THERE'S NO JOSH ABOUT CARPENTIER BEING A FROG ALL RIGHT—HE LEAPS LIKE ONE

PENN DRILLING HARD FOR LAFAYETTE TILT

Red and Blue Going at Top Speed to Meet Easton's Collegians on Saturday at Franklin Field

HOPPER IN TOGS

By SPICK HALL

THE witches told Macbeth that he would never be slain until Birnam Wood should go to Dunsinane. There was some camouflage about it, but Birnam Wood went to Dunsinane just the same and Macbeth went South. This bit of restlessness on the part of Scottish geography will be paralleled, or nearly so, Saturday when Easton, Pa., comes to Philadelphia. Yes, Easton is coming. Each team expects the other to go South. The upstaters have just ordered an additional 600 tickets for the game between Lafayette and the University of Pennsylvania. And they had previously bought several thousand.

This migratory movement of the Eastonians is due to an intense belief that the Maroon eleven is going to take a large fall out of Coach Heisman's athletes. They are coming down loaded, not as in the old moist days, but for bear, as Von Ohl says.

Temporary Seats

In order to accommodate all of these Lafayette rooters and the home customers, it has been necessary, even at this early stage of the season, to erect a lot of temporary seats. Yesterday squads of workmen began bringing out the circus seats, which will be placed over the running track in front of the stands on the east, north and south sides of the arena. Even then it is doubtful if the crowd can be accommodated.

Never since Pennsylvania and Lafayete have been meeting on the gridiron has there been such a demand for seats, which proves the popularity of football in Philadelphia is increasing far faster than the facilities for accommodating the fans. The need of a big stadium is being felt more keenly each week and it is unfortunate that when the big games come along thousands will have to be turned away.

Those in charge of the Franklin Field arrangements are doing everything they can to have all the friends of football get seats, but after they have put up their temporary stands they are through, nothing more can be done. The early birds will get the seats.

Coaches Are Busy

Pennsylvania's coaches are having busy days these afternoons trying to whip the team into shape for the Lafayette struggle. Yesterday besides Coach Heisman there were By Dickson, Hunter Scarlett, Carl Williams, George Brooke, Buck Wharton and Kid Keinath giving the players instruction, to say nothing of Jack Keough, who had his Freshmen hammering each other in fierce scrimmage for their game Saturday.

George Brooke spent most of the afternoon coaching Mike Whitehill in punting. Whitehill is a fine combination backfield man, but it is felt that he still can add a number of yards to his kicks by constant practice, so George Brooke is trying to help out. Yesterday, under the tutelage of the ex-Red and Blue coach, Whitehill was averaging just over 50 yards. Several of his spirals were 55 yards plus, and he was getting good height to all his kicks.

Coach Heisman believes there is still room for a lot of improvement in the open-field tackling of his men, so he had them back at the tackling dummies yesterday. He and Hunter Scarlett put them through a long siege of hurling themselves at the stuffed scarecrows and the tackling in the scrimmage later indicated that this practice in defensive fundamentals had done much good.

Hopper Working Hard

Although Captain Bud Hopper has been out every day this week, it was not until yesterday that he took his arm out of the sling and began to limber it up. In the drilling of the ends by Dr. Scarlett, Hopper took an active part. He didn't do any tackling, but he took his turn sprinting down under the punts and driving the receiver in.

With the exception of his injured arm, Bud is in good shape. He has been doing a lot of leg work during the last three days, and when Dr. Light says that his arm is ready he will be ready in every respect.

As there is no chance of Bud Hopper's getting into the Lafayette game, the coaches have been working on Grave, Crawford and Gruenawalt for the wing positions. Calder also may be put in again at one of the ends, although he was working out in the backfield during the signal drill.

One of the varsity teams scrimmaged against the scrubs and made a couple of touchdowns. This team had the four famous "pony" backs, Miller, Wray, Harvey and Straus carrying the ball.

Wolbert Is Out

Johnny Budd, the husky youth who gained fame while performing for "By" Dickson's League Island marines, will be in the Lafayette College line-up when the Easton team meets Pennsylvania.

This far this season Budd has been playing as an understudy to "Chuck" Wolbert, the veteran Lafayette guard. Last Saturday, however, Wolbert's arm became infected while playing Annapolis and he will be out of togs for at least two weeks. Wolbert is a senior at Lafayette. This will be the first time in four years that he has not played against Pennsylvania.

Coach Sutherland may also make another change in the Lafayette forward line. He is not satisfied with the playing of "Mickey" Hummel and O'Connell, his two wingmen.

Expect About 24,000 Fans at Next Game

It is estimated that there will be more than 22,000 fans seated at the Pennsylvania-Lafayette game on Franklin Field Saturday. A thousand or so more probably will stand to see the contest, which means that a grand total of about 24,000 may witness the struggle. That will break all early season records by a vast majority.

Saturday's game will begin promptly at 3 o'clock. Tickets are on sale at the Athletic Association office at the University and at Gimbel Bros.', in town.

MISS HOLLINS LOSES TO MISS STIRLING

National Champion Beats New York Girl in Berthellyn Cup Golf Match

By SANDY McNIBLICK

Noble, Pa., Oct. 14.—Miss Alexa Stirling, national champion, defeated Miss Marion Hollins, national medalist, in the second round for the Berthellyn women's golf cup at Huntington Valley today, 4 and 3.

Mrs. G. Henry Stetson, H. V. C. C., and Mrs. Quentin Feitner, New York, were all square at the third hole in the next first flight match, none of which started till late in the morning. Cards of the Stirling-Hollins match:

Miss Stirling—										
Out	5	4	6	5	6	4	4	4	6	—44
In	4	6								
Miss Hollins—										
Out	5	5	5	6	5	4	5	4	6	—45
In	6	3								

Miss Edith Cummings, Chicago, defeated Mrs. Caleb F. Fox, H. V. C. C., 4 and 3 in the first defeated eights.

On the first hole Miss Hollins missed a two-foot putt for the hole, when Miss Stirling was short on her second. A gallery followed down to the next, where Miss Stirling laid her third just about dead after both missed their seconds. But Miss Hollins became one up at the thir when Miss Stirling put her third in the creek.

They swapped again at the fourth when Miss Hollins missed her tee shot and the champion squared. But Miss Stirling was 30 yards off the fifth with an iron and failed to lay her chip up, losing the hole. Both were off the sixth and halved in 4s. Miss Stirling copped the seventh when Miss Hollins missed a two-foot putt. They were both off the short eighth and halved.

Miss Stirling missed her tee shot at the ninth, but Miss Hollins got the creek bank and then was a foot off the line one a three-foot putt for a half in 6. She topped her drive at the tenth, and Miss Stirling came back with a shot to the trap, only to win the hole with one putt, 2 up. Miss Hollins landed the green at the eleventh with a powerful drive, and won when Miss Stirling put her tee shot in the creek.

Pen' Points

Earl Eby was on Franklin Field yesterday. He stated definitely that he would not be back in college. This is a severe blow to the Red and Blue track team.

Joe Labrum said he saw an airplane circling over the field several days ago. Of course, there were Lafayette scouts in it. That, by the way, is the only method that a scout could ever see Franklin Field now. There never were any M. P.'s who had anything on those young men at the gates these afternoons. They wouldn't let Billy Penn himself in without a certified pass.

Lawson Robertson is taking full advantage of the Indian summer to workout his track athletes. They are on the track from early afternoon until dark every day.

Herman Harvey knows how to pick his openings. He sees the holes quickly and gets through them in great style.

Joe Straus was up to his tricks yesterday, knocking down one forward pass after another.

Buck Wharton has a new football costume every day. Walter Hagen has nothing on him.

The weather is still rather hot for ball, but there is no loafing allowed on Franklin Field.

Jack Keough's freshman team looks like a real eleven. He has good material, which means that he is certain to have a fine yearling machine.

Dr. Bob Torrey was on the field yesterday. A request has been sent out asking all football letter men to be at Franklin Field whenever possible to give the men individual instruction.

Chicken Farrell was put on the varsity squad yesterday. He has been showing well in practice.

Phil Penalton, a 180-pound wrestler, reported to Buck Wharton. He resembles a football player. Maybe he'll make one.

Play All-Stars Today

Scott Perry's All-Stars will tackle the North Phillies this afternoon on the latter's diamond at Second and Bristol streets. Perry, Rommel or Keefe will hurl for the All-Stars and Bob Davis will be on the mound for the North Phils.

Curtis Team Feted

Edward A. Laws, president of the Curtis Country Club, entertained the members of the club's baseball team last night at dinner in the Curtis Building. The ball team won second place this season in the Suburban League. John Mead, manager of the Beck Orchestra, had his musicians there to jazz up the occasion.

Olympic Stars Who Will Ride in Parade

Following are the members of the Olympic team and the numbers of the automobiles in which they will ride in the parade:

No. 1. Miss Irene Guest and Miss Eleanor Uhl, swimmers.
No. 2. Harold E. Barron, Allen Woodring and Lawrence Shields.
No. 3. John B. Kelly, Paul Costello and Frank Mueller, oarsmen.
No. 4. J. Brooks B. Parker and C. B. Fraley, fencers.
No. 5. Earl Hartman, William Clark and Sidney Loog, amateur boxers.
No. 6. Samuel Hunter, Percy Wall and Frank Mallard, oarsmen.
No. 7. Fred Federschmidt and Eric Federschmidt, oarsmen.
No. 8. Lawson Robertson and John C. Mais.
No. 9. Earl Eby, Sherman Landers and Walter Whalen, trackmen.
No. 10. Kenneth Meyers and Carl O. Klose, oarsmen.

CITY WILL HONOR ATHLETES TONIGHT

Olympic Heroes to Attend Banquet Following Big Downtown Parade

Philadelphia will honor its Olympic heroes tonight by a parade, to be followed by a dinner at the Bellevue-Stratford. At least 800 prominent citizens are expected to take seats at the banquet which follows the parade.

Mayor Moore heads the list of speakers, which will include Mayor Hylan, New York; Governor Sproul and a number of others will known for their work in promoting athletics.

The parade will form at 7:30 o'clock on the Parkway and will march on the following route: South on Broad to Spruce, east on Spruce to Thirteenth, north on Thirteenth to Chestnut, thence to Ninth, to Market, to Parkway and there disband. The banquet guests will assemble immediately after the parade is over.

Twenty-three athletes who performed in the Olypic games will head the line of march in automobiles. At the dinner they will each receive a medal presented by the city.

In the line of march will be the Racquet Club, Lu Lu Temple units, Loyal Order of Moose, Kayoula C. C., Victrix Catholic Club, Northwest Boys' Club, Snellenburg store units, Archdiocesan Union, Tall Cedars of Lebanon, Gimbel store unit, Penn students and band, Calhoun Motorcycle Club, Philadelphia Turners and various boat clubs from the Schuylkill.

COLLINGSWOOD OUT FOR JERSEY TITLE

Schoolboys Roll Up 180 Points Against Opponents' 6 in Three Games

Collingswood High's 53-to-0 victory over the Moorestown High School eleven in the gridiron game at Collingswood yesterday simply emphasizes one fact which Collingswood considers worth repeating—the boys are after the bacon, meaning the South Jersey football championship. All Jersey is watching Collingswood and for a very good reason.

Any team capable of running up a score of 180 points in three games is surely worth watching. Collingswood is confident of coming through with the best record in years, and from all indications the team should come through with flying colors. Raymond Brierley was the star, scoring three touchdowns. Epprecht and Captain Warren each scored two touchdowns, and Nichols, a freshman, who is showing up so well, intercepted a forward pass and ran 50 yards for a touchdown.

Moorestown has been the only team to score against Collingswood this season. Mann's touchdown in the second period accomplished this feat. The local followers will have the opportunity of seeing a Jersey team in action here tomorrow, when the Haddonfield High athletes line up in a game with Friends' Central School at the Parkside avenue field.

Collingswood's record to date follows:

Collingswood High	71	Gloucester High	0
Collingswood High	56	Haddon Heights	0
Collingswood High	53	Moorestown High	6
Total	180	Total	6

Sam Huhn Haverford Star

Captain Sam Huhn, the big fullback on the Haverford School team, pounded his way through the Pennsylvania Military College Reserves team for two touchdowns yesterday and Haverford won, 14 to 6. Lloyd's goals from touchdown netted two points. There were few forwards, the Main Liners resorting chiefly to straight football, with Huhn, Bendere, McNeeley and Fred Smith doing most of the gaining.

Haverford took advantage of the 14 to 0 lead obtained in three periods to use many of the subs. Hoffman replaced Helmer, Woodford Bankson, who is coming along nicely as a gridiron prospect of the right caliber, made a good showing at right guard. Renshaw took Watson's place at right tackle and Mauck, who looms up as a likely regular for the end position, got in some clever work at right wing position. Lloyd, the youth he replaced, is showing up fine and the fight for this position is keen.

Schoolboys Outwit Collegians

There seems to have been good reason for Coach Murphy, of the Penn freshman soccer team, who is an instructor and also coach of the Frankford High soccer team, devoting his time with the Penn first-year players instead of the schoolboys. Frankford High defeated the Penn freshmen 5 to 2 yesterday.

Frankford was without Coach Murphy's services in preparation for the game with the Red and Blue youngsters. Schwartz and Thompson scored four of the goals, and the fifth was contributed by the collegians in a little mix-up in front of the goal. Berguido and Blair, former Frankford star, scored for the freshmen.

While the Frankford-Penn fresh game was in progress, starting late in the afternoon and ending in darkness owing to the late arrival of the Red and Blue yearlings, the West Philadelphia High School soccer team was trimming the Penn Reserves 2 to 1. Townsend and Abrams scored the goals in this contest. Partridge saved Penn from a shut-out. It was a big soccer afternoon for the schoolboys.

Many Football Games Friday

Tomorrow will be a big day in scholastic football. The roster calls for many contests in this city and vicinity. Among the important games are:

Chestnut Hill at Episcopal.
Catholic High at Central High.
Penn Charter at Haverford College.
Frankford High at Northeast High.
Lansdowne High at Radnor High.
Germantown Friends at Ridley Park.
West Catholic at St. Luke's.
Haddonfield High at Friends' Central.
Swarthmore High at Germantown Academy.

Scholastic Athletic Schedule for Today

FOOTBALL

West Philadelphia vs. Germantown High, at Houston Field.

SOCCER

West Philadelphia vs. Penn Charter, at Queen lane.

FIELD HOCKEY

Swarthmore High Girls vs. Lansdowne High Girls, at Lansdowne.

YOU AUTO KNOW

Any hard substance, such as grit, metal chips, etc., will render a perfect bearing useless in a very short time.

Too strong a current to the ignition coils may result in burning out the condenser and consequent ruin of the coil.

The only thing to polish a car with is clean cotton waste. This should be kept in a box in your garage, where it cannot gather dust and dirt.

A battery does not need a great deal of care and the average driver gets good results by putting in a little water every week or so and making regular calls at the service station.

Aluminum plates of a thickness of from one eighth to one-quarter of an inch, riveted on the tops of the cylinders, will considerably increase the power of the engine.

When a tread of the tire is torn or badly worn, it should be taken to a competent tire surgeon, who can tell whether it is worth a repair.

The drain cock at the bottom of your vacuum tank should be opened at fixed intervals, so as to allow the foreign matter to run out. This condition is frequently the cause of carburator trouble.

CALL OFF SERIES

Nativity-Bridesburg Baseball Game Ends in an Argument

It required many months to bring the Nativity baseball team, of Port Richmond, and the Bridesburg club together on the diamond, and after arranging a series for the championship of the northeast they battled yesterday afternoon for the first time at Richmond and Orthodox streets.

A crowd estimated at about 10,000 surrounded the field, and Bridesburg was leading, after a hard fight, at the start of the ninth. In that session Nativity opened with "Lefty" Nolan going out, and then Bill Black singled to right. Joe Toner came through with a long hit to center, and Black crossed the plate with the tying run.

An argument followed, during which the crowd swarmed over the field and further play was impossible. Bridesburg claimed that Toner's hit to center was only a double on ground rules, and a hot argument between the rival managers ensued. Bridesburg then refused to play Nativity any other games unless on the Phillies' or Athletics' field, and after considering the matter last night Nativity has decided to call the series off.

President Congratulates Speaker

Cleveland, Oct. 14. — Manager Tris Speaker, of the world's champion Cleveland Indians, has received a telegram of congratulations from President Wilson. The telegram was as follows:

"May I not congratulate you on the success of your honest and sincere efforts?
"WOODROW WILSON."

BUCKNELL WORKING FOR NAVY CONTEST

Bowser and Kostos Will Do Kicking in Game Against Middies on Saturday

Lewisburg, Pa., Oct. 14.—With the Navy game but two days off, a frantic effort is being made to have the team at the top of its stride for this contest. The first forty-five minutes of yesterday's practice was spent polishing off individual performers.

Bowser, on kick-offs and placements, is booting the ball with an accuracy and distance which insure to Bucknell the advantage in this department. Captain Kostos is getting off his punts in good form.

Mangan, Gdaniec and Dayhoff are receiving the punts and show a great improvement in the way they are returning them. The passers and the ends are perfecting their operation of the aerial attack.

A short dummy scrimmage loosened up the first and second teams. Then they were pitted against each other in scrimmage. The second string men played well on the defensive, although they could not prevent the regulars from driving through for three tallies.

SPEAKER TO HAVE WEEK OF FISHING

World's Baseball Champions Begin to Disband—Several Remain in Cleveland

Cleveland, O., Oct. 14.—Members of the champion Cleveland baseball club began to disband today, and by tonight most of them will be en route to their homes in various parts of the country. At least seven expect to winter here.

"Bill" Wambsganss and George Uhle are residents of Cleveland. Elmer Smith and Jack Graney Uly spend most of their off-season here. "Doc" Johnston has taken over a billiard room here for the winter, and Steve O'Neill and Ray Caldwell expect to enter the automobile trade.

Manager Tris Speaker, after a week fishing in Canada with Catcher Les Nunamaker and other friends, will return to Texas to look after his business interests. Nunamaker will rejoin him in Hubbard, Tex., and the two will hunt and fish for several weeks on the gulf of Mexico.

Stanley Coveleskie, after a brief visit to his home in Shamokin, Pa., will join Outfielder Joe Wood on a hunting trip.

Jim Bagby returns to his business in Augusta, Ga.

Larry Gardner is going back to Enosburg, Vt., where he has a big garage and repair shop. Charlie Jamieson will sell groceries in Paterson, N. J. After visiting his family in Mississippi Dr. Joe Evans will resume his work in a St. Louis hospital. Infielder Harry Lunte also returned to St. Louis.

Chester Thomas will go to Los Angeles, where he expects to be connected with a movie picture company. George Burns returns to his home in Philadelphia, and Joe Sewell to Tuscaloosa, Ala., where he will complete his college education.

Guy Morton will winter at Vernon, Ala.; Walter Mails on the Pacific coast and Pitcher Bob Clark in Newport, Pa.

REAL TEST FOR PENN

Soccer Eleven Has Hard Game Saturday With Staten Island Team

This coming Saturday will give the Penn soccer team its first real test of the season, when it journeys to New York to play the strong Staten Island eleven. This will be the first hard game so far this season, but Coach Stewart feels confident that his men can come through.

The Staten Island team will be composed of many stars and will be worthy opponents.

The ease with which Penn trimmed Moorestown last Saturday was very satisfactory to the coaches and strengthens their convictions that Penn will have another championship team this year. The teamwork and passing were faultless and completely dazed their opponents. Because of the fact that all these men played together last year and know Coach Stewart's style of play, the coaches have been able to develop a speedy team in less than three weeks.

The intercollegiate matches begin in a week, and followers of the sport will be able to see the team in action on Franklin Field.

Wants Grid Game for Saturday

The Holy Name football team, of East Falls, is without a game for Saturday, October 16, and would like to play any first-class team in or around Philadelphia. Call Manayunk 2271 J between 6 and 7 p. m., of Poplar 6271 during the day.

BASEBALL Tioga and B Streets BASEBALL

Big Game Oct. 17th, 3:30 P. M.

Scott Perry All Stars vs. Marshall E. Smith & Bro.

Decline in sweater prices

New Prices to Take Effect at Once
About 25% Reduction

Worsted shawl-collar coat sweaters	$12.00
Pure worsted coat sweater	10.50
Pure worsted v-neck (pull-over style)	10.50
Pure worsted undercoat	10.50

Ladies' fine knit sweaters, $12.00

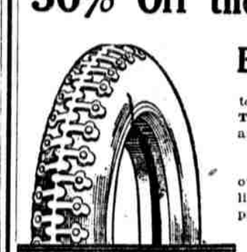
Marshall E. Smith & Bro.

For 30 years on 8th St. above Chestnut. Now on Chestnut St. just below Eighth. 724 Chestnut St.

MAMMOTH SALE ½ Price OF

Portage Daisy Tread Tires AT

50% Off the Portage List Price



BECAUSE the Portage Rubber Company are "cleaning house" in their factory before marketing their new tread, they agreed to sell us one carload of their famous "DAISY TREAD" Tires at a price. First quality guaranteed. Serial buffed.

The Tires are here and we'll turn them over to car owners at 50% off the Portage list price, selling two tires for the regular price of one tire, but

ORDERS FOR ONE TIRE, AT HALF PRICE, WILL BE ACCEPTED DURING THIS SALE

TWO TIRES FOR THE PRICE OF ONE. NON-SKID TIRES

Size	List Price	Price for Two	Size	List Price	Price for Two
30x3	$21.60	$21.60	32x4½	$50.20	$56.20
30x3½	$26.15	$26.15	33x4½	$57.05	$57.05
31x3½	$28.00	$28.00	34x4½	$58.20	$58.20
32x3½	$31.60	$31.60	35x4½	$59.00	$59.00
31x4	$35.80	$35.80	36x4½	$60.00	$60.00
32x4	$40.85	$40.85	33x5	$68.00	$68.00
33x4	$42.95	$42.95	35x5	$73.25	$73.25
34x4	$43.95	$43.95	37x5	$76.75	$76.75

Furthermore, we unconditionally guarantee all tires in this sale for 6000 miles of service. The sale positively closes SATURDAY.

Phone or mail orders shipped C. O. D.
"The Finest Tire Store in Philadelphia"

½ Price

Tire Company of Philadelphia
310 NORTH BROAD STREET
PHILADELPHIA, PA. Spruce 3064

RACES : SATURDAY

AUTUMN RACE MEETING

Huntingdon Valley Hunt Club

Carload of flat and steeplechase horses direct from Laurel coming.

For Parking Spaces at $20 each, including six admissions, apply to GEORGE W. ORTON, 332 South 43d St. Phone, Baring 1890.

GET A RUN FOR YOUR MONEY
AT THE NATIONAL A. A.
SATURDAY EVE., OCT. 16
BILLY LYLE vs. JOHNNY O'NEIL
WILLIE ALLEN vs. BOBBY BURMAN
ALLENTN DUNDEE vs. BOBBY BARRETT
JACK PERRY vs. KID WOLF
KID WILLIAMS vs. JOE NELSON
TICKETS AT DONAGHY'S, 33 S. 11th ST.

Flesh Reducing—Body Building
Boxing taught—No punishment
Hand Ball Courts—Private Lesson Rooms
TREATMENTS—9 A. M. to 9 P. M.
PHILA. JACK O'BRIEN
S. E. Cor. 15th & Chestnut. Spruce 1949

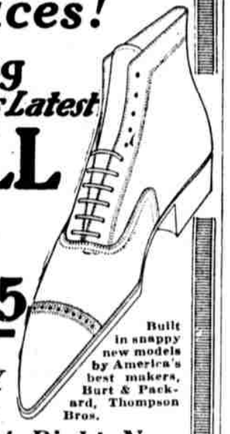
Germantown Sportsmen's Club
FRIDAY, OCT. 15
Joe Jackson vs. Willie McCloskey
6—OTHER CRACKERJACK BOUTS—5

MEN! "Tumble" to These Tumbled Prices!

We are Selling 4,000 Pairs of the Seasons Latest

$10 to $15 FALL SHOES

$6.85 HERE AT $9.85 TO



Built in snappy new models by America's best makers, Burt & Packard, Thompson Bros.

TODAY TILL SATURDAY
Day and Night to 9:30 P. M.

Just the Shoes You Want Right Now
Sensational Values? You'll Say So!

$10 Custom-Built Shoes — *English and plenty of Broad combinations, shapes and patent colt Dance Oxfords.* $6.85

$13 Royal "Premier" — *Shoes of rich dark brown or black calfskin. Fall styles and patterns.* $7.85

$14 Brogues — Low or High — *These are prize-winner styles, and equal Philadelphia's best; select colors; real English custom made.* $8.85

$15 Custom-Made — *The perfection of shoemaking, rich in leather, rich in styles; built for long service. Smart Brogues and Shell Cordovans — in 50 styles.* $9.85

YOU CAN BANK ON IT

that shoes like these are not selling anywhere else under $10 to $15. Our co-operative, cost-reducing methods alone make these values possible. This is a tremendous opportunity for you to buy a pair of long-wearing, fine-looking, master-made Cordovans, Cordo-calf, Russian calf Tan or Black shoes at a one-third saving. COME, SEE THE SHOES AND PROVE THIS IS AN ABSOLUTELY UNEQUALED OFFER. On sale day and night to 9.30 P. M. every day this week to Saturday night.

ROYAL BOOT SHOP FOR MEN

OPEN EVERY NIGHT 35 South 13th St. ½ BLOCK BELOW MARKET

FORMERLY LOCATED N. W. COR. 13TH & MARKET STS.

Is Advertising Extravagant?

Yes and no.

It is extravagant when it robs Peter to pay Paul—that is, when it takes from Quality to pay Growth.

Or when it builds upon exaggeration—which is merely robbing to-morrow for to-day's advantage.

But if it is an *investment out of profit* to establish a shorter route to public understanding and favor, then it is an economy.

Manuel Cigars are good, not because they are advertised. But—

They are advertised because they are good.

Their unvarying delightfulness; their uniform high quality of tobacco and making; their wonderful blend of fragrance and mildness—these have given Manuel a sure, permanent growth.

To increase the ratio of that growth we employ advertising to inform smokers of Manuel's qualities. And we pay for the advertising out of increased sales—not out of decreased quality. Please think this over.

ALLEN R. CRESSMAN'S SONS
Cigar Manufacturers
Philadelphia

Conchas Perfecto 2 for 25c

In whatever shape or size you prefer, beginning at 2 for 25c. At all stores.

The BLEND that makes HAVANA MILD

FLOR DE MANUEL