

Talcum All Over In college gymnasiums, in palatial athletic
cubs and at fashionable watering places, athletes evel, after bathing, in talcum powder on the entire body. Talcum manufacturers, in their advertising, picture a
shaving.
If that portion of our male population which enjoys exercise,-- a shower, and rub with a harsh
owel,-could be introduced to the free use of talcume, what an increased consumption would result The familiar Greek Gods in the clothing adver-
isements from Chicago or Troy could lend the tisements from Chicago or
authority of fashion to talcum's generous use. Instead of covering square inches on the
cover square feet of surface on the body! To increase the intensity or quantity of use
俍 for many commodities in the ratio of square feet 0 square inches.
$\qquad$
Butterick—Publisher
(se.50 a Year) Magazine

## Gov

Calvin Coolidge 66 THE general welfare cannot be prowell ta remember that the but it is one is the benefit of all, and the neglect of one is the neglect of all. The suspension of one man's dividends is the suspension of another man's pay envelope. The fourth large printing of Governor
Coolidge's book,

Have Faith in Massachusetts is ready. Every American who wants to
think clearly on the problems of the hour
should read the clear, vigorous utterances should read the clear, vigo
of this unique public man.

Houghton Mifflin Company, Boston



## You Save $20 \%$ to $45 \%$

## (1870) HALLAHAN'S 50th Anniversary Sale

Thisisagreatsale with a two-foldpurpose.
First--The celebration of our 50th Anniversary by the creation of Golden Opportunities in Shoes for every member of the family.
Second-The endorsement of the move, ment for lower shoe prices advocated by the Fair Price Com-mittee-not only complying with their suggestions but even sacrificing a goodly part of our profit for the public good.
Every pair of shoes in this mammoth sale is Hallahan quality in every. detail and issold under the Hallahanguarantee.

$\begin{array}{lll}\text { One Eyelet Pumps } & \text { Novelty Pumps } & \text { Cleo Ties } \\ \text { Two Eyelet Pumps } & \text { Tailored Pumps }\end{array}$ $\begin{array}{llll}\text { Two Eyelet Pumps } & \text { Tailored Pumps } & \text { Theo Ties } & \text { Sport Oxfords } \\ \text { Colonial Pumps } & \text { Walking Pumps } & \text { Brogue Oxfords } & \text { Straight Tip Oxfords }\end{array}$ French Vamp Pumps Plain Toe Oxfords Values
to 14.50 $\nearrow .95$ \& $9.95^{\text {Values }}$ to 17.50

## HALLAHAN'S <br> 919-921 Market Street

## Strawbridge \& Clothier's

 Prices Average LowestAnd in Many Instances Needed Merchandise is

Marked at Reductions of 25 per Cent. and More
A Practical Way to Cut Down the Cost of Living
All the merchandise de-
scribed on this page is scribed on this page is
marked at a real saving of 25 per cent. or more. And every-day-needed ine practical, of goods. Our regular prices
re. are generally somewhat
lower than the same
俍 are regularly marked elsewhere. Carefut comparisons in dozens of instances prove
this to be true his to be true. Therefore,
a reduction of 25 per a reduction of 25 per cent.
here, means a wonderfully attractive saving.
that the please remember presented in intional values ment are a this announceSMALL PORTION OF THE REDUCED LOTS THROUGHOUT THE STORE.
Now is the time to buy-
not extravazantly, but
Dit not extravagantly, but to
BUY FREELY ALL THE GOODS YOU NEED; for notone knows when the cost

of producing | $\begin{array}{c}\text { of producing these } \\ \text { will be } \\ \text { bowered. } \\ \text { goods }\end{array}$ |
| :---: | :---: |
| $\begin{array}{lll}\text { Some }\end{array}$ | manufacturers tell us there is no possibility of a reduc-

tion in the

## Women's High-Class Spring Suits

 At a 25 per Cent. Reduction$\qquad$ faille, including three-paulette, whip-poor-will, fantasie, chinchilla satin, taffeta and in single individual styles. Also in this group, some very distinctive Suits for sports wear, and the more elaborate models for promenading and the leisurely out-door pas times; they include models of polo cloth, f

Seventy-five Fine Evening Cowns Reduced from 25 to $331 / 3$ per Cent.

Jersey Dresses Reduced 25 to 331/3 per Cent.

|  |
| :---: |
|  |  |

Save 25 to $331 / 3$ per Cent. in
House Dresses This Remarkable Sale of Standard Clothing for Men


E/id STRAWBRIDGE \& CLOTHIER

