OOFING R



## New-!

## Distinctive - !


Beautiful-!
There oxtures
Economical-!

WALKER \& KEPLER

Don't wait
for time
to heal
that rash
ResinolSoap and Ointment have given comfort and permanent relief to thousands of skin sufferers Why dorit you give them a chance to heal yourskin?
RESINOL

MAKES SHORT WORK of Pain. Sloan's for sheumatism lumbago sciatica neuralgia sprains,strains wweak backs stiff joints

## Sinanis

 E MRyes Sick Sking Dritobsiman Senator Popper and Covernor
Sproul Expected to Speak at ${ }^{\sim}$ Birthday of Irish Society

FÖUÑDED 151 YEARS AGO Thu dinner taniklte marking the 151 int
nnnicersary of the Friendly Sons ne




MINA DOLORES' RECITAL Interesting Program aiven at the
Academy of Music Foyer Mtna Dolemy of Musio Foyer
nual revital in the foyer of the Arail-







Embick Tweed
Its Immense Vogue
IS A matter of something worth while at a modusually think of something somber. But these are
 bout fill up the full sum of manding beauty-when of comout in the different combinations in which the different garmento match.

Hat-Cape-Jumper
That Match s62.50

Cape, \$32.50. Jumper, \$22.50. Suit, \$60. Hat, \$7.50. Coat, \$45.

Hats that oorll want at prices At $\$ 5.00$ Bobette Twill Silk At 5 All colors. At $\$ 7.50$ - Banded Leghorns, bound edgea At $\$ 12.50$-New felts a all colors.


Is Your Kitchen All-Gas?
In these days of labor - saving, comfort promoting devices, no woman should be without
the convenience of a Gas Range, Cas Water
Heater and Gas. Heater and Gas lron.

When all the kitchen work is done by means of gao heat, you can be sur
cleanliness and economy.
We now have on display new Gas Ranges,
with many attractive features. Some are finished in enamel. All are built according to American Gas Association specifications, insuring good
material and workmanship and perfect cooking material and workmanship and perfect cooking
result. sulta.

THE UNITED GAS IMPROVEMENT COMPANY

## The President's Platform

## Effective today in 60 Regal Stores

THE World has passed through a period of Inflation and Defiation. 1 The War is over. Business is fast getting back to normal. Eyery one is making a readjustment and rearrangement of business policies that they were forced to adopt when the War turned everything upside down and inside out.
Now everyone in this organization has both feet on the ground once more. I'm back on the job, and I've put this business back on the old Platform that I adopted when I started this business 28 years ago, that is,

## One Profit-One Quality-One Price



WTHEN I returned from France, after the Arinistice, I found that some "Multiple Stores" had introduced "Multiple Prices." I ers away, so they introduced "Multiple Grades" and "Multiple Profits."

Coming direct from the Training Camps on the other side, it looked to me as if Business in America was trying to multiply everyone into multi-millionaires. When Business Men talked about Profits, the figures they used sounded to me like another Liberty Loan.
The disease was contagious and the germ spread in our organization. Now, I'm not going to have an Endless Chain of Prices in the Regal Chain of Stores," and starting today, we are going to cut out "Multiple Prices," "Multiple Grades" and "Multiple Profits" and do
business on our old Platiorm of business on our old Platform of

## One Profit-One Quality-One Price

The Leather Market jumped like a sky rocket when the submarines shut off the leather supply. We first had to raise our price and later had to change the price, and then introduce different prices to keep in touch with the Leather Market which jumped around faster than the Stock Market.
Now the price of Leather is back and the price of Labor is coming down, and shoes which were sold for $\$ 16.00$ and $\$ 18.00$, when we went over the top, we can now sell for one price, $\$ 6.80$. All Sizes and Widths, All Styles and Leathers.
In other announcements I'm going to talk about "Factory Facts," Store Savings" and "Cutting the Cost of Distribution." I'm going to the knife in Leather Costs, Averaging Lins unnecessary Over-head, Reducing Inventories, Increasing Produating and Cutting our Selling Cost in two, by selling All Production All Styles at One Profit and One Price.

Be.

Regal Shoe Company

## 

REGAL SHOE STORES
In PHILADELPHIA

1226 Market Street
Men's and Women's Shoes
${ }^{732}$ Chestnut Street (Cor. 8 th Street)

See Classified Ads on Pages, 29 and 30

