

## "I know my competitor

 is a quitter"LAST spring, when his business was very bad, a man decided that he would cut out all the booklets, catalogs, and sales helps he had used in other years.
'I suppose I am a quitter,' he toid his printer.
A second later he said, "Wait a minute. I know my competitor is a quitter-I am going ahead.
He did. He put his printed messages before every prospective customer he could afford to reach. It cost money. It took nerve. It brought business.
This year is the first year that he has done more business than anybody else in his line.
Better paper produces better printing. Better printing means better seeing, and better seeing means better selling.
S. D. WARREN COMPANY, Boston

Warren's Standard Printing Papers are sola by D. L. WARD COMPANY
 Specimens of printed things that have
helped sell goode sent on request.
better paper better printing
better business

WARREN'S
STANDARD
PRINTING PAPERS
Warrenty
Printing Paperen

WANAMAKER'S $\quad$ WANAMAKER'S WANAMAKER!

## Wanamaker's Down Stairs Store



February Silk Sale Mostly Under \$2 a Yard
 fashionable peasant sleeves; white silk broadcloth
lengths for men's delight.

And All at Real Savings in Price in price-none beebruary over Sale are decidedly moderate
$\$ 2$. Every yard is fresh new great many under
goo perfect quality, well worth whatever time and money are spent in Particularly Good Are:

Taffeta, 35 inches wide, $\$ 1.75$ a yard Nickel, , fuchsiai, white, sapphire, gray, taupe, brown, tan,
old rose, naviseal, sonoror, bright blue, beaver, Serres, Bur-
gundy, midnight, marine and backt Spring-like foulard, 40 inches wide, S1.75 a yard
Black-and-white, brown-and-white, navy-and-white, in Black-and-white,
charming new patterns.
Messaline 36

Lilac, brown, black, 36 inches wide, $\$ 1.50$ a yard
marine and sapphire.
All-silk white broadcloth, 33 inches wide, S1.85 a yard
In self
and blouses.
Practical-Front Corsets Are Very Practical, Indeed

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Thoche. are modets suitable for averace fixures. as well as $f$ fore
Thrd-to-fit figures-those who are tall and stout or short and sto

## All-Wool Blankets, $\mathbf{\$ 7 . 5 0}$



Hundreds of Seasonable Coats, With or Without Fur, Under \$30


Satin Pantalettes, \$4.50 Thay are finished with accordion-pleated ruffes. The satin is
in brown, nyay, black and many lovely changeable hues, such as plum-
and-blue, Eold-andturguise,

A Remarkably Interesting Collection of Low-Priced High-Quality Furniture


Rugs, Too, Have a February Sale at Savings of a Tenth to a Half
addition to the low prices, assortments are splendid and there is opportunity of choosing aym rugs! In and paltens in may
Axminster Rugs, $9 \times 12$ Feet, at $\$ 30$
Axminster Hall Runners

## Small Axminster Rugs

Mottled Design Oriental Patterns
Extra-Heavy Seamless Axminster Rugs


## Velvet Rugs



