Nans Sxirs TiEEOMSFHNS Incereased Cirth of Post Members Also Brings in Penn VETERANS TO GIVE PLAY


In a new package that fits the pocketAt a price that fits the pocket-bookThe same unmatched blend of Turkish, Virginia and Burley Tobaccos


## FIFTEEN

## FRIENDS

The American Tobacco Company has grown through the friends it has made.
" 111 " cigarettes in eighteen month have come to be one of the four larges ly the number of our friends and makins possible a new and lower price on "111" cigarettes.
Try a package today.

What should your catalog cost you?
TEN thousand catalogs cost $\$ 2,500$. That's 25 c apiece.
Each catalog cost a quarter. What was it * worth?
The answer is that if the catalog sold goods it
was worth many times a quarter
If it sold nothing it was worth less than nothing, no matter what it cost.
There you have the test of printing-the true way to measure the value of printing.
Good printing, which means, among other things, printing on good paper, has been found profitable. Better paper makes for better printing; better printing makes for better selling
The cost of better printing should be figured in terms of results.
The most expensive printing is the kind that does not pay, no matter how little it costs. The most profitable is the kind that produces orders. Buy your printing prudently, carefully, wisely. We do not preach extravagance in printing. Simply remember that its cost to you depends ultimately upon its effectiveness as a selling message.
S. D. WARREN COMPANY, Bosrox

Warren's Standard Printing Papers are sold by
D. L. WARD COMPANY Lombard 6800 Philadelphia Main 1701 Baltimore Washington Richmond wilkes-Barre
better

WARREN'S STANDARD
PRINTING
PAPERS


To help you in planning direct advertis ing, we shall be glad to send you copie of an interesting series of booklets en tilled, "Making It Easy to Plan Printing."

# STEPHENS Salient Six 

with 31 new improvements
Reduced
from $\$ 1745$ to
$\$ 1595$
This Value has no equal in America. This tremendous reduction of $\$ \mathbf{1 5 0}$ following the reduction of $\$ 655$ already made, makes a reduction of $\$ 805$ within the past few months.
This is made possible by the large increase in production coupled with marked economies.

## Every Owner Declares

IT'S A GREAT CAR
TRAYLOR MOTOR COMPANY
252-254 North Broad Stree Open Evenings $\qquad$ Phone, Locust 694

