


## Horlick's Maited Milk

## Theran ofors

 1310 Chestnut StreetOn Tuesday and Wednesday April 17th and 18ch
A Sale of Spring Dresses
\$25-\$32.50
$\mathrm{S}_{\text {mart }}$ modes, typically Blum, form this special repriced group of model street and daytime frocks.

Serge, taffeta charmeuse,
d eorgette materials in all
You con't ifford to pay
butter pricos for wite butter pricos for water.
If the wrappor on your
butter in wot, you aro butter in wot , you aro
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There are no streaks or There are no strakka or
specki in Meridale.
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yoood buther, cou get full butter value

- all butter; firm and -all butter, firm and
dry of body, fromh and
aweet of taste-packed in our own air
Meritil
wrasper AYER \& McKINNEY


$\$ 37.50$ to $\$ 95.00$


## Where Quality Counts

Low Prices Prevail

## To the Housekeepers of Philadelphia \& Suburbs:

> For over twenty-six years we have been catering to your wants, and as each year rolled by you have favored us with an ever-increasing volume of your patronage and for this

## We Thank You

We have, as you know, always maintained a

## High Standard of Quality

and have at all times sold our goods at reasonable prices.
Our business policy of Eiany sales and small profits has proved to be not only for your benefit, but also for ours.

This seems to be the law of life-doing good to others reflects back with beneficial results on the doer

A fair deal and a square deal has always been our policy, and this to our minds is the only plan on which to build a permanent business.

To further extend our helpfulness, we are now going to merge our business with the other large chain stores into the

## American Stores Company

and WISH NOW TO EXTEND TO ALL OUR CUSTOMERS OUR HEARTIEST THANKS for the business which they have been pleased to favor us with in the past. We ask for a continuance of your patronage, assuring you that the same honorable methods will be observed in the new company.

We are pleased to say that every member of our firm and every employee connected with us will remain in the new organization.

## ROBINSON \& CRAWFORD

P. S.-In President Wilson's Proclamation, which appeared in thic mana-h papers, he says: "To the merchant let me suggest the motto: "Sopell "etp uick It is very
Proclamation, as this has to us to see that the Prenin $x$ has Proclamation,

