EVENING LEDGER-PHILADELPHIA. FRIDAY, DECEMBER 8, 1916

HoW TO GUARD YOUR BEAUTY AGAINST WINTER WINDS mane byy lucrezin bori





$\square$ HOUSEHOLD HELPS 9 Diamonds - 125 MTCHELIS MITCHELL'S Diamond Stores


WHAT IS A "LADY"?
QUERY OF SUFFRAGISTS

## Reply to Challenge Boldy Flung From "Anti" Both at Schaft

 prefer word "woman PREFER WORD "WOMAN The MostDashing Boot
in the City in the City




## DEWEES

Women's Suits-Re-Priced


Serge Frocks-Re-Priced

B.F.Dewees, 1122 Chestnut St.


## FRANK:SEDER

WOMEN'S \& MISSES' OUTER APPAREL

## TOMORROW-SATURDAY

## Choose Any Dress in

 the House
## ${ }^{\text {at }}{ }^{\$}{ }^{\$} 15$

No Matter Whether It Sold for $\$ 25, \$ 30, \$ 35, \$ 40$ or $\$ 45$

Beautiful Blouse Fashions
For Gift-Seekers Who Want the Very Latest
at ${ }^{\$ 1.98, \$ 2.98, \$ 3.98, \$ 4.95 \& ~ u p ~}$


## Why the Interest of Producer,Retailer and Consumer Is ARMOUR'S Interest

$I^{T}$T is only as these three (the farmer, the merchant and the consumer) prosper, that Armour prospers. Because Armour is a manufacturer, and not a producer of raw materials. And in buying, handling and selling of meats and other foods Armour and Company work on a closer margin of proft than any large manufacturing industry existing in the world today.

So narrow is the margin, Armours very yxisence
depends upon tremendous ootume and continuous depends
output.

But these can only come when the grower gets
 furrinhed ar ready and profitube marketi when tho
consmer gets fill value at owwet posabio prices tor

So Armours interest is three-fold in bringing
First; Armour offers the American farmer a market always ready to take what he has to sell.
New plants are built in most remote places to give New plants are build in most remote places to give
easily accessible outlets. The grower is encouraged easily accessible outlets. The grower is encourag
to breed better stains of catte so his revenue gro
in proportion to the increasing value of his land. in proportion to the increasing value of his land.
And the Armour Advisory Bureau of Agricultural Service is at his call to aid him in greater production and higher quality at all time.
Second: Armour helps move the nation's food supply through the retailer's store by instructive, result-
ful advertising to consumers. Armour refrigerator

ARMOUR PGCompant
continuously. And the Armour Retailer's Service
instructs him in better store methods, in handling instructs him in better store methods, in handling
meats and meat products with less waste, and hence with less cost to the housewif
Third: For you, the consumer, Armour helps keep meat prices down by scientifically manufac
turing all inedible parts into by-products turing all inedible parts into by-products. If it
were not for this, you would be paying for the were not for this, you would be paying for the
waste, which, through Armour's faclitities and wholesale economies, is now made into marketable cone es.
But Armour is interested in combating living costa still further-in that you may use Armour fooda wit:
greatest benefit and greatest economy after you buy So a great Domestic Science Department is a your service, It is showing thousands of women how
to get the greatest nutritive value from the food they buy; how to select and prepare the cheaper cuts of meat most appetizingly; in short, how to live most
satisfyingly at the lowest cost.
Your interests are Armo

Your interests are Armour's interests. And the more you consider this, the greater will bo your con-
viction that you are serving yourself best when you viction that you are serving yourseif
apecify Armour foods for your table.

