
$\mathbf{T}^{\mathrm{HE}} \mathrm{Gtalonists}$ with a few bricks at a time built the new city, just
as today the wise man builds a proviasion for his familys's future with a
Life Insurance Policy paid for in inLife Insuran
stallments.
But is your task completed when you provide this money for your depend-
ents?
Are your wife and children fitted to would handle them?
Our booklet L-3 tells what may hap-

Guarantee Trust \& Safe Deposit Co

## Putting on pressure for more sales

What is this pressure you put on?
If it is merely lecturing your salesmen, it is hardly enough. Lectures are as likely to confuse salesmen as to inspire them.

Why not put more pressure on your customers?
This can be done by good printing. If the things you have to sell are things that people need to buy, printing going from you to your customers will put on pressure for more sales.

Ask your printer to show you some examples of printing that have been effective in increasing sales.

He has them and can show them. You will notice two things about these specimens:

First, that the successful ones feature good honest merchandise that people ought to have, at a reasonable price.

Second, that the more effective printing has been the better printing. Your printer will tell you that Better Printing is largely a matter of Better Paper; and this is true.

8. D. WARREN COMPANY BOSTON

Warren's Standard Printing Papers

[^0]
$\$ 375.00$ Hudson $\$ 295.00$
 collar and cuffs of natural
quality. 40 inches long.

Popular-Priced Fur Chokers
-Special $\$ 35.00$ Fox Scarfs,
Each.............. . $\$ 24.50$ Earh
Ear
investm
$\$ 55.00$ Alaska Fox $\$ 39.50$
Scarfs. . . . . . . . . . .
Full, fluffy animal scarfs in brown, gray
and baum marten shades.
$\$ 35.00$ Stone Marten $\$ 24.50$ $\underset{\text { Charge sing }}{\text { Cher }}$

| \$39.00 Fur Chokers |
| :---: |
| at | $\mathbf{2 9 . 5 0}$

 \$75.00 Hudson Bay
$\begin{gathered}\text { Sable Chokers..... } \\ \text { Large } \\ \text { Lingle-skin }\end{gathered}$
scarfs, lustrous.
$\$ 75.00$ Platinum and Rose Blue Dyed Fox
Scarfs ............ $\mathbf{\$ 5 9 . 5 0}$

ven's Umbrellas With Silk Cases
At $\$ 1.95 \mathrm{Ea}$


Some Extraordinary Values in Fourth Floor Rug and
Carpet Dept.
$\$ 609 \times 12$ Heavy
Axminster Rugs at $\$ 46.95$
In a large variety of pretty Chinese and
orinantal patterns.
$\$ 125.009 \times 12$ Finest
Quality Wilton Rugs. . $\$ 97.50$
Made of all chice, selected worsted
yarns-pretty patterna and colors.
$\mathbf{\$ 5 7 . 5 0} 8.3 \times 10.6$ Heavy
Axminster Rugs, Each $\$ 4.50$ Axminster Rugs, Each
In a large assortment of pretty Oriental
patterns.

Rugs. in and pretty ifigure patterns.
In solid
"Pabcolin." the Wonder Floor
"Pabcolin," the Wonder Floor 65C
Covering, Sq. Yd. ................
Large assortment of prety wood, tile
and block patterns.
$\$ 2.25$ 2-Yard Wide Heavy 1 1 1
Inlaid Linoleum, Sq. Yd. $\$ 1.35$ New patterns
measurements.

Carpet Specials $\quad \begin{aligned} & \text { Men's } \$ 3.50 \text { Pure Wool } \\ & \text { Shirts and Drawers.... }\end{aligned}$
$\$ 3.00$ 27-Inch All-Wool
Velvet Carpet, Yard...... $\mathbf{\$ 1 . 5 0}$
Suitable for offices, private homes and
hotels. A limited quantity of pretty pat-
terns.
Smart Tailored Dimity Blouses $\$ 2.00$ ea.
Sheer, crisp tailored blouses in tuxedo
collhe style owith long sloeves the collar,
onfs and front featuring novelty stitching
Decidedly Smart for Office and One Sketched


Overblouse of Wool
Jersey................$\$ 35 ~$
Jersey.
Blousin
den

## In Navy, Black, Brown, Tan and Henna

Extra-Size Hand-Made Batiste
and Voile Blouses
$\$ 2.95{ }^{\text {to }} \$ 3.95$
Beautifully designed with hand drawn-
work, hand-matio cucks, hand-embroidered
dots and file tace. Vestee models-Peter
Pan and Tuxedo oollar styles.
Marvelous Sale of Best
Grades of

## Underwear

For Men, Women and Children
at $1 / 4$ to $1 / 2$ Less
CHILDREN'S UNDERWEAR Children's $\$ 1.75$ to $\$ 2.50$ Merino
Union Suits Whte and griay.
Sizes 2 to
Sizes 2 to 8 yeasrs, 81.39 .
Sizes 10 to 16 years, $\$ 1.59$.
 Children's
Garments
Boys' $\$ 1.00$ to $\$ 1.25$ Union Suits
Sizes 2 to 8 years, Sizes 2 to 8 years, 79 c .
Sizes 10 to 16 years, 89 c .
Children's $\$ 1.00$ to $\$ 1.25$ Union Suits Sizes 2 to 8 years, 79 c .
Sizes 10 to 16 years, 89 c .
Children's $\$ 1.00$ and $\$ 1.25$ Pearl 89 c
Waist Union Suits. ..........
WOMEN'S UNDERWEAR
Women's Smythfield
Undergarments $\$ 1.00$ and $\$ 1.25$ Cotton Vests,
 $\mathbf{\$ 1 . 7 5}$ to $\$ 2.25$ Merino Vests, $\mathbf{9 5 c} \mathrm{C}$
Pants and Tights ..........
Women's 50c and 35c, 3 for $\$ 1$ 59c Vests.
Women's 65c and 75c
Unlon Suits.......
Union Suits. .
Women's 75c
Bloomers. .
Women's 81.75 ad

| Women's $\$ 1.00$ to $\$ 1.50$ | 50 c |
| :--- | :--- |

Amho Vests at............ 50 c
Men's Highest Grade Worsted
Shirts and Drawers, $\$ 1.69$
$\begin{aligned} & \$ 2.75 \text { to } \$ \text { s7.50 qualities. The run of } \\ & \text { the mill }\end{aligned}$
$\$ 1.25$ Roxford Shirts and
Drawers................. 55c
Men's $\$ 1.50$ Lambsdown
Men's $\$ 1.50$ Lambsdown 95c
Shirts and Drawers...........
Ien's $\$ 2.00$ Root's S
Ind Drawers. .
Men's $\$ 3.00$ Union
uits.............
uits...

Men's 84.00
Union Suits
Ien's 85.00 Pure Wool
Ien's 85.00
Inion Sults.
$\qquad$ ure Wool SNELIENBURGS Fourth Flo

SNELLLENBUZGGS
${ }^{\text {In Arcade Candy Shop }}$ Novelties for That Halloween Frolic Very Specially Priced Chocolate-Covered Nuts, 95c lb. Home-Made Fudge, 50c lb.
Butter Cream Corn, Radishes, Nut Cutter Cream Corn, Radishes, Nu 1-lb. Tin White Vanilla Marsh-Old-Fashioned Butter Peanut Brittl
Whole Salted Peanuts, 40 c lb
Salted Almonds, $\$ 1.50 \mathrm{lb}$.
Salted Pecans, $\$ 2.00 \mathrm{lb}$
12-String Jack Horner Pies,
$\$ 8.50$ to $\$ 12.50$
Snapping Mottoes, $49 \mathrm{c}-$ Doze
Pumpkins, 5 c to $\$ 1.50$
$\frac{\text { SNELLENBURGS First Floor, Arcade }}{\text { Tomorrow in Our Sports Corset }}$ Department-
Demonstration (on Living
Model) of the Immensely
Model) of the 1 mmens
Popular
Ready for a Wonderful Night of Revelry and Fun in the Halloween Section OF OUR TOY STORE! ostumes of All Kinds-for Everybody! All the jolly old faverites-and scores
brand new Some humorous some groo
teasque wnd others hin bewitching, pictur-
esque effects that will cantivate the
 Included are Yama Yama Suits, Clowns, Devils, Pierrot with Pier rette, the Irresistible Chinaman,
Little Bo.Peep and At Lowest Prices in Town Special News for the Boys: They Can Be Wild "Injuns" or Fierce Cowboys -Brave Firemen and Fearless Policemen-All These Suits

Special at $\$ 1.10$ to $\$ 3.95$ Fascinating Little Scotch Laddie
at $\$ 4.50$
Also a Wonderful Variety of
Faces, Masks, Wigs, Horns Faces, Masks, Wigs, Horns,
Favors and Novelties for Every Kind of Halloween Party At Our Always Lowest Prices
The New Three-in-One Undergar-
ment, Combining Vest, Brassiere ment, Combining Vest, Brassier
and Girdle, That Is Capturing Everybody's Fancy
Complete Netheral
Line of In Our Corset Shop
$\$ 5, \$ 6, \$ 7.50$ and $\$ 10$
Two Unmatchable Luggage Values For Tomorrou-Actual Comparison
Has Proven This Beyond a Doubt Has Proven This Beyond a Dou
Leather-Lined Cowhide
$\$ 1.45$
$\$ 1.95$
$\$ 1.19$
$\$ 2.39$
$\$ 2.69$
$\$ 3.75$

To Sell at $\$ 8.75$



[^0]:    D. L. WARD COMPANY

    Combard $6800 \underset{\text { PhLADELPHIA }}{\text { WASHINGTON }}$ Sain 17
    CHARLES BECK COMPANY
    $\qquad$

