PutYour House in Order Now

minkezsor


James Spear stove and heating company ${ }^{1823 \text { Mark e street }}$

## 

 Lexington
Own Your Home

Buy a Good Gas Range Vast ore Exhibit Boat, No, 40,等




 You semoustation of my of of ike


## Ponce de Leon

years ago came here in quest of the Fountain of
Youth-for everlasting health and life. We ar still searching, but in the realms of science. Elusive are its fundamentals: whereas the former nourishes, water cleanses and eliminates the waste, according substances.
The clearest of all natural drinking waters bin laden with
PUROCK.

Purock Water is delivered
offices and homes in sterilized

 CHARLES E. HIRES CO
210
S. 24 th
St., Philadelphia


## Burn

## Cummings Coal

You'll see CUMMINGS COAL trucks all over town, h
the family bins.

Its ever-growing hold upon public favor is the resultant of - just good quality plus SERVICE that proved dependable and

Cash Prices Chuted In
 10.30

Lexington Motor Co. of Pa.

## E. J. Cummings




Paris Council
Orlando Leaves
$\qquad$

WV want you to try today don't delay!-a box of Helmar Turkish Cigarettes.

Smoke half of them -if you're not more than delighted, return the balance to the manufac: turer and get all your money back.

We make this offer boldly - because Helmar is $\mathbf{1 0 0 \%}$ Pure Turkish!


Sherwin Williams House Paints
$\$ 2.75$ Per Gallon


I have been contending for some time that the most effective announcement publishers could make of their great activity would be a complete cessation of all book advertisements for a period, say, of a month.
Think of this Book Numbert, for example, without a line of advertising in it for four weeks! It is not to be thought of, say the Professors of Printery. Bust-
ness must go on. But what is "business" if it is not the wider sealing of books And what is
the wider selling of books if it is not the wider laying hold o who has lived for years on a trolley line does not know what
a street car on sounds like. People who ea
orchestrated lunches and din hers soon come to have no
auricular machinery that recthing that can annoy them in net ion is silence. If his is were tising monotone $I$ should not be at so great pains to catch your
minds eye, as it were. Unknown to yourself you are help. ing me to carry out a wager.
On the strength of my rather lively conviction that I can sic-
ceded in bringing you to examine four or five books, I have been
given this space to use as I will. It is no part of the bargain that quake you like them. I am books. The to point, simply, is
this: if you te te
scions existence with your in telligence and emotions open to
the currents of the new if ie that so many high -powered sending instruments for your mental
aerials. Not to have seen and tested for yourself such things
as Hugh Walpoles
The there

## City";' Stephen Mckenna Sonia" and "Midas and Son"

 Bennett's "The Roll Call" that, in my judgment, is ot o havemissed some of the happiest ex
periences on periences going. Jellifies's sen.
sational book en "The Grand Fleet" Evan's narrative of Frontier"; and, last but not
least, Philip Gibbs's human work, "The Way to
Victory"-these are things of
Civic ing value. You will not per
isth without them. I can make no such threat. But 1 can
promise that you win promise that you will live "with
more cande-power." so to say
if you lay hold of them win or lose his wager? Will you lear or wis ad out as as a re
minder or on the
Unfortunately I thant by? But I know this: that what to convince you, you face eight losses. In your hand is st he plug
with which to tap eight of the with which to tap eight of the
"livest" and most interesting Wees in the world of books.
Why throw it away when you
can listen in? Thaw when


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