 AS WUCCH Falls. PRAMOETOADLOAN


Allies May Invite Italians to Return Continued Frem $\mathbf{r}$
othere| thus crn
viously $u$ unjust.
TERMS DISPLEASE
BELGIAN DELEGATES
Mnu:
FOE EXPECTS PEACE

## Credentials Committee

Meet Tomorrow


DEFER CORSET DECISION
tavenue Bureau Wants Tim
on Tax Question


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Defends Bolshevism
Before Scientists


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## 

LA GR ANDE PAR AT A Rappresentanti d'Italia no
Torneranno a Parigi Senza PEL "VICTORY LOAN" un Invito da Part

Degli *Alleati

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fiduci dei suoi
c In loro nutori

 Nomitamen

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| eeranno a Parigi Senza | PEL "VICtory loan" | \% |
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| m, 2 mexsto-n Commo tami | 1 i | Evicion Dotrat, Prone Fates, |
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|  | mabr rerti T ymal moremmo in |  |
|  |  |  | ment of sale?

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## The Moment of Sale

Jetermination to buy? Even the sale of minor
deter amount may require an unbelievably long period of of education. Sometmes this is called the period
For example. some years ago an enthusiastic
young concessionaire descended on a Western young concessionaire descended on a Western
county fair circuit with many novelties in whirling fans and other gimcracks. They didn't sell-the farmers wouldn't buy. They They didn't sell-the farmers wouldn't buy. They expire with a squeak and jack-knives with picture n the handles. As in the drama-"a year elapsed"-and 1o and
behold, the selfsame farmers bought the neglected noteld, the selfsame of the year before.
novel Just when in the intervening year had the dread
of newness been overcome? Just when was the mo of newness been overcome? Just when was the mo

When does it occur in your line? Do you have to
"educate people" to your commodity or is it stan "educate people to your commodity or is it stan-
dard and accepted? Most men underest
sell to a great public.
This increases, of course, the reward of the far
Advertising space in the Buturich publications
Butterick-Publisher

## 3

The Delineator
Everybody's Magazine

## AND OTHER

SPANISH PORTS
fULL bROKERAGE PAID APPLY
M. J. DALTON
N. B. HARRIS, General Traffic Agent
${ }^{\text {Ph }}$.
Triangle Steamship
Company, Inc
S. S. Blandon

Now Receiving Cargo FOR
VALENCIA
,

Do you realize the enormous buying power which Philadelphia has? The
estimated value of our products in power which Philadelphia has? The
estimated value of our products in 1918 was 3 billion dollars. Think of it,
our quota is only one-sixteenth of the 1918 was 3 billion dollars. Think of it, capital represented here.

Are you going to stand still and allow your illustrious City to be shamed in the eyes of the rest of the country?

Back this Loan to your limit-Prove Philadelphia's patriotism. We've got to show the world our strength.

## $\longrightarrow$

\author{

## You Red Blooded Philadelphians!

}

## CREW LEVICK

Philadelphia

