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BONWIT TELLER EOCO.
The Specially Shop of Originations CHESTNUT AT $13^{\text {Th }}$ STREET

Announce, Beginning Tuesday Morning
Annual Half Yearly Clearance Sale
Women's, Misses' and Girls'
Suits, Coats, Dresses, Waists and Millinery

## At Extreme Reductions

## Women's Suits

| Broadcloth, Gabardine ${ }^{\text {a }}$ | 15.00 |  | 15.00 |
| :---: | :---: | :---: | :---: |
| $\underset{\substack{\text { Gabar } \\ \text { trim }}}{ }$ | 20.00 | Misses' Dressy and Costume Suits: <br>  | 28.00 |
| Broadcloth, Gabardine, Velour de, Velveteen and Mixtures, showing the season's favorite fur trimmings | 35.00 |  | 22.50 |


| ocks and Dres |  | Waists and Blous |  |
| :---: | :---: | :---: | :---: |
|  | 15.00 |  | 3.90 |
| Tailored Serge Dresses | 17.50 | molkt and and wuth black riblon bow |  |
| Velveteen. Satin and Charmeuse fancy stripe | 19.50 | Blouse of Striped Voile, | 5.00 |
| Dance Frocks of Taffeta, Satio and! | 22.50 |  |  |
| French Broadcloth, Charmeuse Georgette and Crepe de Grocks | 29.50 |  of vet around collar and down | 7.50 |
| Vivet, Embridered Gioorgette) | 39.50 | Bontel!" Sport Blouse, tucked bos- <br> om front, collar can be worn high or lowin $H$ abutai silk and crepe de cline. | 8.75 |
| Silk Velvet. Creeses, Embroideredf | 50.00 |  |  |
| - | illinery | Clearance |  |
| Our entire stock of velvet hats, some are models, others copies) $\mathbf{5 . 0 0}$ of models made of fine materials suitable for all occasions of dress.) siormerly |  |  |  |



## an Vopreciation

Tie ecish to thank you for your kind patronage during 1016. and hope to merit your kindly consideration for years to come

C Oordially yours with the seasons greetings

BONWIT TELLER \& CO.


## The Ledger Wishes You

## A Prosperous New Year, and

## Will Help Make the Wish a Reality

The old Vikings devoutly believed in the god Wensch, or Wish, who could give them whatever they desired. Although the simple Norsemen long since learned Wish was a false god, he still has countless devotees among modern business men and merchants. What better New Year's resolution than the resolve to break this idol, to get out and fight for increased prosperity, instead of praying to the god Wish?
And, like a wise general, before launching the campaign for bigger, better business, enlist the support of your most powerful ally-The Ledger-the Business Builder
We have made a New Year's resolution ourselves-to broaden the scope of our usefulness alike to advertisers and readers, to make Ledger Service more real, more human, more concrete.
We have been making this resolution every New Year since 1836, and we always have kept it. This year, however, we have set our ideal of Service higher than ever before. Our editorial policy will still be shaped by the fine old traditions of integrity and fairness that have made The Ledger the standard by which other newspapers are judged.
Readers of both the Morning and the Evening Ledger alvays have received the best news service in the local, national and international fields that it is possible to give. This service constantly is being improved by the addition of new features, the staff strengthened by special writers of international reputation.
This unusual news service attracts an unusual class of readers, the people who judge values sanely, the progressive, well-to-do people, who wield an enormous buying power. Which enables us to offer advertisers an unusual service, a constructive sales-building service that now is proving a healthy stimulus alike to big and little business.
For the benefit of advertisers and prospective advertisers, the Ledger maintains a Service Department and a Bureau of Trade Promotion that live up to their name, an aggressive organization of sane enthusiasts, who have faith in themselves, the Ledger Ideals and the boundless possibilities for increased prosperity that now confront the community they serve. These departments are ever ready to throw the entire weight of the Ledger resources behind any merchandising problem you may present.
'Will you let us make our wish for a Prosperous New Year a reality?

