

Dormitories

Norristown, Pa., March 18.—The Rainey-Wood Coke Co.'s plant at Swedeland was destroyed, with \$25,-000 damage, last night, and 100 per-sons were made homeless when seven dormitories at the plant were con-

sumed. On the opposite side of the road the effect building and the company's ga-age were endangered, but the efforts of fremen from Bridgeport and Consho-hocken prevented their loss.

If you don't believe our necktie plays a mighty important part in your personal appearance — just go down town some mornng without it. Furthermore, a Tie that's out of color harmony with your shirt or suit is almost as noticeable

Better stop in and talk ties with us today.



11th and Chestnut

For Travelers

While on pleasure or business our letters of Credit are a safe andsatisfactory means of carrying funds.

These letters which we issue in Dollars or Pounds Sterling may be presented at the offices of our correspondents in the principal cities of all countries and are payable at the current rates of exchange.

Brown Brothers & Co. FOURTH & CHESTNUT STREETS PHILADELPHIA New York

The



FAMILY SILVER for WEDDING GIFTS

Tea Services - Dinner Services - Flat Table Silver

The most important collection in America



The Noiseless. "Its work is heavenly."

The Noiseless Typewriter Company, 835 Chestnut St., Philadelphia

'Phone Walnut 3691

Vital Factor

WE believe in planning every advertising campaign in close contact with each department of the advertiser's organization.

There is always a thorough exchange between an advertiser's salesmen and ourselves. We believe "sales" to be a real force in developing a successful merchandising campaign.

Salesmen represent the points of contact with the great distributing agents-they are the eyes-the nerves-active forces that enable a comprehensive individual and intelligent advertising treatment.

We secure our viewpoint largely through the salesman. We hold salesmen's conferences in our Conference Room or at the advertiser's plant. We get the salesman's viewpoint and he gets ours. We go on the road with him-study his selling problems at first hand. The success of the merchandising plan is largely up to the salesman and we place our faith with him every time.

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There is always a vital appeal in the campaign that makes success practically inevitable.

We search for that vital appeal with all the thoroughness we are capable.

If it is a kitchen product-our cooking experts test it in our Experimental Kitchen to bring out underlying facts for this vital appeal-our investigators study competitive methods of manufacture and sale in the most exhaustive way with the same end in view.

We do not exaggerate - the public

1211 CHESTNUT STREET

quickly condemns an article or product that has been misrepresented. We regard advertising as a great economic force that must be safeguarded.

The vital appeal must be the truthful appeal. We realize to arrive at it we must depend on thoroughness and painstaking care.

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Our record of advertising service is unique . . . the average life of our present accounts is seven years and six month's.

The average life of accounts with agencies in general is eleven months.

Our business increased 150 per cent. in 1919 over 1918 . . . and 96 per cent. of the total volume of advertising placed with us in 1919 was from clients who had been with us for more than a year-and in some instances, for twenty-five years.

This record we believe justifies the increased safeguards we throw around a client's advertising . . . the greater care we employ in getting out our plans-our "copy" and each feature of the campaign.

Perhaps this record explains the reason we secure greater returns on the advertising investment than usual.

If you have any advertising or merchandising problem that you would like to have clarified, we will be glad to give you the result of our experience . . . and to detail any of our successes you might be interested in if you will indicate when an interview would be convenient.

An interview will not obligate you in the least.

PHILADELPHIA



"N. B. T."

16th & Chestnut Sts.

PERRY & CO.

sale. Several thousand people came here the FIRST TWO DAYS and demonstrated and witnessed the spontaneous expression of public confidence in our way of doing business. They saw for themselves and are qualified to tell tens of thousands of others a further proof of our policy to bring down and keep down the soaring cost of clothing.

> Spring Stocks of Suits and

> > Topcoats

are here and are being added to every hour. You will find them maintaining our wellestablished standard of all-wool with the distinction of "N. B. T." workmanship.