


## J. E.Calowell \& O. <br> ewelers-Sivengmiths-Stationkas Chestivut and Juniper Strets

WHITE
AND GOLD CHINA

Mintons and French Mintons and French
plates and cups and plates and cups
saucers in
sets. Acid-etched sold borders.

SATURDAY CLOSING HOUR 12 M .

## "Selling" Life Insurance

If the dollar of yesterday is worth only fifty
cents today, every one who took cents today, every one who took out insurance yes-
terday should double the amount of his policy
today. oday.
Most of the careful business men carry life
insurance. Probably they need insurance less insurance. Probably they need insurance less.
than their careless brothers, "-"him who has, gits." Every man who is selling or has sold life insurEvery man who is seling or has sold ife insur-
ance knows of the vast ignorance of the "common peepul" about life insurance.
It is fully as important for the general public
understand the basic principles and advantages o understand the basic principles and advantages
of sound insurance, as it is to know which cigarette
"satisfies" or which chewing gum has the lasting satisfies" or which chewing gum has the lasting

In 1919 the thirty-three leading life insurance
approximately companies wrote a
$\$ 3,500,000,000$ insurance. $3,500,000,000$ insurance.
If these companies would create a fund of onetenth of one per cent of their yearly business, it
would produce $\$ 3,500,000$ annually for an "educational" campaign of advertising.
To educate the public on the principles of life
insurance will also teach the basic principles of thrift, interest, capital and safety.
$\$ 3,500,000$ a year for five years, if wisely han$\$ 3,500,000$ a year for five years, if wisely han-
died, will do it.

Butterick-Publisher
The Delineator
$(s 2.50$ a Year)
Everybody's The Designer Magazine Magazine
se.75 a Year

## The rlu m offec

The Store of Personal Service
For Tomorrow-An Event 100 Silk Dresses


Values $\mathbf{4 0 . 0 0}$ to 59.50 This is a New Blum Store announcement of
Extraordinary Interest in view of the assured style and the phenomenally low price!
Twenty Styles in the assortment, all in the
latest effects, and all sizes for Women and Misses,
16 to 44

| Materials | Colors |
| :---: | :---: |
| Fine Taffetas | Navy |
| Plain and | Copenhagen Blu |
| ${ }_{\text {Feorgette }}$ | Claupe |
| And with ma |  |
| Beaded Effects |  |

## The thu m offer

