, fourth, sixth, or any even-numbered page of a book. Even pages are the left-hand pages of a printed book.

**ew.**—Every week.

**Extended Type.**—Type that is broad in proportion to its height.

**Extra.**—An edition of a newspaper containing important news, and published at an unusual time.

**Face.**—The impression surface of a type or plate; also applied to the character on a type, or to the size or style of cut of the character on type.

**Fat.**—Poetry and leaded matter.

**Fat Face or Fat Letter.**—Broad-stemmed letter.

**Feeders.**—A person or a mechanical contrivance that supplies the printing press with paper, sheet by sheet.

**Feeding.**—Supplying the press with sheets.

**First Form.**—The form first printed, which generally contains the first page of a sheet.

**First Proof.**—The proof first taken from the type; sometimes, but incorrectly, called a foul proof.

**Flat Rate.**—A fixed rate for advertising space, regardless of amount of space and number of insertions used.

**Fly.**—The apparatus that takes off the sheets from the press.

**Fly Leaf.**—A blank leaf at the beginning or end of a book.

**Folio.**—Half a sheet of book paper folded into two leaves (4 pages); also applied to the running number of pages in a book.

**Folioing.**—Paging a book.

**Follow Copy.**—These words, when written on copy, mean that the typography of the copy must be followed exactly, or as closely as possible.

**Font.**—A complete assortment of type, of the same nick, body, and face, put up by type founders in accordance with a fixed ratio.

**Foot-Note.**—A remark that, instead of being embodied in the text, is placed at the foot of the page with a reference mark to connect it with the passage to which it refers.

**Form.**—Type, engravings, plates, etc., arranged in pages ready for printing, in the order in which they are locked up.

**Foul Proof.**—Proof with many errors and faults marked in it.

**Foundry Chases.**—Small chases used for stereotyping or electrotyping.

**Foundry Proof.**—The final proof before stereotyping or electrotyping.

**Fountain.**—The reservoir for ink, attached to printing presses.

**Frame.**—The stand or framework on which cases are placed.

**Full Stop.**—Another name for a period.

**Furniture.**—Strips of wood or metal placed around and between pages in a form to make the proper margin, or used to fill in the blank parts of an ad.

**Galley.**—A wooden, or brass, flat oblong tray, with side and head ledges for holding type when composed.

**Galley Proof.**—First proof or slip proof of work, usually printed on long sheets of some soft and cheap paper, from the type as it stands in the galley.

**Gathering.**—In bookbinding, arranging the folded sheets in order in a book.

**Good Copy.**—Plain, legible manuscript or reprint; also applied to fat copy.

**Guards.**—Slugs or thick leads, set type high to protect the edges of type in stereotyping and electrotyping.

**Guide.**—A strip of metal frequently used by the compositor to guide him in setting type from his copy. It is usually placed on the upper case, and is secured with a string.

**Gutter Sticks.**—Furniture used in imposition to separate the pages, to indicate margins.

**Hair Line.**—The thin line of the type face connecting or prolonging its parts.

**Hair Spaces.**—Very thin spaces; spaces finer than 6-to-pica.

**Hanging Indention.**—Where successive lines are “set in” an em or more beyond the first line, the whole is called a *hanging indention*.

**Headline.**—The caption at the head of a page or ad.

**Head-Stick.**—A straight piece of furniture at the head of a form between the chase and the type or other matter.

**Height to Paper.**—The length of a type compared with other type. A letter that is lower than another will not print, as it receives no ink and no pressure; that is, it is low to paper. A letter that is too long is high to paper.

**Hell Box.**—The receptacle for broken or battered letters; the old-metal box.

**High Spaces.**—Spaces purposely made higher than ordinary that they may be used in stereotyping and electrotyping.


**Imposing.**—Arranging and locking up a form of type or plates in a chase.

**Imposing Stone.**—The stone on which compositors impose and correct forms.

**Imposition.**—The art of laying out pages so that, when the form is locked up and printed, they will come in regular consecutive order in the printed and folded sheet, with the proper margin.

**Imprint.**—The name of the printer or publisher appended to jobs or title pages.

**Indention.**—The space placed at the commencement of a line; as, for example, at the beginning of a paragraph.

**Index.**—The mark , commonly called a *fist* or a *hand* in printing offices; also, the alphabetical list of matters discussed in a book or pamphlet.

**Inferior Letters or Figures.**—Small letters or figures set below the level of the line; as, *H, SO., 6<sub>1</sub>, X<sub>a + b</sub>.*

**Insertion.**—Copy left out by accident or additional copy furnished is thus termed. In newspaper work, one insertion is to publish an advertisement once; two insertions to publish it twice; and so on.

**Inset.**—A sheet or section consisting of two or more pages, inserted or set in between the regular folded pages of a book. Frequently termed *insert*.

**Job Font.**—A small font of type used for display, distinct from a book font.

**Job Office.**—A printing office where the chief work is in jobs.

**Job Press.**—A press on which job work is done.

**Job Printing.**—A term generally applied to every class



of commercial printing, except the printing of newspapers, books, and catalogues.

**Job Room.**—That part of a printing office where jobs are done, distinct from the book department or the newspaper department.

**Journeyman.**—A person of mature age that is employed in a trade and is capable of doing a fair day's work, in distinction from an apprentice or learner.

**Justify.**—To space out lines according to a given length, so that they shall be neither too long nor too short.

**Keep Standing.**—Type kept in abeyance pending possibility of use or reprint.

**Laying Pages.**—Placing pages on the stone in a proper way for imposition.

**l. c.**—Lower case.

**Leaded Matter.**—Matter that has leads between the lines.

**Leaders.**—Dots or hyphens placed at intervals of one or more ems in length, to guide the eye across the line to the folio in tables of contents, etc. Pronounced *léd-ers*.

**Leads.**—Thin strips of metal cast of various thicknesses, quadrat high, to separate lines of type. Pronounced *lèds*.

**Lean.**—Close and solid matter.

**Lean Type.**—Type that is disproportionately narrow.

**Letterpress.**—The text of a book, as distinguished from the illustrations.

**Ligature.**—Two or more connected letters, as fi, ff, ffi; usually called by printers a double letter or logotype.

**Line of Stars.**—A line of asterisks (\* \* \*) used to indicate an omission in a sentence or paragraph.

**Lining Type.**—Type in which all the faces on each body—Romans, *Italics*, **Gothics**, **Antiques**, and all other job faces—line with one another at the bottom.

**Lithography.**—The art of producing printed matter from a flat lithographic stone, on which a drawing design, or transfer, has been made.

**Live Copy.**—Manuscript to be put into type; live matter is matter ready for printing.

**Locking Up.**—Tightening up a form by means of quoins.

**Logotype.**—Two or more letters cast on one shank; the same as ligature.

**Low.**—Types or other parts of a form that are lower than the surrounding parts.

**Lower Case.**—Small letters; also, the type case containing small letters and figures.

**Low to Paper.**—Those types or engravings which are lower than the remainder of the form.

**m.**—Monthly.

**Make.**—In casting off matter, it is said to “make” so much, as a galley, a stickful, etc., meaning that it occupies so much space.

**Make-Ready.**—The operation of making a form ready for printing; also, a paper sheet on which are pasted the overlays for a form.

**Make Up.**—To arrange the lines of matter into pages.

**Making Ready.**—Preparing a form on the press for printing.

**Matrix.**—In stereotyping, the papier-mâché impression of a form, from which a plate for printing may be made. In type-founding and typesetting or type-casting machines, the part of the mold that forms the face of a letter. Pronounced *mā'-trix* or *mat'-rix*.

**Matter.**—Type that has been set. Designated as *live matter*, *standing matter*, or *dead matter*.

**Measure.**—The width of a type page or job.

**Morning Papers.**—Publications issued between midnight and noon.

**Mortise.**—A space cut away, as in the body matter of an engraving or block, to allow of the insertion of other matter. Mortised type is type in which some of the portion that does not print is cut away, so that other letters or brass rules may be inserted.

**MS.**—Manuscript; plural, *MSS*.

**News Agent.**—One that sells newspapers at a stand or in a shop or store.

**News Companies.**—Corporations formed for vending newspapers and periodicals.

**Nicks.**—Hollows cast in the front of the lower part of the shank of a type to aid the compositor in placing it in the composing stick. Nicks also distinguish one font from another.

**Nonpareil.**—Six-point type; generally used for the reading matter in large daily papers, and (in weekly and monthly publications) as a basis of measurement of advertising space; 12 lines, set solid, have the depth of 1 inch.

**nr.**—Next to the reading matter.

**Objectionable Man.**—The man that takes care of and distributes the type that otherwise would be avoided, if possible, by the compositors, such as display heads, Italic, etc.

**Octavo.**—A book or pamphlet in which the sheets are so folded as to make eight leaves. The sizes of octavo leaves are usually as follows: *Cap 8vo*,  $4\frac{1}{4}'' \times 7''$ ; *demy 8vo*,  $5\frac{1}{2}'' \times 8''$ ; *imperial 8vo*,  $8\frac{1}{4}'' \times 11\frac{1}{2}''$ ; *medium 8vo*,  $6'' \times 9\frac{1}{2}''$ , the size usually assumed when *8vo* alone is written; and *royal 8vo*,  $6\frac{1}{2}'' \times 10''$ .

**Octodecimo.**—A size of book in which each sheet of the paper used makes 18 leaves or 36 pages; usually written *18mo*, and called *eighteenmo*.

**Odd Page, or Folio.**—The first, third, and all uneven-numbered pages. They are the right-hand pages in a book.

**Off Its Feet.**—When matter does not stand upright, it is said to be *off its feet*.

**Offset.**—It commonly occurs that as the result of insufficient drying or from other causes the impression of one sheet appears on the back of another; such work is said to be offset.

**Old Style.**—Type made in imitation of the Roman letters used before the beginning of the century.

**Open Matter.**—Matter widely leaded or spaced, or containing numerous break lines.

**Open Spacing.**—Wide spacing between the words of a line or different lines.

**Out.**—An omission marked in proof by the reader.

**Out of Sorts.**—When a certain letter has been set up, the case having no more, the compositor is said to be *out of sorts*.

**Overlay.**—A piece of paper placed on the tympan of a

press to make the impression heavier at the corresponding part of the form, or to compensate for a depression in the form.

**Overrunning.**—Carrying words backwards or forwards in correcting.

**p.**—Page.

**Patent Insides or Outsides.**—Many publications in small towns buy their paper already printed on one side, and containing general and miscellaneous matter. If the newspaper is printed on the first and last pages, it is called a *patent outside*; if it is printed on the second and third or inside pages, it is known as a *patent inside*. These pages are practically the same in a large number of papers, and advertisements are accepted for them by the houses furnishing these sheets.

**Perfecting.**—Printing the second form of a sheet.

**Perfecting Press.**—A newspaper or book press printing on both sides of the sheet, practically at the same time, and usually delivering the sheets folded. A *web perfecting press* is a press that prints from a continuous web or roll of paper; this is the kind of printing machine on which all large newspapers are now printed.

**Pi.**—Type promiscuously intermingled. Pronounced *pī*.

**Pica.**—Twelve-point type; twice the depth of nonpareil; 6 lines, set solid, make an inch. Pronounced *pī'-ca*.

**Pick-Up.**—Standing matter that comes again into use and is counted as new matter.

**Planer.**—A smooth, wooden block used for leveling a form of type or for taking proofs, by laying it on the surface and tapping it with a mallet. The face of the planer used in taking proofs is usually covered with felt or similar material.

**Platen.**—That part of the printing press which presses the paper on the form, to obtain an impression.

**Plates.**—Electrotypes, stereotypes, or process engravings.

**Point System.**—The new method of measuring type, taking 72 points to an inch. The basis of type measurement.

**Position.**—A specified location in a publication is usually indicated by symbols. T. C. N. R. M. means top of column, next to reading matter. Full position, F. P., is generally

accepted as meaning top of column, or first ad following reading in broken column, and next to reading matter.

**Poster.** — An advertising sheet of considerable size, usually printed and often illustrated, and bearing large letters, so that when posted on a wall, etc. it may be easily read.

**Poster Type.** — Large, heavy type suitable for posters, and in the larger sizes made of wood.

**Pressman.** — The man that has charge of a press.

**Press Proof.** — The final proof passed by the author or publisher for press. It is also the last proof of the proof reader.

**Press Revise.** — A sheet from a form or press, to see if all corrections marked in the press proof have been made.

**Pressroom.** — The room where presswork is done.

**Presswork.** — The work that is executed on a press or printing machine.

**Printing Office.** — The place where printing is carried on.

**Proof.** — A printed trial sheet showing the contents or condition of matter in type or of an electrotype or the like, either with or without marked corrections.

**Proof Paper.** — The paper used for taking proofs.

**Proof Press.** — A press used exclusively for pulling proofs.

**Proof Puller.** — The person whose duty it is to take the proofs.

**Proof Room.** — The room or compartment in which proofs are read and revised.

**Proof Sheet.** — The print taken from the type after the compositor has finished his work which is intended to be read and corrected.

**q.** — Quarterly.

**Quadrat.** — A low, square, blank type used to fill up break lines and other spaces. In printing offices, *quadrat* is abbreviated to *quad* (pronounced *kwod*), plural *quads*.

**Quarto.** — Having 4 leaves or 8 pages to a sheet. Abbreviated to *4to*.

**Query.** — A mark made on a proof by the proof reader to call attention to a possible error or a suggested improvement: sometimes expressed by a note of interrogation (?).

**Quire.**—Twenty-four sheets of paper.

**Quoins.**—Small wedges for locking up a form. Pronounced *koinz*.

**Quoted Matter.**—Extracts and other matter placed between inverted commas.

**Rack.**—Receptacle for cases.

**Rat.**—An epithet applied to a workman that accepts wages at less than the established rates (especially by a trade union).

**Ratchet.**—An instrument for turning the screws of electrotype blocks.

**Ratting.**—Working at less than the recognized prices of a town.

**Reader.**—The person that reads and revises proof; generally known as *proof reader*.

**Ream.**—Twenty quires of paper.

**References.**—Letters or characters used to direct the reader's attention to notes at the foot of a page.

**Register.**—The exact correspondence of the type on one side of a page or leaf with that on the other side. Also, the correct relation of the colors in color printing, so that no color overlaps or is out of its proper position.

**Register Sheet.**—The sheet used to test the register.

**Reprint.**—A second or new impression or edition of any printed work.

**Reporter.**—One that gathers together or reports news for a newspaper.

**Retouching.**—A name applied to the process of correcting or improving photographic negatives or prints for half-tone work, in order that the finished cut will print to the best possible advantage.

**Revise.**—A proof for revision. Pronounced *ri-vi'z*.

**Revision.**—The comparing of one proof with a preceding proof to see whether the corrections have been properly made; also, the examination or reexamination of a work, with correction or change.

**Roller.**—A wooden cylinder or iron rod covered with a soft composition, for inking the type.

**Rough Proof.**—A proof taken quickly, without pains.

**Routing.**—The gouging or drilling out of that portion of a plate, the impression from which is not to appear on the paper.

**Rule Borders.**—A frame, usually of brass rule, fitted around a page or mass of type.

**Rule Work.**—Composition in which rules are largely used, such as tabular work.

**Run In.**—Reset displayed matter in the same type as the body matter; also, no paragraph is needed here.

**Running Title.**—The title of the book placed at the top of each page; also called *running head*.

**Run on Sorts.**—In composing, an unusual demand for any particular letter or letters.

**s.**—A Sunday publication.

**Semimonthly.**—A publication issued twice a month.

**Semiweekly.**—A newspaper or other publication issued twice a week.

**Set-Off.**—When sheets that are newly worked off soil those that come in contact with them, they are said to be *set-off*.

**Sheetwise.**—When a sheet is imposed so that one half of the pages are printed on one side of the paper and the other half on the back, it is said to be printed *sheetwise*.

**Shell.**—In electrotyping, the thin film of copper that forms the face of an electrotype and is afterwards backed up with electrotype metal to the required thickness.

**Shooting Stick.**—The implement used with the mallet in locking up forms.

**Short Page.**—A page having a line or more less than its fellows.

**Short Takes.**—In order to expedite the delivery of work in composing rooms, the men are frequently given short takes or pieces of copy, which are called *short takes*.

**Side Heads.**—Words in heavier type than the body matter, at the side or set in a paragraph.

**Side Title.**—In bookbinding, a title on the front cover of a bound book.

**Signature.**—A letter or figure placed usually at the

bottom of the first page of each form or sheet of a book, to indicate its order to the binder.

**Slug.**—A thick lead, and generally applied to all leads thicker than 4-to-pica, or 3-point, leads. A slug is sometimes used, with a word or figure on top, to denote the ownership of matter on galleys.

**Slur.**—A blurred impression in a printed sheet.

**sm.**—Semimonthly.

**Small Capitals.**—Letters having the same form as capitals, but smaller in size. Abbreviated to *sm. caps.* or *s. c.*

**Solid Matter.**—Unleaded type.

**Sorts.**—The letters in the several case boxes are separately called sorts, in printers' and founders' language. Copy is said to be *hard on sorts* or to *run on sorts* when it requires an unusual number of certain characters; *out of sorts* means without sorts of particular letters, figures, etc.

**Space Rules.**—Fine lines cast type high and of even ems in length, for tables and algebraic work.

**Spaces.**—Spaces are short blank types, used to separate one word from another. To enable the compositor to space evenly and justify properly, these spaces are cast to various thicknesses. Spaces are lower than the type and make no impression on the paper.

**Squabbled.**—Composed type that by some accident has been turned around and mingled with other type in such a way that it cannot be proved, lifted, or printed. It differs from pied type in the fact that it is on its feet, not having been thrown down.

**Stand.**—The frame on which cases are placed.

**Standing Matter.**—Set-up type to be printed from, or that has been printed from and is waiting to be printed from again.

**Stereotype Chases.**—Special chases made for use in stereotyping.

**Stereotype Flong.**—The prepared paper that forms the matrix or mold for stereotyping.

**Stereotype Printing.**—Printing from stereotyped plates.

**Stereotypes.**—Printing plates made by pouring type



metal into a matrix. They are less expensive than electrotypes, but will not wear as long or do as fine work.

**Stet.**—Signifies when written opposite an erroneous correction that no attention is to be paid to such correction: sometimes abbreviated to *st.*

**Stick.**—Same as composing stick.

**Stickful.**—The quantity of type contained in a composing stick, or about 2 inches.

**Stippling.**—A method of engraving by which, instead of lines, dots or punctures are used.

**Stock Room.**—The department allotted to the storing of paper or printed stock.

**Stone.**—A table, either of iron or stone, on which type is imposed.

**Stop Cylinder.**—That style of cylinder printing machine in which the drum or cylinder stops after the impression is taken and does not resume rotation until it is necessary to take another impression.

**Storekeeper.**—The one responsible for the care of type and other materials in a printing office.

**Subheads.**—Words or expressions placed above or at the beginning of chapters, sections, or paragraphs, to indicate their contents.

**Superior Letters or Figures.**—Characters set above the level of the line of type; as,  $M^s$ ,  $Z^{x+y}$ .

**sw.**—Semiweekly.

**Tail-Piece.**—An ornament used at the end of a chapter or section.

**Take.**—A portion of copy given to the compositor. It may vary from a few lines to three or four days' work.

**tc.**—Top of column.

**tf.**—Until forbidden.

**Thick Spaces.**—Spaces cast three to an em of any particular body. A thick space is the average space used between words.

**Thin Spaces.**—Spaces cast four and five to the em of any particular body are called thin spaces.

**Thirty.**—This word, written in figures at the end of

telegraphic despatches received by newspapers, means that they are finished.

**Tooling.**—Tooling consists in using wood-engravers' tool in bringing out high lights and sharpening straight lines on half tones.

**tr.**—Transpose.

**Tympan.**—A thickness or more, usually several thicknesses, of paper on the impression surface (as the platen or impression cylinder) of a printing press, usually serving as a basis for overlaying and cutting out to improve the quality of the presswork.

**2taw, 3taw, etc.**—Two times a week, three times a week, etc.

**Type High.**—Anything the height of type.

**Typo.**—A short term for a printer.

**Typothetæ.**—An association of master printers.

**Underlay.**—In the process of make-ready, a piece of paper or card placed under type or cuts to even up the impression.

**Ungathered.**—Books delivered to binders in sheets; that is, not gathered into books.

**Upper Case.**—The case containing the capital and small capital letters, fractions, etc.

**Verso.**—The versos are the odd pages of a book, or those which back on the even pages.

**w.**—Weekly.

**Wash Drawing.**—A brush-work drawing generally made with India ink, sepia, or neutral tint mixed with water.

**Washing Up.**—Cleaning rollers, ink slabs, type, etc.

**White Page.**—A blank page.

**White Paper.**—Until the second side of the sheet is printed, pressmen call the whole heap white paper.

**Work and Turn.**—When the same form is printed on both sides of a sheet, the sheet being cut in half when perfected, the job is said to be run *work and turn*.

**Wrong Font.**—A type that belongs to some other font than that in which it is found. Abbreviated to *w. f.*

**On the following pages is given an exhibit of the leading advertising types and borders of three representative American foundries.**

**While the types shown by no means exhaust the list of advertising faces, yet they are among the most widely known and effective types used by advertisers. Some of them, it will be noticed, bear close resemblance to each other in their salient features. It is a most interesting study to detect the differences between types—how the addition of a serif, or the thickening or lightening of a stem, be it ever so little, gives a distinct character to the face of the type, making it worthy of a separate designation.**

**In order to show the relation between the face of a type and its body, we have placed an upright 3-point rule at the right of each type line; the upper edge of the rule being on a line with the top of the type body, and the lower edge on a line with the base of the body.**

CASLON OLD STYLE

*72 Point***IN** tune! |*54 Point***ICE** cold? |*42 Point***RUSH** orders |*36 Point***GRAND** events |*30 Point***MEDIUM** exposed |*24 Point***EXCLUSIVE** wearables! |



## CASLON OLD STYLE

*20 Point*

TEMPTING DELICACIES |  
Bakers to the fastidious \$872 |

*18 Point*

SEASONABLE OPERETTAS! |  
Midsummer musical refreshment |

*16 Point*

CLEVER IDEAS EVOLVED 3 |  
Wonder workers for advertisers 6 |

*14 Point*

COTTAGES FOR THE MULTITUDE |  
Liberal inducements to real-estate investors |

*12 Point*

"DOWN AT PRICES THAT ARE DOWN" |  
Is oddly applicable to our swan's down pillow sale |

*10 Point*

FASHIONABLE OUTFITS FOR SMART DRESSERS |  
There is a touch of perfection in our tailoring that foils criticism |

*8 Point*

UP-HILL WORK MAY BE DELIGHTFULLY ACCOMPLISHED |  
With our improved model Twentieth Century Hill-Climbing Automobiles |

*6 Point*

'TIS A FEAT TO FIT FEET AND, DONE SUCCESSFULLY, 'TIS A FETE TO TENDER FEET |  
Our enviable reputation as successful shoe makers is due to our ability to fit all kinds of feet |

MACFARLAND

*72 Point***BE kind |***60 Point***BIG sale! |***54 Point***FIRE calls |***48 Point***FINE linen |***42 Point***SURE transit |***36 Point***RIGHT method |**



MACFARLAND

*30 Point***SPECIAL meetings** |*24 Point***DURABLE machinery \$** |*20 Point***FURNITURE expositions 482** |*18 Point***ELABORATE musical entertainment** |*16 Point***NEW DESIGNS in washable goods** |*14 Point***EXTENDED TOURS to the Holy Land** |*12 Point***PRIVATE AUCTION of valuable art treasures** |*10 Point***BEWILDERING MAZE of dainty ribbon values 8372** |*9 Point***COMPETITORS' PRICES knocked into a cocked hat \$92.40** |*8 Point***JUDICIOUS ADVERTISING WITH an air of originality counts most** |*6 Point***OUR MAIN BUSINESS IS TO CAUSE A RAPID RISE IN YOUR BUSINESS 3** |**Our new cream of tartar baking powder is the recognized vehicle of success to the baker** |*5 Point***IF YOUR INCOME IS RATHER SMALL, LET US TELL YOU HOW TO INCREASE IT** |**Come and see the ideal suburb with its unusually wide avenues and fine modern residences** |

MACFARLAND ITALIC

*48 Point****BIG chance!*** |*36 Point****RARE bargains*** |*30 Point****CHINA dinner sets*** |*24 Point****LIBRARY furnishings*** |*20 Point****SATISFIED patrons return*** |*18 Point****CONSISTENCY; a business factor*** |*16 Point****UNSCRUPULOUS methods retard*** |





MACFARLAND ITALIC

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14 Point

**REDUCTION SALE OF FURNITURE** |  
*Competitors wonder at how we can do it* |

12 Point

**FINE COVERS CATCH GOOD CUSTOMERS** |  
*Grasp the opportunity when it presents itself* |

10 Point

**OUR METHODS INSURE CERTAIN RETURNS \$** |  
*Advertising mediums that catch the eye of the masses* |

9 Point

**UP-TO-THE-MINUTE DESIGNS IN MEN'S NECKWEAR** |  
*Importations of advance spring styles are arriving dally \$35* |

8 Point

**SUPERIORITY IS QUICKLY RECOGNIZABLE IN OUR PAINTS** |  
*Their permanent qualities withstand the test of years in all climates* |

6 Point

**WE DESIRE PARTICULARLY TO AROUSE YOUR SENSE OF ECONOMY \$12.18** |  
*There is a wide scope of possibility for the saving of dollars and cents throughout this sale* |

GOTHIC No. 1

*48 Point***SIX weeks |***42 Point***NINE hours |***36 Point***DOCKS afire! |***30 Point***HIGH winds blow |***24 Point***BONDS sold quickly 2 |***18 Point***EXHIBITIONS GIVEN DAILY |**  
**Tickets on sale at box office |**



## GOTHIC No. 1

*14 Point*

**A FINE DISPLAY OF USEFUL |  
Household goods at low prices |**

*12 Point*

**BARGAINS IN EVERY DEPARTMENT |  
A trial purchase will convince you \$12 |**

*10 Point*

**OUR DISPLAY OF EASTER BONNETS |  
Will be the most magnificent ever shown! |**

*9 Point*

**WE ARE SHOWING THE MOST COMPLETE LINE |  
Of jewelry in the city and invite careful inspection 9 |**

*8 Point*

**EXCLUSIVE DESIGNS IN PARISIAN GOWNS; EXPENSE |  
Has not been spared in making our showing the finest 123 |**

*6 Point*

**SILKS, DRESS GOODS, LINEN AND WASH GOODS, LADIES' AND |  
Gents' Furnishings, in fact everything to go regardless of cost 12345 |**

GOTHIC No. 8

*72 Point***IN sets** |*30 Point***BIG lot!** |*54 Point***INK well** |*48 Point***FIRE sale** |*42 Point***MINE shaft** |*36 Point***GRASS seed!** |



GOTHIC No. 8

*30 Point***RUBBER collars |***24 Point***FINE SHOES for men |***18 Point***WAR NEWS from the East |***14 Point***ENTERPRISING manufacturers \$ |***12 Point***UNLIMITED CAPITAL for investments 8 |***10 Point***SERIES OF NOVEL ATHLETIC CONTESTS \$ |**  
**Handsome prizes for successful competitors |***9 Point***YOU NEED MORE LIFE IN YOUR BUSINESS \$35 |**  
**Advertise and let people know you are in business |***8 Point***THERE ARE UPS AND DOWNS IN MOST EVERY BUSINESS |**  
**Atlas Elevators reduce anxiety attendant upon ups and downs |***6 Point***THERE ARE REPORTS OF ANXIETY AMONG OUR COMPETITORS \$98.20 |**  
**Constant imitation of our products is proof positive of their superiority \$87 |***5 Point***WE HAVE A PLAN THAT PLACES A COMFORTABLE HOME WITHIN EVERY ONE'S REACH |**  
**Send for our new illustrated book describing our growing addition to Sycamore Borough |**

CONDENSED GOTHIC No. 1

*72 Point***KIND words 5 |***60 Point***HOMES secured |***54 Point***CONCERN creators |***48 Point***GENEROUS invitation |***42 Point***WE REDEEM pledges? |***36 Point***QUICK SALES indicated 3 |**



CONDENSED GOTHIC No. 1

*30 Point*

**SUBURBAN CAB service extension** |

*24 Point*

**SOUTHERN FARMS offer safe investments** |

*18 Point*

**AMUSEMENT FOR CHILDREN and grown-up children** |

*14 Point*

**WE MANUFACTURE AND INSTALL WIRELESS APPARATUS** |  
 Resolve yourself into a committee of one and investigate us |

*12 Point*

**HEADLINES SHOULD BE STRIKING, SENSIBLE, PITHY, AND STRONG** |  
 This style of type is effective when the demands of economy are insistent |

*10 Point*

**WE ARE INAUGURATING A HISTORY-MAKING SALE OF HOUSEHOLD FURNISHINGS** |  
 Extraordinary reduction in prices affecting an unlimited variety of staple wares \$ |

*8 Point*

**QUALITY AND STYLE ARE A HAPPY COMBINATION, ESPECIALLY WHEN APPLIED TO CLOTHING** |  
 Quality—that's mainly in the fabric; style—that's in the making, and it's the proof of ability |

*6 Point*

**ONCE IN A GREAT WHILE WE TELL YOU THAT WE ARE GOING TO DO SOMETHING OUT OF THE ORDINARY** |  
 Past experience has demonstrated that when we make a special announcement "there's somethin' doin'!" |

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*COURTS*

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*60 Point****BE true*** |*48 Point****ONE cent!*** |*36 Point****MODEL house*** |*30 Point****MINERAL waters*** |*24 Point****CLOTHING BARGAIN*** |  
***Meals always ready?*** |





COURTS

---

18 Point

**OUR WORK GUARANTEED |**  
**Nobbiest dress suits at cost |**

14 Point

**RAYS OF PERPETUAL ENERGY! |**  
**Without perceptible loss of matter |**

12 Point

**REVOLUTION IN EXISTING ECONOMICS |**  
**All past systems of production supplanted |**

10 Point

**MANUAL LABOR REDUCED TO THE MINIMUM |**  
**Attempts to corner production easily frustrated |**

8 Point

**THE MASSES CLAMORING FOR NEEDED PHYSICAL EXERCISE |**  
**Latent forces of the solar system turning the wheels of industry |**

6 Point

**AN ARRAY OF BARGAINS, STERLING QUALITIES, AND LOWEST PRICES |**  
**The items listed bespeak great money savings of the most vivid character |**

CONDENSED BLANCHARD

*72 Point***ON time!** |*60 Point***RIB roast** |*48 Point***MUCH merit** |*36 Point***MODERN dentists** |*30 Point***NUMEROUS methods** |*24 Point***MIDSUMMER excursions!** |



CONDENSED BLANCHARD

*18 Point*

**CLEVER IDEAS FOR PRINTERS |  
Mail-Order Campaigns Launched |**

*14 Point*

**LEGITIMATE SECURITIES QUICKLY SOLD |  
Real-estate deals consummated by experts |**

*12 Point*

**OPEN-AIR BAND CONCERTS EXTRAORDINARY 6 |  
At the Rustic Theatre during the entire summer |**

*10 Point*

**UNPRECEDENTED SHOWING OF DAZZLING SPLENDOR |  
Every department glowing with good things for Yule Tide |**

*8 Point*

**RELAXATION MAY START YOUR BUSINESS DOWN HILL WITH A RUSH |  
Prudent advertising is a stimulant that will help you up and over the hill |**

*7 Point*

**LIVES OF BUSINESS MEN REMIND US, THEY CAN MAKE THEIR BUSINESS CLIMB. |  
Advertise, and leave behind us, those who do not, every time.—Bill Shortfellow. |**

*6 Point*

**YOU HAVE TOO OFTEN BEEN MISLED BY THE WORD "IMPORTED" AS APPLIED TO CLOTH |  
Don't you know that American textile products are the highest standard in all the world? 24 |**

HEARST

*72 Point***NO tin** |*60 Point***HIS fad** |*48 Point***RED men** |*36 Point***CORN breads** |*30 Point***BRAND sixteen** |*24 Point***BUSINESS increased** |

HEARST  

---

*18 Point*

**SURGICAL APPLIANCES |**  
**At greatly reduced prices |**

*14 Point*

**DRUGS AND TOILET ARTICLES |**  
**Sold at lower than first cost 10 |**

*12 Point*

**PHOTOGRAPHERS' SUPPLY BUREAU |**  
**Cameras, flash-light powder, tripods, etc. |**

*10 Point*

**LATEST STYLES IN MILLINERY ART 18 |**  
**Sure to meet the taste of the most fastidious |**

*8 Point*

**PLUMBING AND GAS-FITTING PROMPTLY EXECUTED |**  
**A perfect sanitary system completes the modern home |**

*6 Point*

**SUCCESS IS NOT INHERITED; RATHER THE REWARD OF EFFORT |**  
**Ceaseless effort alone has been the proud factor in our business success |**

MANILA

---



*48 Point*

**SUN burn** |

*36 Point*

**MIXED colors** |

*30 Point*

**EXPOSE frauds** |

*24 Point*

**QUICKNESS counts** |

*18 Point*

**MILLIONS expended 20** |

*14 Point*

**UNEXCELLED in many ways \$5** |

*12 Point*

**EVERY ARTICLE below actual value** |

*10 Point*

**GOODS SOLD UNDER OUR GUARANTEE** |

**Thus insuring best values for least money \$8** |

*8 Point*

**MAGNIFICENT DISPLAY OF FANCY IMPORTATIONS;** |

**Nothing to be reserved in this great bargain sale \$12,345** |

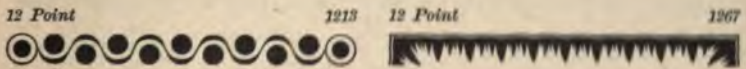
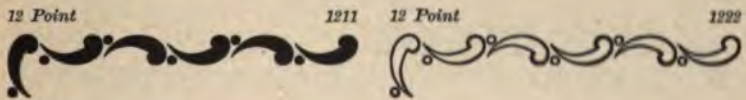
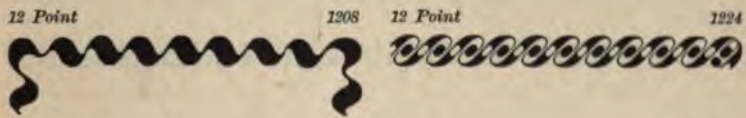
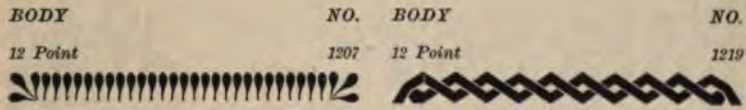
*6 Point*

**TO SUCCESSFULLY HANDLE THE GREAT INCREASE IN SALES WE** |

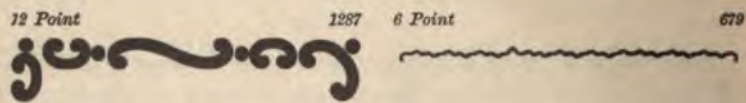
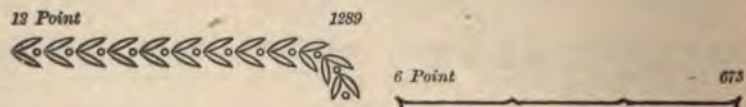
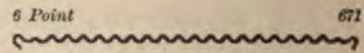
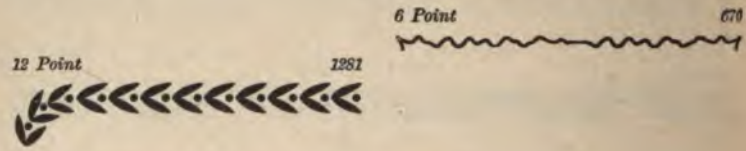
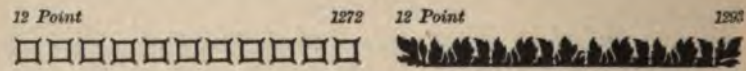
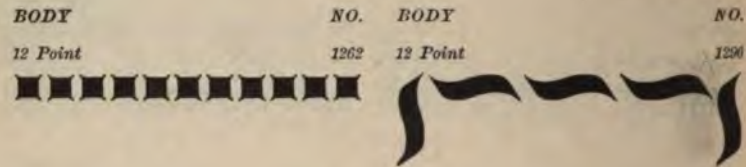
**Have decided to keep our entire store open until 10 o'clock, P. M.** |



BORDERS



BORDERS







NIAGARA SERIES

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*24 Point*

**SOME THINGS FOR BABY |**  
**Dainty seasonable slippers |**

*18 Point*

**NOBBY SUITS REDUCED TO HALF |**  
**Unprecedented bargains in muslins |**

*14 Point*

**THE STORE FOR 98742 THRIFTY PEOPLE |**  
**We cannot promise to fill any mail orders |**

*12 Point*

**EXTRAORDINARY PRICES FOR ENGLISH BLANKETS |**  
**Our low prices need only be seen to be appreciated |**

*10 Point*

**SEVERAL THOUSAND YARDS AT MANUFACTURER'S COST |**  
**In this sale we will show you the way to save your money |**

*8 Point*

**GOOD DISPLAY WILL ATTRACT ATTENTION, BUT THE READING MATTER |**  
**Must sell the goods. Do not advertise to fill space; make the space fill the ad |**

*6 Point*

**MAKE THE HEADLINE THE BILL OF FARE OF YOUR ADVERTISEMENT, GIVING THE READER |**  
**An idea of the information he is going to get. Advertising is the advance agent of trade \$1639 |**

ADMIRAL SERIES

*72 Point***BIG Nest |***60 Point***Pink SILK |***48 Point***IRON Molded |***36 Point***ADMIRAL SERIES |**  
**Neat display face |***30 Point***OUR MONEY MAKERS |**  
**You gain in our deal |**



## ADMIRAL SERIES

*24 Point*

**MID-SEASON SHOE SALE |**  
**Cleaning out new goods |**

*18 Point*

**THE SCIENCE OF ADVERTISING |**  
**Judicious expenditure of money |**

*14 Point*

**NICKEL-ALLOY UNIVERSAL LINE TYPE |**  
**Necessary adjunct to well-written advts |**

*12 Point*

**GRAND DISPLAY OF FINE PARLOR FURNITURE |**  
**Red tag sale now at its height; come and see |**

*10 Point*

**WE ANNOUNCE THE ARRIVAL OF OUR FALL STYLES |**  
**Men's tailor-made top coats at very reasonable prices |**

*8 Point*

**MAKE YOUR ADS. SHARP AND TO THE POINT, AVOID SUPERFLUITY |**  
**Of words; do not sacrifice the truth, select suitable display type |**

*6 Point*

**IF YOU ARE NOT SATISFIED WITH YOUR INCOME LET US TELL YOU HOW IT CAN |**  
**Be increased. Take up a course in the International Correspondence Schools |**

## DE VINNE SERIES

*72 Point***NO Son |***60 Point***Hurt ME |***48 Point***THE Lover |***42 Point***Reliable CUT |***36 Point***LINEN Dresses |***30 Point***Chocolate SWEET |**



## DE VINNE SERIES

*24 Point*

**HANDSOME Petticoats |**

*18 Point*

**WOMEN'S STYLISH SHOES |  
Patent leather, summer soles |**

*14 Point*

**CLEARANCE SALE OF NEW SUITS |  
Greatest clothing bargains ever offered |**

*12 Point*

**ONE ADVERTISEMENT WILL NOT PAY |  
The number that will, depends on results |**

*10 Point*

**A GOOD BOOK IS A GOOD FRIEND; IT WILL TALK TO |  
You when you want it to talk, and it will keep still too |**

*8 Point*

**MODERN TASTE HAS NOW ORDAINED THAT EVERYTHING |  
Should bear evidence of the beautifying touch of art 567890 |**

*7 Point*

**PRINTING HAS BEEN JUSTLY CALLED "THE ART PRESERVATIVE" |  
Our motto: wholesale bargains, sterling qualities, close-trimmed prices |**

*6 Point*

**GOOSE-QUILLS WERE USED IN ANCIENT AS WELL AS MODERN TIMES |  
Your money is not ours until you are satisfied with the goods you purchase |**

*5½ Point*

**AT \$6, \$8, AND SO ON BY SHORT STEPS UP TO \$18, WE SHOW A VARIETY |  
That is enormous, and every price represents an expression of a genuine bargain |**

DE VINNE CONDENSED

*72 Point***GOLD Watch |***60 Point***Chestnut BUDS |***48 Point***BLACK TAFFETAS |**  
**Guarantee all silk |***36 Point***NICKEL-ALLOY TYPE |**  
**Hard metal long wear |**



DE VINNE CONDENSED

*30 Point***PROGRESSIVE Merchant |***24 Point***NOTICEABLE HEADING TYPES |  
Force attention to themselves |***18 Point***LOT OF FINE IMPORTED LISLE STOCKINGS |  
Boot effects with lace embroidered ankles |***12 Point***GOOD ADVERTISING IS THE SALESMAN'S ALLY |  
Don't print more than you think the people will read |***10 Point***AN AGGRESSIVELY CONDUCTED PRICE-REDUCTION SALE |  
These items bespeak money savings of a most vivid character |***8 Point***BUY THE BEST. IT COSTS NO MORE THAN THE "JUST AS GOOD" |  
Not a dumping place for the mistakes of the wholesale trade 67890 |***6 Point***WE HABITUALLY STRIVE TO SATISFY OUR SEVEREST CRITIC—OURSELVES |  
Prices so low that shoppers cannot keep away from these offerings 123456 |**

PROPERTY OF THE LIBRARY  
METROPOLITAN LIFE INS. CO.

DEVINNE CONDENSED No. 2

*72 Point***RUG Sale** |*60 Point***Oxford TIE** |*48 Point***LINEN Pieces** |*12 Point***Beautiful SILKS** |*30 Point***BLACK Grenadine** |*30 Point***Embroidered NAPKINS** |





DE VINNE CONDENSED No. 2

*24 Point*

**SPECIAL SALE RAINCOATS |  
Cravenette in tan and black |**

*18 Point*

**NEWEST GLASS AND CHINAWARE |  
Our stock and prices will surprise you |**

*14 Point*

**DON'T CROWD THE ADVERTISING MATTER |  
Just a windfall, that's all. Prices blown away |**

*12 Point*

**ADVERTISING IS NECESSARY IN EVERY BUSINESS |  
Prices, quantities and qualities over-shadowed! \$23456 |**

*10 Point*

**PRICED IN A MANNER THAT WILL BEWILDER AND DELIGHT YOU |  
Every thread cotton, but you will have to look twice to tell it from linen |**

*8 Point*

**IT IS HARDLY GOOD ADVERTISING TO FIND FAULT WITH THE FRIENDS OF |  
Your competitor for their honest, sincere, unbought and unbiased commendation |**

*6 Point*

**TO INTEREST, AS WELL AS ATTRACT ATTENTION, IS ONE OF THE ESSENTIALS IN GOOD |  
Advertising that is very frequently forgotten or overlooked. Splendid stocks attractively priced |**

RICHELIEU SERIES

*48 Point*

**MEN'S TIES |**  
**Now reduced |**

*36 Point*

**GINGHAM SALE |**  
**In the centre aisle |**

*24 Point*

**CURTAIN MATERIALS |**  
**Fresh stock of remnants |**

*18 Point*

**WOMEN'S REINDEER GLOVES |**  
**Shapely, comfortable and stylish |**



## RICHELIEU SERIES

*14 Point*

**MEN'S FABRICS, REDUCED PRICES |**  
**You will find nothing so good anywhere |**

*12 Point*

**UP TO THE VERY MINUTE IN 268 STYLES! |**  
**Fashion's whims, tastefully selected, found here |**

*11 Point*

**THESE PRICES ALWAYS SPEAK FOR THEMSELVES |**  
**Prices that insure your pocketbook against a vacuum 375 |**

*10 Point*

**YOUNG MAN, NEVER ENVY THE MAN WHO SEEMS TO |**  
**Get on by questionable methods, who wins by sharp practices |**

*9 Point*

**MACKEREL—WHITE, FAT, TENDER, FINE-FLAVORED FISH |**  
**Banking by mail is simply a matter of dropping a letter in the box |**

*8 Point*

**CHEERFUL TEMPER, JOINED WITH INNOCENCE, MAKES BEAUTY |**  
**Attractive, knowledge delightful, and wit good-natured. Get the habit |**

*7 Point*

**A WELL-DRESSED MAN HAS A SOOTHING EFFECT UPON THE HOUSEHOLD |**  
**For sale—straw hats of every pedigree, every braid, every shape, and all qualities |**

*6 Point*

**A MAN SHOULD START OUT IN LIFE WITH THE DETERMINATION NEVER TO |**  
**Sacrifice his friendships; he must keep them alive or sacrifice part of his manhood |**

## ENCORE SERIES

*72 Point***ICE Park |***60 Point***Silver FIN |***48 Point***IRON Bands |***42 Point***Encore FACE |***36 Point***TRIED on Models |***30 Point***Half Price REMNANT |**



## ENCORE SERIES

*24 Point*

**CLOTHES MADE TO FIT |**  
**Advertising is talk in type |**

*18 Point*

**HE JUDICIOUSLY ADVERTISED |**  
**Result is unprecedented returns |**

*14 Point*

**CHRISTMAS NOVELTIES IN HARDWARE |**  
**Prices defy competition, large assortment |**

*12 Point*

**NEW STYLE TAILOR-MADE SUITS FOR SPRING |**  
**Artists have pronounced these beyond comparison |**

*10 Point*

**DRESSMAKERS AND HOME SEWERS NEED OUR SILKS |**  
**Fine household napery for Thanksgiving Day at Smith's |**

*8 Point*

**A WAY IS OPEN FOR EVERY MAN TO REACH THE GOLDEN GATE |**  
**Of success if he doesn't stumble over the "ifs" in his pathway |**

*6 Point*

**THE DAINTIEST OF DAINTIES FOR MILADY'S TOILET ARE FOUND HERE |**  
**Warm prices on cold weather shoes are the leading attraction here this week |**

LAUREATE SERIES

*72 Point*

IN Style |

*60 Point*

Hair PIN |

*48 Point*

FUR Cloaks |

*36 Point*

UNION MADE |

Sewed with silk |

*30 Point*

LAUREATE &amp; FACE |

Universal line system |



## LAUREATE SERIES

*24 Point*

**MEDIUM AD. TYPES |**  
**Department store news |**

*18 Point*

**UTILIZE SPARE MOMENTS |**  
**Time for play and time for work |**

*14 Point*

**NEW DRESS AND WALKING SUITS |**  
**Collarless, with military shoulder capes |**

*12 Point*

**PURE IRISH LINEN, EXCELLENT QUALITY |**  
**Finely finished, for shirtwaist suits; extra values |**

*10 Point*

**SPECIAL BARGAINS IN WOMEN'S PETTICOATS |**  
**New washable petticoats, full flare, with ruffles, tucked |**

*8 Point*

**"CLOTHING TO BE SMART MUST BE MADE TO ORDER" |**  
**Needless to say the tailoring is good; clothing sets well; retains its shape |**

*6 Point*

**YOUR CHOICE OF A VARIETY OF COLORINGS AND WEAVES AND |**  
**All the newest patterns just from the mills. We direct special attention to our fabrics |**

JOHN HANCOCK

*72 Point***T0-Day** |*60 Point***New FIT** |*48 Point***RUG Sales** |*42 Point***Prices LOW** |*36 Point***REAR Admiral** |*30 Point***Point Set LETTER** |





JOHN HANCOCK

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*24 Point*

**NEW SPRING GOWNS |  
Matchless as to style |**

*18 Point*

**IMPORTED DRESS LININGS |  
Our prices are your saving |**

*14 Point*

**JOHN HANCOCK A STRIKING TYPE |  
Universal line made of nickel-alloy |**

*12 Point*

**IT IS NOT THE WRITING THAT COUNTS |  
So much as that which is written about |**

*10 Point*

**IF AN ADVERTISER HAS A MESSAGE TO BE |  
Delivered he uses cold type to do the work |**

*8 Point*

**ADVERTISING WILL SELL ANYTHING THAT OUGHT TO |  
Be sold; that is a broad statement, nevertheless true |**

*6 Point*

**THE AMOUNT OF MONEY A MAN SHOULD SPEND IN ADVERTISING |  
Depends very largely upon how much business he is prepared to do |**

BOOKMAN OLDSTYLE

AMERICAN TYPE FOUNDERS CO.

*72 Point*

Hat Sale |

*60 Point*

Ice Cream |

*48 Point*CLOTHING |  
For children |*36 Point*BATH ROBES |  
Artistic effects |

## BOOKMAN OLDSTYLE

AMERICAN TYPE FOUNDERS CO.

*30 Point*

WINTER SHOES |  
*The* best of materials |

*24 Point*

PIANO BARGAINS |  
Some are slightly used |

*20 Point*

ANTIQUE FURNITURE |  
In a great variety *of* woods |

*18 Point*

SPECIALTIES FOR EASTER |  
Pure and wholesome chocolates |

*14 Point*

MILLINERY FOR SUMMER WEAR |  
The newest home and foreign conceptions |

*12 Point*

BRIC-A-BRAC FOR WEDDING PRESENTS |  
*The* best selection in the land is found in this store |

ADVER CONDENSED

AMERICAN TYPE FOUNDERS CO.

*72 Point*

**CHINA BOWL**  
**Best material**

*60 Point*

**FANCY GOWNS**  
**Clearance sales**

*48 Point*

**SPECIAL BARGAIN**  
**Grand music boxes**

## ADVER CONDENSED

AMERICAN TYPE FOUNDERS CO.

*36 Point*

**IMPORTED UNDERWEAR |**  
**Beautiful and serviceable |**

*30 Point*

**HANDSOME SPRING BONNETS |**  
**Many delightful Easter styles |**

*24 Point*

**SPECIAL SALE OF WALKING SUITS |**  
**Unequaled for quality and variety |**

*18 Point*

**QUAINT AXMINSTER AND TAPESTRY RUGS |**  
**Remarkable assortment of bright patterns |**

*14 Point*

**MAGNIFICENT CASHMERE DRESSES BELOW COST |**  
**Lack of floor space compels us to close these out |**

*12 Point*

**THE NEWEST DESIGNS IN CORSET COVERS ARE NOW READY |**  
**Latest ideas from London and Paris here for your approval |**

LINING SCHCEFFER OLD STYLE No. 2

AMERICAN TYPE FOUNDERS CO.

*72 Point*

FUR SALE  
Wednesday

*60 Point*

SOLID OAK  
Dining tables

*48 Point*

MODISH STYLE  
Children's coats

## LINING SCHCEFFER OLD STYLE No. 2

AMERICAN TYPE FOUNDERS CO.

*36 Point*

**CLEARANCE SALE |**  
**Damask table covers |**

*30 Point*

**IT NEVER SCRATCHES |**  
**The finest cleanser made |**

*24 Point*

**WOMEN'S SKIRTS MADE OF |**  
**The most fashionable materials |**

*18 Point*

**HANDSOME SOFA PILLOW COVERS |**  
**Illustrated catalogue sent on application |**

*14 Point*

**YOU CAN SUCCEED IN THE SHOE BUSINESS |**  
**Just as we have if you follow out the same plans |**

*12 Point*

**GREATEST INVIGORATOR OF THE 20TH CENTURY |**  
**Will relieve and cure all disorders of the human system |**

**ADTYPE SERIES**

AMERICAN TYPE FOUNDERS CO.

*72 Point***Tea Sets |***60 Point***Fancy Mat |***48 Point***BEST SUITS |**  
**Neat variety |***42 Point***SEGAR JARS |**  
**Rare bargains |**



**ADTYPE SERIES**AMERICAN TYPE FOUNDERS CO.*36 Point*

**CHOICE CANDY |**  
**Delicious to taste |**

*30 Point*

**ART NEEDLEWORK |**  
**Original conceptions |**

*24 Point*

**STYLISH SIDEBOARDS |**  
**Many beautiful designs |**

*18 Point*

**GRAND MILLINERY DISPLAY |**  
**Wonderfully real and artistic |**

*14 Point*

**SOME FINE LINEN HANDKERCHIEFS |**  
**Unexcelled for material and endurance |**

*12 Point*

**FANCY GOLDEN OAK EXTENSION TABLES |**  
**Unprecedented sales testify to the great value |**

GLOBE GOTHIC

AMERICAN TYPE FOUNDERS CO.

*72 Point*

**Hair Pins |**

*60 Point*

**Silk Gloves |**

*48 Point*

**NEW SHOERS |**  
**A fine display |**

*42 Point*

**WHITE GOODS |**  
**A rare selection |**

## GLOBE GOTHIC

AMERICAN TYPE FOUNDERS CO.

*36 Point*

**PIANO BARGAINS |**  
**The great sacrifice |**

*30 Point*

**MEN'S TAILOR SHOP |**  
**Very fine importation |**

*24 Point*

**A CHINESE RESTAURANT |**  
**Is drawing well this week |**

*18 Point*

**A BARGAIN IN SMYRNA RUGS |**  
**Large assortment to choose from |**

*14 Point*

**LIMOGES DINNER SETS AND SUNDRIES |**  
**Fancy ware in Nile green festoon borders |**

*12 Point*

**ENAMELED COOKING WARE AT NEARLY HALF |**  
**Every piece double-coated with pure gray enamel |**

**ROYCROFT**

AMERICAN TYPE FOUNDERS CO.

*72 Point***Fur Cape** |*60 Point***Mink Boas** |*48 Point***STATUARY** |  
**Bronze effect** |*42 Point***BLACK SATIN** |  
**French patterns** |

**ROYCROFT**  

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AMERICAN TYPE FOUNDERS CO.

*36 Point*

**OPERA CLOAK |**  
**The best in the city |**

*30 Point*

**CHRISTMAS GIFTS |**  
**An exceptional stock |**

*24 Point*

**BASE BALL OUTFITS |**  
**Every variety and color |**

*18 Point*

**SPRING MILLINERY EXHIBIT |**  
**Arrived from the French capital |**

*12 Point*

**CHEAP ORIENTAL CARPETS AND RUGS |**  
**The most beautiful patterns direct from Persia |**

**POST OLD STYLE No. 2**

AMERICAN TYPE FOUNDERS CO.

*72 Point***Linen** |*60 Point***Oil Can** |*54 Point***Auction** |*48 Point***Base Ball** |*42 Point***New Music** |

**POST OLD STYLE No. 2**

AMERICAN TYPE FOUNDERS CO.

*36 Point*

**NEARSILKS |**  
**Going' at cost |**

*30 Point*

**AGATE PAILS |**  
**For the kitchen |**

*24 Point*

**WHITE ETAMINE |**  
**At very low prices |**

*18 Point*

**VESTS AND HOSIERY |**  
**Little white lawn frocks |**

*14 Point*

**THE NEW MODERN LACES |**  
**Fine quality in flannelet hats |**

*12 Point*

**QUARTERED OAK SIDEBARDS |**  
**Woven wire bed springs and mats |**

**"POST" OLD STYLE ITALIC**

AMERICAN TYPE FOUNDERS CO.

*60 Point*

***EASTER*** |  
***Footwear*** |

*48 Point*

***ICE TONGS*** |  
***Below value*** |

*36 Point*

***SILK HOSIERY*** |  
***In color schemes*** |



*"POST" OLD STYLE ITALIC*

AMERICAN TYPE FOUNDERS CO.

*30 Point*

**WOMEN'S HATS |**  
*Unique and stylish |*

*24 Point*

**SLUMP IN COLLARS |**  
*Collars for near nothing |*

*18 Point*

**CHILDREN'S EXHIBITION |**  
*All articles positively returned |*

*14 Point*

**SOME GRAND SILK CREPONS |**  
*The stuff is the best France makes |*

*12 Point*

**DON'T MISS THIS CHANCE AT LAMPS |**  
*Choose from Pompeian and Dresden gold |*

## LINING ARLINGTON OLDSTYLE No. 2

AMERICAN TYPE FOUNDERS CO.

*72 Point*

**GRADES**  
**Nice size**

*60 Point*

**SPECIALS**  
**Black tape**

*48 Point*

**LIGHT COLOR**  
**Fine materials**

## LINING ARLINGTON OLDSTYLE No. 2

AMERICAN TYPE FOUNDERS CO.

*36 Point*

**BRIGHT CARPETS |**  
**Fashionable design |**

*30 Point*

**MODERN FURNITURE |**  
**Neat lounging couches |**

*24 Point*

**WHOLESALE REDUCTIONS |**  
**Elegant chance for bargains |**

*18 Point*

**FINE SILVERWARE ASSORTMENT |**  
**Sideboards and tables fully supplied |**

*12 Point*

**EXCELLENT DRESS ROBES AND MILLINERY GOODS |**  
**Remarkable in design and very best of workmanship |**

JENSON CONDENSED

AMERICAN TYPE FOUNDERS CO.

*72 Point*

Piano Cover |

*60 Point*

Natty Hosiery |

*48 Point*

HOUSE GOWNS |  
Pretty and stylish |

*42 Point*

BLACK SWEATER |  
Good and fast colors |

## JENSON CONDENSED

AMERICAN TYPE FOUNDERS CO.

*36 Point*

UMBRELLA STANDS |  
Red enameled porcelain |

*30 Point*

ALLIGATOR HAND GRIPS |  
Will stand the wear and tear |

*24 Point*

TAILOR-MADE RIDING HABITS |  
Crowning glory of the new year |

*18 Point*

PORTABLE GAS LAMPS AND GLOBES |  
Don't miss the opportunity to procure one |

*14 Point*

SOMETHING GRAND IN MAHOGANY AND OAK |  
Come and inspect our new stock of walnut furniture |

*12 Point*

FINEST EMBROIDERIES AND VALENCIENNES RUCHINGS |  
Extraordinary bargain in bonnets, gloves and fine embroidery |

## LINING JENSON OLDSTYLE No. 2

AMERICAN TYPE FOUNDERS CO.

*72 Point*

Polka Dots |

*60 Point*

Sugar Bowl |

*54 Point*

Outing Goods |

*48 Point*

Reclining Chair |

*42 Point*

Agate Hardware |

## LINING JENSON OLDSTYLE No. 2

AMERICAN TYPE FOUNDERS CO.

*36 Point*

RUBBER SHOES |  
We have every size |

*30 Point*

BEDROOM SHADES |  
Also for the dining room |

*24 Point*

OTTOMAN TAPESTRY |  
From the home of the Turks |

*18 Point*

SILVER-PLATED FRUIT TRAY |  
Fruit and berry dishes in blue and pink |

*14 Point*

HOOKS AND EYES FOR TRADERS |  
Spring catalogue mailed free to dealers only |

*12 Point*

GUTERPUP'S LATEST DRESS PATTERNS |  
No money required to earn a twentieth century dress |

*LINING JENSON ITALIC No. 2*

AMERICAN TYPE FOUNDERS CO.

*72 Point*

*Gold Rings* |

*60 Point*

*Photographs* |

*54 Point*

*Ingrain Carpet* |

*48 Point*

*Silk Neckwear* |

*42 Point*

*Kitchen Utensils* |



*LINING JENSON ITALIC No. 2*

AMERICAN TYPE FOUNDERS CO.

*36 Point*

*CUTLERY STORE |*  
*Superior steel goods |*

*30 Point*

*NEW SONG FOLIOS |*  
*In our music department |*

*24 Point*

*SPRING DRESS GOODS |*  
*From leading foreign makers |*

*18 Point*

*PILLOW-CASES AND BEDDING |*  
*The best that a medium price will buy |*

*12 Point*

*READY TO WEAR CUSTOM-MADE SHIRTS |*  
*Latest fashion cut; truly and systematically finished |*

## LINING QUENTELL No. 2

AMERICAN TYPE FOUNDERS CO.

*72 Point***Real Oak |***60 Point***New Stock |***54 Point***Large Chair |***48 Point***Enamel Beds |***42 Point***Neat Statuary |**

## LINING QUENTELL No. 2

AMERICAN TYPE FOUNDERS CO.

*36 Point*

**GORGEOUS LACES |**  
**Foreign hand knit |**

*30 Point*

**IMPORTED NOVELTIES |**  
**Special developments |**

*24 Point*

**EMBROIDERED UNDERWEAR |**  
**Fashionable London design |**

*18 Point*

**UNUSUAL BARGAINS IN FURNITURE |**  
**Serviceable and fancy assortment |**

*14 Point*

**CHOICE CUSTOM-MADE SUITS FOR WOMEN |**  
**Delightful conceptions direct from France |**

*12 Point*

**CLEARANCE SALE OF CHILDREN'S ENAMELED SHOES |**  
**Cheap prices impossible of duplication elsewhere |**

*LINING DE VINNE ITALIC No. 2*

AMERICAN TYPE FOUNDERS CO.

*72 Point**Macers* |*60 Point**New Red* |*54 Point**Stockinet* |*48 Point**Ink Stands* |*42 Point**Finger Bowl* |

*LINING DE VINNE ITALIC No. 2*

AMERICAN TYPE FOUNDERS CO.

*36 Point*

**WATER BAGS |**  
***Atomizers, etc. |***

*30 Point*

**LATEST STYLES |**  
***Must be sold today |***

*24 Point*

**HEROD'S EMPORIUM |**  
***Modern and up to date |***

*18 Point*

**BEST HOUSE IN PRETORIA |**  
***Where good things are found |***

*14 Point*

**EXTRAORDINARY INDUCEMENTS |**  
***During the first week of September |***

*12 Point*

**NEW KITCHEN CABINETS AND UTENSILS |**  
***It will pay you to open an account with Noble |***

LINING DE VINNE EXTENDED No. 2

AMERICAN TYPE FOUNDERS CO.

72 Point

Glass |

60 Point

Mitten |

48 Point

PRINTS |  
Figured |

12 Point

ZEPHYR |  
Fast blue |

**LINING DE VINNE EXTENDED No. 2**

AMERICAN TYPE FOUNDERS CO.

*36 Point*

**BICYCLES |**  
**Low priced |**

*30 Point*

**RAIN COATS |**  
**Now the rage |**

*24 Point*

**MEN'S OXFORD |**  
**Ties and slippers |**

*18 Point*

**SMYRNA MATTINGS |**  
**Unique and handsome |**

*14 Point*

**SMOKERS' MATERIALS |**  
**Pipes of every description |**

*12 Point*

**CHECKED BATISTE FROCKS |**  
**For the small school children |**

## PABST OLDSTYLE

AMERICAN TYPE FOUNDERS CO.

*72 Point*

MAKE  
Brackets

*60 Point*

HINGES  
Locksmith

*48 Point*

CECILIAN  
Piano Player



## PABST OLDSTYLE

AMERICAN TYPE FOUNDERS CO.

*36 Point*

SILK GOWNS |  
Beautiful Designs |

*30 Point*

ARISTOCRATIC |  
Cheviot Suits for Men |

*24 Point*

SEWING MACHINES |  
*The* kind that do fine work |

*18 Point*

NEW SPRING MILLINERY |  
Imported from London and Berlin |

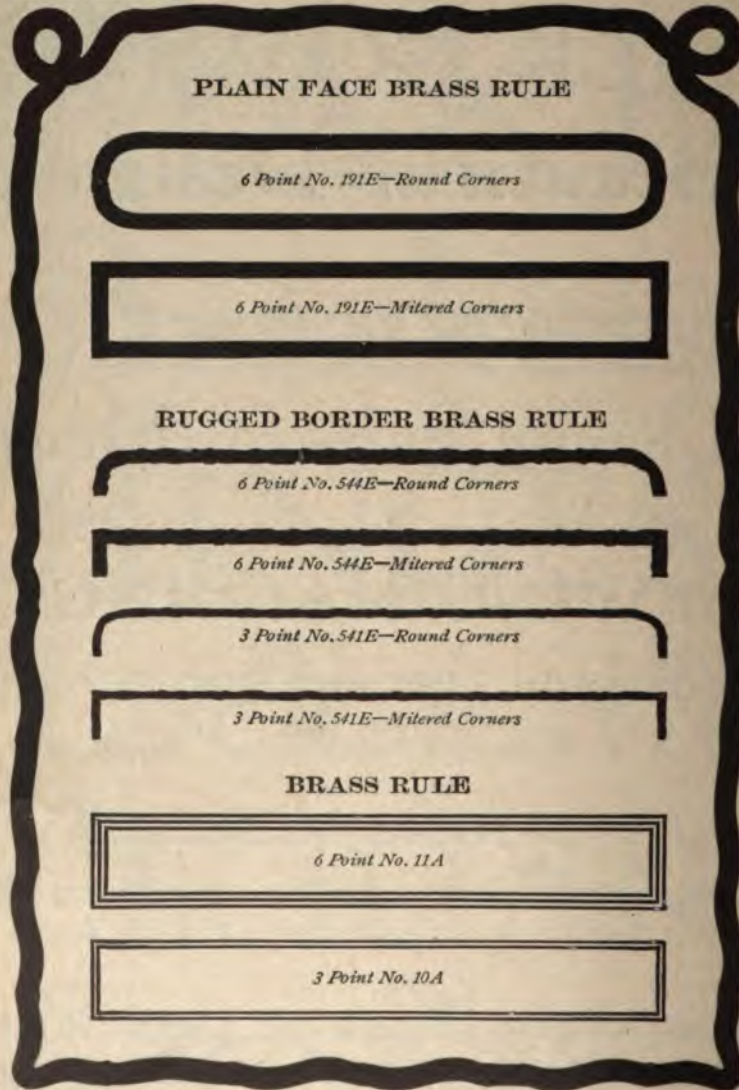
*12 Point*

DISPLAY OF PEN AND INK DRAWINGS |  
Eminent artists have contributed to this splendid exhibit |

**BORDERS**

AMERICAN TYPE FOUNDERS CO.

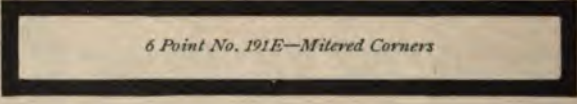
*12 Point Magazine Border*



**PLAIN FACE BRASS RULE**

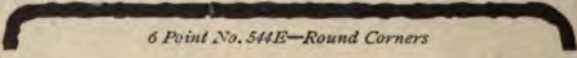


*6 Point No. 191E—Round Corners*

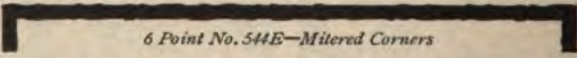


*6 Point No. 191E—Mitered Corners*

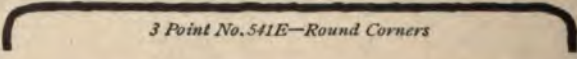
**RUGGED BORDER BRASS RULE**



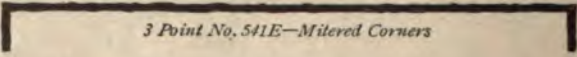
*6 Point No. 544E—Round Corners*



*6 Point No. 544E—Mitered Corners*

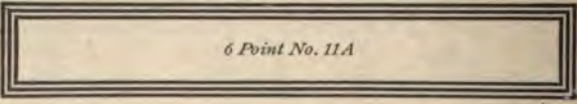


*3 Point No. 541E—Round Corners*

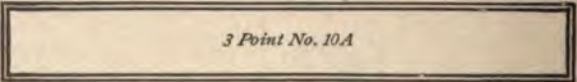


*3 Point No. 541E—Mitered Corners*

**BRASS RULE**



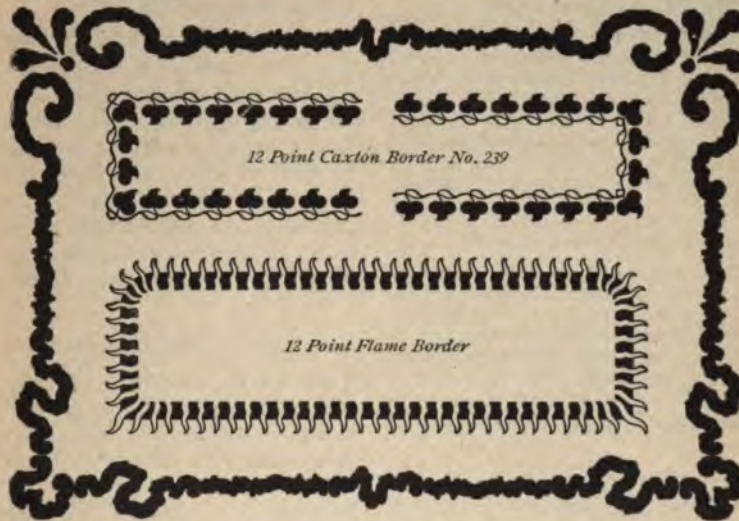
*6 Point No. 11A*



*3 Point No. 10A*

**BORDERS**

AMERICAN TYPE FOUNDERS CO.  
"Post" Border No. 2



12 Point Arlington Border No. 234



### BODY LETTER

AMERICAN TYPE FOUNDERS CO.

*8 Point Lining Roman No. 510*

There's real pleasure in knowing that your beauty is heightened and your conversation made more interesting by a handsome set of pearly teeth. Such pleasure can be yours if you have a moderate sum to spend on them. The cleaning and whitening process is simple and painless.

*8 Point Lining Roman No. 512*

There's real pleasure in knowing that your beauty is heightened and your conversation made more interesting by a handsome set of pearly teeth. Such pleasure can be yours if you have a moderate sum to spend on them. The cleaning

*10 Point Century Expanded*

There's pleasure in knowing that your beauty is heightened and your conversation made more interesting by a handsome set of pearly teeth. Such pleasure can be yours

*12 Point Lining French Old Style No. 552*

There's real pleasure in knowing that your beauty is heightened and your conversation made more interesting by a handsome set of pearly teeth. Such pleasure can be yours if you have a moderate sum to spend on them. The cleaning and whitening

*12 Point Lining Old Style No. 72*

There's real pleasure in knowing that your beauty is heightened and your conversation made more interesting by a handsome set of pearly teeth. Such pleasure can be yours if you have a moderate sum to spend on them. The cleaning and whitening process

*10 Point Lining Cushing No. 2*

There's real pleasure in knowing that your beauty is heightened and your conversation made more interesting by a handsome set of pearly teeth. Such pleasure can be yours if you have a moderate sum to spend on them. The cleansing and whitening process is simple and painless. It gives pleasure rather than pain. It cer-

*10 Point Lining Cushing Monotone No. 553*

There's real pleasure in knowing that your beauty is heightened and your conversation made more interesting by a handsome set of pearly teeth. Such pleasure can be yours if you have a moderate sum to spend on them. The cleaning and whitening process is simple and painless. It gives pleasure rather than pain. It certainly does make you feel good to



# I. C. S. Ad. Writers' Copy Table

This table is an extension of the Table of Words to Square Inch, printed on each I. C. S. Ad Writers' Chart. It may be used instead of the method described in note below Sample Layout on page 24, Part 1. The numbers give approximately the words of unbroken matter that can be set solid or 2-point lead in various sizes of *Old-Style Roman* type, in areas from 1 square inch to 20 square inches. Owing to the differences between *Old-Style Roman* made by different type foundries, these numbers cannot be regarded as absolutely correct in every case, but they are accurate enough for all practical purposes. Allowances must be made for paragraph indentions, break lines, display lines, panel headings, etc.

**How to Use the Table.**—Enter the table at the side, in the space corresponding to the larger dimension of the body space. At the same time enter at the top (or bottom) with the smaller dimension. (In measuring length and width of body space disregard fractions of an inch smaller than  $\frac{1}{4}$ .) At the intersection of the horizontal and vertical rows of tables thus entered will be found the small table that applies to the area in question. As indicated in the left-hand margin, the first line in this small table gives the numbers of words for 5 $\frac{1}{2}$ -point set solid and 2-point lead, respectively; the second line gives the numbers for 6-point, and so on.

**Special Cases.** *Case A.*—If both dimensions are in eighths, *subtract*  $\frac{1}{8}$  from the larger dimension and *add*  $\frac{1}{8}$  to the smaller; then proceed as directed above. Then *add*  $\frac{1}{8}$  to the larger dimension and *subtract*  $\frac{1}{8}$  from the smaller and proceed as before. The mean of these two results will be the desired number. (See Example 2.)

*Case B.*—If one of the dimensions is in eighths, *subtract*  $\frac{1}{8}$  from it and find the number of words as directed above. Then *add*  $\frac{1}{8}$  to the same dimension and again find the number of words. The mean of the two results thus obtained will be the desired number. (See Example 3.)

**Examples Showing Use of the Table.** *Example 1.*—Find the number of words that can be set in 6-point lead in a space 3 $\frac{1}{2}$  inches by 1 $\frac{1}{2}$  inches. Enter the table at the side in the section designated 3 $\frac{1}{2}$ ; also, enter at the bottom through the column marked 1 $\frac{1}{2}$ . The second number in the second line of the small table found at the intersection of these two rows of tables is 149, the required number.

*Example 2.*—Suppose that the body space measures 4 $\frac{3}{8}$  by 1 $\frac{1}{8}$ .  $4\frac{3}{8} + \frac{1}{8} = 4\frac{4}{8} = 4\frac{1}{2}$ .  $1\frac{1}{8} - \frac{1}{8} = 1\frac{0}{8} = 1\frac{1}{2}$ . First enter the table at the left through the space designated 4 $\frac{1}{2}$  and at the bottom through the column designated 1 $\frac{1}{2}$ . The second number in the second line of the small table

TYPE OF SPACE	1		1 $\frac{1}{4}$		1 $\frac{1}{2}$		1 $\frac{3}{4}$		2		2 $\frac{1}{4}$		2 $\frac{1}{2}$	
	S	L	S	L	S	L	S	L	S	L	S	L	S	L
5 $\frac{1}{2}$	54	42	84	66	121	94	168	129	216	168	273	213	337	262
6	47	34	73	58	106	76	151	104	188	136	238	172	264	212
8	39	28	60	46	81	60	112	76	158	118	222	162	230	182
10	31	21	48	36	63	46	91	64	134	103	180	136	190	144
12	24	16	38	28	51	36	73	56	106	84	156	116	162	124
14	18	11	30	21	42	28	64	49	94	72	140	108	150	108
18	7	5	18	11	28	21	43	35	78	56	128	96	131	100
5 $\frac{1}{2}$	67	52	101	79	141	110	195	147	263	213	359	286	444	357
6	59	44	88	64	123	94	164	116	243	189	323	256	404	321
8	48	34	69	53	97	76	132	90	188	138	252	198	304	244
10	40	26	56	41	83	60	118	80	162	122	222	172	262	212
12	32	19	45	32	66	48	98	70	132	102	198	152	222	172
14	25	14	37	25	55	42	88	64	142	108	202	158	232	182
18	10	7	28	18	42	29	68	50	158	122	232	182	272	212
5 $\frac{1}{2}$	81	61	118	92	151	116	216	168	273	213	359	286	444	357
6	73	55	103	74	133	94	164	116	243	189	323	256	404	321
8	59	44	88	64	123	94	164	116	243	189	323	256	404	321
10	48	34	69	53	97	76	132	90	188	138	252	198	304	244
12	37	25	56	41	83	60	118	80	162	122	222	172	262	212
14	27	18	44	32	66	48	98	70	132	102	198	152	222	172
18	12	9	34	23	51	36	73	56	106	84	156	116	162	124
5 $\frac{1}{2}$	108	84	135	105	165	126	216	168	273	213	359	286	444	357
6	94	68	118	88	141	102	164	116	243	189	323	256	404	321
8	64	46	80	58	96	69	112	80	158	118	222	162	230	182
10	42	32	52	40	63	48	73	56	106	84	156	116	162	124
12	32	23	38	30	48	36	58	44	94	72	140	108	150	108
14	24	17	30	23	42	31	49	38	78	61	128	96	131	100
18	14	10	17	15	28	21	35	28	56	43	61	47	56	44
5 $\frac{1}{2}$	121	94	152	118	182	142	213	165	243	189	323	256	404	321
6	106	76	133	96	158	115	185	134	211	153	238	172	264	212
8	72	52	90	65	108	78	126	91	144	103	162	116	162	124
10	47	36	50	45	71	54	83	63	104	72	106	81	118	90
12	31	25	39	31	47	37	55	43	61	49	71	56	81	62
14	16	11	20	14	24	17	28	20	31	22	35	25	25	25
5 $\frac{1}{2}$	135	105	168	131	202	157	237	184	279	210	303	236	337	262
6	117	85	147	106	176	127	205	149	235	170	264	191	304	212
8	80	57	100	72	130	86	140	101	160	115	180	129	200	144
10	52	40	66	50	79	60	82	70	105	80	118	90	131	100
12	35	27	44	34	52	41	54	42	70	55	79	62	87	69
14	22	16	31	24	38	28	41	33	52	42	56	44	60	48
18	12	9	18	14	24	18	26	20	32	25	33	25	33	25

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Year	Month	Day	Hour	Temperature	Wind	Humidity	Pressure	Clouds	Notes
1872	Jan	1	10	45	N	75	30.0	0	
		2	10	45	N	75	30.0	0	
		3	10	45	N	75	30.0	0	
		4	10	45	N	75	30.0	0	
		5	10	45	N	75	30.0	0	
		6	10	45	N	75	30.0	0	
		7	10	45	N	75	30.0	0	
		8	10	45	N	75	30.0	0	
		9	10	45	N	75	30.0	0	
		10	10	45	N	75	30.0	0	
		11	10	45	N	75	30.0	0	
		12	10	45	N	75	30.0	0	
		13	10	45	N	75	30.0	0	
		14	10	45	N	75	30.0	0	
		15	10	45	N	75	30.0	0	
		16	10	45	N	75	30.0	0	
		17	10	45	N	75	30.0	0	
		18	10	45	N	75	30.0	0	
		19	10	45	N	75	30.0	0	
		20	10	45	N	75	30.0	0	
		21	10	45	N	75	30.0	0	
		22	10	45	N	75	30.0	0	
		23	10	45	N	75	30.0	0	
		24	10	45	N	75	30.0	0	
		25	10	45	N	75	30.0	0	
		26	10	45	N	75	30.0	0	
		27	10	45	N	75	30.0	0	
		28	10	45	N	75	30.0	0	
		29	10	45	N	75	30.0	0	
		30	10	45	N	75	30.0	0	



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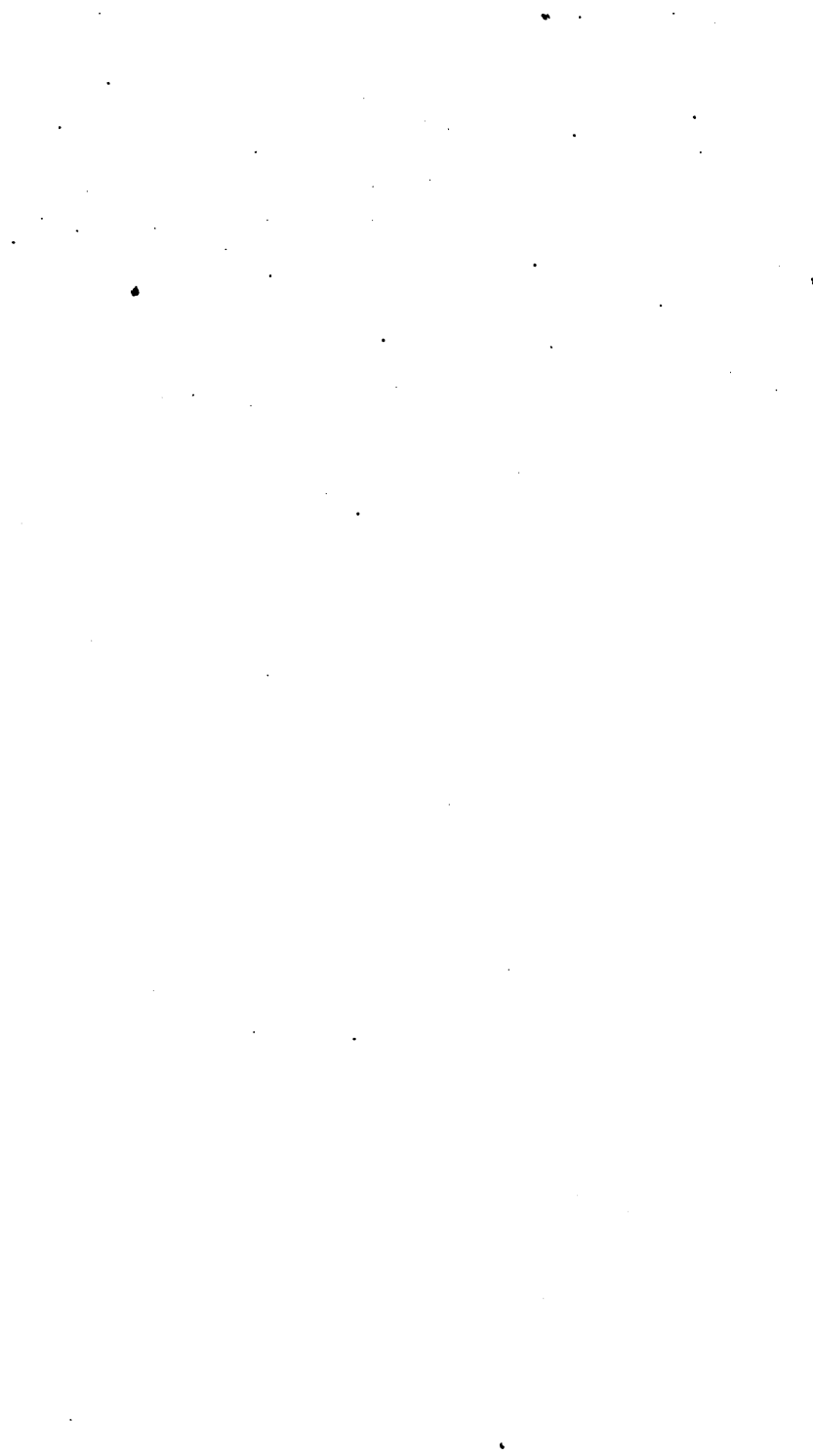
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Walking suits, Ads of . . . . .	6	43	" " Ledger . . . . .	7	55
Wallpaper, Ads of . . . . .	6	79	" " Linen . . . . .	7	55
Wash drawings . . . . .	7	80	" " Table of . . . . .	7	56
			Wrong font . . . . .	7	80

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