| $10,992,325$ BELL | DEATH STIRS DELA WARE |
| :--- | :--- |
| PHONES IN U.S. COUNTY TO REBUILD JAIL GATHER IN JERSEY |  |

DEAR FOLKS:


What's the Message?
The mail-carrier delivers a bagful of messages;
messages of weddings and deaths, of goings and com. messages of weddings and deaths, of oings and com-
ings: messages of joy and sorrow, of vital interest and ings: messages of noy interest whatever. The great baronial envelope
of thi the fimsy trade circular may go to the same house. and the fimsy trade circular may go to the same house.
So the edvertising columns of magazines and newsPa the edvertising columns of
papers carry messages of great in
or perhaps of no interest at all.
The postman faithfully delivers the messages with
which he is entrusted. So also the publications deliver
the messages they carry.
But what of the message itself?
Will it command attention?
Is it interesting reading?
Can it be implicitly believed?
Will it "get action"
Some people find advertising more interesting than
the editorial text.
There are men who can make advertising interest-
ing and productive.
Butterick—Publisher


Mawson \& DeMany ims Chestrut Street

## Selling Furs

For Less Than Next Season's Cost, Because We Must!
Moving to Our New Store Makes Clearance Absolutely Necessary
We are determined to clear out our new store at 1215 Chestnut St. When you consider the privilege of purchasing and re
serving your selection in our storage vaults until nex fall on payment of a deposit, it surcly is a most unusual
investment for yout. Payments to be continued monthly investment for you. Payments
during the spring and summer.

Fox, Wolf \& Lynx Scarfs $\begin{array}{llllll}19.50 & 24^{.50} & 29^{.50} & 34^{.50} & 37.50\end{array}$

| Firguarly Fur Coats |  |  |
| :---: | :---: | :---: |
| \$120.00 | Marmot Coate | \$58.00 |
|  | Mubkrat Corts | ${ }_{98.50}^{92.50}$ |
| 245.00 | Twepe Nutria coate | 145.00 |
| ${ }^{265.00}$ | Hudoon Soll Corat | 165.00 |
| 295.09 | Hudon salal Coate | 195.00 |
| 399.00 | , | 195.00 |
| 375.00 | Noturl sauirel |  |
| ${ }_{550.00}^{35.00}$ | Correll Cort | 3655.00 |
|  | Mink Coor | 495.00 |
| 1000.00 | cor |  |
| 1500.00 | Mink coot | 895.00 |
| Fur Sets |  |  |
| 865.00 | som | \$32.50 |
|  | Black fox sat |  |
| ${ }_{90}^{70.00}$ | Hudion Soul sout | 40.00 |
|  |  | 47.50 <br> 4.50 <br> 50 |
|  | cimek woil set | 50.00 |
| 120.00 | Stumk seto | 59.50 |
| 140.00 | T.uve fox sout | ${ }^{69.50}$ |
| ${ }^{140.00}$ | Brown Fors Sete | (6.50 |
| ${ }_{\text {coser }}^{1850.00}$ |  |  |
| 750.00 | Hudoen B.y s.tole Sot | 495.00 |
| Fur Scarfs and Stoles |  |  |
| 835.00 | Hudion satal sart. | 317.50 |
| ${ }^{195.00}$ | Black Lunx sart. | 62.50 |
| ${ }_{160.00}^{110.00}$ | Hudan s.it soliter | ${ }_{98.50}^{69.50}$ |
| 145.00 | Baterer sole | 98.50 |
| 165.00 | Woloteris Solete | 110.00 |
| 250.00 |  | 165.00 |
| 490.00 | Siluer Fox sarf | 245.00 |

am aiming to get into your
minds and hearts about the
Wilson \& Company buting minds and hearts about the
Wilson \& Company businese
Chicago. chicago. In my first letter I
told you why I intended to re-
veal to you the heart of a big veal to you the heart of a big
business. In my second letter
1 introduced to you the man whtroduced to you the man
who heads this big business. In
my third letter I gave you a my third letter I gave you a
glimpse into the hearts of the
men's emplovment bureau, In my fourth letter I gaveau, In
lou a
loo into the heart of the
women's employment bur

Now let me get it into your
minds that what I am telling You about Wilson \& Company
in this series of letters rand sents the opinions that came to me personally from the mouths
and hearts of the workers, and they do not, in any sense, rep-
resent the opinions of Mr. Wil-
son per son persoonally, or of those of any
member of his official 1 am the spokesman for these
happy workers. They revealed to me their innermost thoughaled
They talked to me frankly and They talked to me frankly and
unreservedly. They told me
what they what they really and told me
whily feel
about working for this

And please remember that the
Wilson \& Company business, or any other business, represents
the length and shadow of the length and shadow of one
man. He may have in his offi--
cial He my man. Fee may have in his offi--
cial family and as heads of de-
partment partments some of the best
men in the world, but after all it is one man who must shape
the policy and lead and inspire

1 must give you the sincere and
honest expressions of these honest expressions of these
workers if I am to truly repre-
sent them. and in doing so, it
will be a will be necessary to refer fre-
quently to Mr. Wilson in a very
complinent complimentary wson. The a wory-
ers insisted on telling me what they think of him and why what
are so proud to work under his leadership and why they are so
determined to make a sucess
of the Wilson \& Company

Pleave hear in mind, also, that
this is the first time in the history of business that a big In-
stitution has shown a willingness to go to the publice with
the opinions of its workers
and people, so far as good with the
patronage is concerned. on
what they think

This is zo unasual that it is bound
bound
recsion
res cer-
ansinas.
$\qquad$
A worker in the beef diepariment
told mer one day hat Wirmen de
Company had given him a new idea
ns to the mina
d
mith



## comition cery hap her


and
 Anolar workan, peaking minut






 In wes lebe I will cell geo

The Holmes-Philadelphia Company 441 North Broad Street Philadelphia

