

## Do you know this?

## IN the shoe business all manufacturers start

 even - at scratch.The machinery used in making shoes is all the same, all leased from the same company. Hides are bought in the open market. The labor is prictically all based upon uniform standards of cost and output.
Dozens of firms go into the shoe business Some grow great, some stand still, some fal back, and some fail
Why?
The answer lies in business judgment and selling ability. Business problems today are sales problems. In any business, growth is dependent upon sales and more sales.
Printing helps sales because the printing press multiplies the number of people who know about your business.
When you buy printing, buy it as something that will help your sales - don't buy it as something you must have and want to get as cheap as possible.
Better paper means better printing, and, in the case of commercial printing, better printing means better selling.
If the printer who does your work proposes the use of Warren Standard Printing Papers to you, you may be sure he is thinking in terms of better printing.
S. D. WARREN COMPANY, Boston

Warren's Standard Printing Papers are sold by
D. L. WARD COMPANY


## better

 businessWARREN'S STANDARD
PRINTING PAPERS


To help you in planning direct advertising, we shall be glad to send you copies of an interesting series or booklets entitled, "Making It Easy to Plan

# A Spring Offer of 1081 Brand New Suits Without Precedent Just Before Easter of ${ }^{\text {s }} 35$ to ${ }^{\text {s }} 50$ Value 

READY AT OAK HALL TODAY



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(BOTH MEN'S AND YOUNG MEN'S)
THIS proposition, coming as it does just before Easter Sunday, the day upon which all men plan to wear their new Spring clothing, is nothing less than an event in Philadelphia's clothing history.

Last Monday morning one of the best manufacturers of New York brought samples of his entire stock into our buyer's office and offered every new Spring Suit he has on hand upon such favorable terms that we instantly grasped the opportunity, for the benefit of our customers.

We bought them and a long distance call to New York soon had the entire 1081 suits packed and on big motor trucks on their way to Philadelphia, because we insisted upon having them in time for Easter buyers. .

## As this word is being written they are going into our stocks ready for your selection this afternoon

[^0] The fabrics are fine in quality and you may shop the town over and find nothing like them to sell at this price or anywhere near it.


[^0]:    Norfolk and Sport Model suits, business suits, in wonderful Worsteds, suits with two pairs of trousers, Imported Grampian tweed and homespun suits with patched-on pockets.

