## Mandumy ASSSI PRAK EMPOUNS




From City Hall Court
When Detected
GUARD PREVENTS THEF

Pay and Repay with an appropriation adequate to the national opportunity. The adequacy or inadequacy of an advertising
appropriation has nothing to do with the financial resources of the world-be advertiser Wrigley spends a large amount for producing
sales, and last year, after taxes, this gum compan sales, and last year, after taxes, this gurn compan
made more than four million dollars profit John Doe, who may wish to compete with appropriated for advertising, and second, on wha
he can appropriate.
Perhaps he can choose a limited sales terri-
y and use some intensive methods-perhap he may have more clever sales plans or perhap
he may be willing to wait longer for his returns. Whatever the necessities, start right by think right in terms not of your ability to pay, but of the public's ability to repay for an adequat Butterick-Publisher (s2.50 a Year) Everybody's $\begin{aligned} & \text { The Designer } \\ & \text { ( } s 2.00 \text { a Year) }\end{aligned}$ Magazine

## A DAINTY

DRESS SHOE

CHILDREN OF TODAY


## Dabiner

1204-06-08 Market Street


## Crossstrap Pumps

 and Most PopularPriced $\$ 3$ and More
Below Identical Qualitie Bring at Other Stores. Full Louis Heels - in Ruill Calf


Baby French Heels
 s 11
 Crom stapp pumpa nior atiody in


## DiCMar © Company 1211Chestnut Streel



Tho empoyerent Meot Mon
 or the erening,
With Empore,
Stop Committees.


Every Man Who Needs a New Suit or Overcoat Should Take Advantage of the Strawbridge \& Clothier Reduction Sale
When w $\epsilon$ tell you that the manufacturers' prices for. Men's Clothing for
this season were somewhat higher than one year ago, you'will readily under his season were somewhat higher than one year ago, you will readily under-
stand that we could not afford to sell our immense stock at the EXTREMELY Low PRICES to which we have reduced the several SPLENDID SPECIAL
Led


, 2 $\square$
Anutomatic Reduction $\}$ Bargain Basement

To Introduce The Working Day We Will Make20\% REDUCTIONS

All Garments Must Sell Within 36 Selling Days-


## DelMar <br> .

Important Savings On the Newest

> Srolf Price, $\$ 15.00$ Half LOTS in this Sale. As a matter of fact, however,
these special lots represent about one-quarter of our
immense stock. About three thousand Suits and
seeveral hundred Overcoats are marked at at very de-
cisive reductions from our regular prices. cisive reductions from our regular prices. Misses', Girls' and Children's Autumn




## 



Bedroom and
Dining
Dining-Room
FURNITURE An Average Saving
of 30 per Cent


$\qquad$


Hart, Schaffner \& Marx Suits Save 20 to 25 per Cent.- $\$ 43.00$

A Lot of Men's and Young Men's
Winter Suits Reduced $\$ 225.00$ "Alco" and Other Winter Suits Average Saving One-third- $\$ 33.00$

Hart, Schafner \& Marx Heavy Ulsters, $\$ 63.50$ Autumn-Weight Coats, $\$ 25.00, \$ 32.00, \$ 42.00$ | Overcoats, |
| :--- |
| $\$ 26.50, \$ 29.50, \$ 39.50$ |

$\$ 80.00$ to $\$ 99.00$ Suits, $\$ 59.00$ and $\$ 73.00$ Trousers-now $\$ 6.25, \$ 8.25, \$ 10.75$, Evening Dress and Tuxedo Suits

$$
\begin{aligned}
& \$ 2.75, \$ 8.25, \$ 10.70, \\
& \$ \text { mens } 9 \text { Trousers at an average }
\end{aligned}
$$

$\qquad$

## Thousands of Rugs at Reduced Prices!

|  | Umbrellas, Nuw \$4 | Men's Fine Silk |
| :---: | :---: | :---: |
|  |  | Knit Neckties |
|  | with surdy American dmbrellas | Just arrived! Distinctive new effects-plain shades, figures and |
|  | are finished with wrist cords in plain or carved wood handles, | effects-plain shades, figures and |
|  | some with bakelite tops. M | others of Amer |
|  | Umbrellas, with hook or crook | Some men choose them for |
|  |  | to duplicate such handsome ef- |
| hesi- |  | fects in so-calied popular-priced Neckwear. Men on economy bent, |
|  | Amio T, Market stroet | Want them because of the match- |
|  | New Books | Silk |
|  | Just | \$4.50 and 56.00 . |
|  |  | st |

$\qquad$ of 10 to 35 per cent. from our own fair prices. Don't hesi
tate a moment if you need Rugs.
The price reductions include the well-known WHITTALL RUGS as well as all other makes and grades in our
great stock-Fine Wiltons, Royal Wiltons. Axminsters, Body,Brussels, Tapestry Brussols and Velvets. Housands of yards of Carpets, Matting and One Example From Each Section EXTRA-SIZE RUGS-Royal Wilton, size $11.3 \times 15$ feet
formerry $\$ 215.00$ now $\$ 175.00$. Size $10.6 \times 13.6$ feet, for-

|  |
| :---: |

## WATCHIES <br> Remarkably Reduced

merly $\$ 176.50$, now $\$ 155.00$. $\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
The Second Sale of Women's Fine Sample Coats Starts To-morrow
$\qquad$


## Presqu' Ivoire Toilet Articles

 in Full Assortment All of that fine griin and sotit
vory-like shade. Many are ald
aealy choosing Christmas gitta
and Hair Brushes-s.00 to 815.00
Hand Mirors $\$ 3.00$ oto $\$ 15.00$
Cont
 Powder Boxes- $\$ 1.50$ to 86.0
Hair Receivers $\$ 1.50$ to 86.0

> | Also a Sample Line of Plush Coats in This Lot, Some |
| :--- |
| With Fur Collars, $\$ 50.00, \$ 60.00, \$ 75.00$ and $\$ 100.00$ |

## Shoes 20 to 40 per Cent. Under Price

$\qquad$

