MIOOCEHAKED TOOEA HEPOXXRI Although Bitten, Pugilist Suc ceeds in Ending Animal's Life HAD ATTACKED ITS OWNER.
\#wawnenall siok
TMSSTES MMEIO


. as Wheel for Serving His Newspaper Route
dAD AND AUNT HELPED HliM










Apartments at the Rittenhouse

Renovated, refurnished-
made spick, span and inviting.
Outside roomse, cool, cheerful.
ick from these:
Two Rooms and Bath.
Two Rooms and Bath.
Three Rooms and Bath.
Four Rooms and two Baths.
Rittenhouse Hotel, 22d and Chestnut

## Couellas

Butter
40
Hemed
Watches for Young Men

S. Kind \& Sons, 1110 Chestnut St.

## B

Say goodbye to
mis-filed letters-
hold you back at important inoments.
Cause?
A filing system that doesn't produce.
In contrast, consider the advantages of the L. B. Auto matic index.
It's quick! It's simple! It's accurate!
It speeds your letters into the file and hustles them out when wanted. It checks itself against errorsautomatically.
Above all-it's the quickest possible method of filing and finding names-a point of particular interest to every executive.
Come in and see it work!
Write for "Vertical filing", the best book

## Library Bureau

$=25$


## "That Is

## A Clever Ad"

After Douglas and Lincoln debated people saidwas right. Most people think the cleverest advertising is the
best advertising. best advertising.
It may be, but the chances are always against un-
supported cleverness. supported cleverness.
A candy, a cigar, a patent thumb tack or some
bawble of inconsequence, a quip, the turn of bawble of inconsequence, a quip, the turn of an sale. For goods or service of any moment, the advertising must be honest, must be sincere if it is to be lastingly effective.
The greater the importance of the investment, the
less opportunity for charming by-play. less opportunity for charming by-play
Never since the Civil War have our people been
as responsive to the unvarnished appeal of sincerity.
In these times when we are weighing all values anew. lies the opportunity for goods or services that

Butterick-Publisher $\underset{\text { (sp.50 a Year) }}{\text { The Delineator }}$

The Deakemer

## Gillette is shaving the World <br>  <br> $\mathbf{M}^{\text {EN in the faroof places may be deniced }}$

luxury of the Gillette Shave.
Look on the map! Follow the trade-routes!
There is hardly a civilized capital or center of international trade but has its Gillette Branch Office or Sales Agency-established ten, fifteen, twenty years ago.

## The New Improved Gillette

So today you cannot name a railroad, steamship line or caravan route but is carrying its quota of New Improved Gillettes and Gillette Blades.
The New Improved Gillette Safety Razor is as available to the planter in India, the prospector in Alaska, the ranchman of the Argentine, as to the citizen of Boston, San Francisco, London and Paris.

All over the world the New Gillette is making friends at sight. None more sincere than the old
Gillette user-the man who respects his old-type Gillette, and welcomes doubly the fine precision of the

The New Improved SAFETY RAZOR Usen the ume fine Gulute Elbade
 Futcrum Shoulder
Overhanging
Cap
Overhanging Cap
Chaneled
Micrometric Procei

Diamond Traderacrk on Guar
Finer Shave
Hore
Shave from your
Loust
In SILVER and GOLD
Shaving Sets and Traveler Oufiu \$5 to \$75

## The New Improved

GILLETTE SAFETY RAZOR COMPANY BOSTON, U. S. A.

Gllette
 RAZOR

