Prices Are For Monday Only

|  | $\begin{gathered} \text { panane } \\ \text { Panama } \end{gathered}$ |
| :---: | :---: |
| $\$ 1.50$ to $\$ 2.50$ Actual Values: Black Hemp Hats, large and small 48 | $\begin{aligned} & \$ 4.00 \text { to s.0.00 Actalal Values: } \\ & \text { neine } \end{aligned}$ |
| Hemp Mats. | Large line of OUTING and SPORT HA in French Velours, Felts, all colors, white tan Gabardine, and CANVAS HATS. |
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|  |  |
|  | (ese |
| S | SOUTTER'S <br> 1c to 25c Department Store 215 MARKET STY. |
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|  |  |

## WHg PAYS?

## The Love Lian



CENTRAL HIGH SCHOOL LOSES SENIOR GLEE CLUB


$\qquad$



Here was the inspiration


Here is the cigar worthy of the name:2. 2 HERMAN K QSCAR M

Regularly Good For 24 Years 5c

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## TRUTHIFUL ADVERTISING

The store of to-day has come to feel its position in a community and to realize the important duty it is being called upon to perform.

Its head is conscious of the ideals it must seek and what standards must be lived up to that it may endure; and particularly this is true where the written or spoken word affects the

Wide-awake stores are striving earnestly to maintain Truth in Advertising, and few indeed, would publish a falsehood to purposely deceive!

The change from the method of years ago, came about with the diminishing feminine cry for bargains - always bargains

Still clinging to memory are the days when merchandise could not be sold unless prices were "cut," (whether positive or arent) and irtie wonder averertising etics suffered.
The store "ad" is now a dependable shopping guide for the whole family.

Both men and women have learned to know the good and the real-in the word of style, quality or value (good bargains will always be offered). You believe in the store that believes in straightforward business principles; in the salesperson who the advertising, because there is no need for exaggeration misrepresentation.

Starting to-morrow, 10,000 and more advertising men from all parts of the world, will meet in Chicago to continue a crusade be hoped the effect will be far-reaching

The time is not far distant when business in general will be brought to even a higher standard, and the unscrupulous store will be forced to abandon dishonest methods or pass out of ex-
istence. istence.

## Socomans's


Reservoir Park Concert
Delights Thousands


[^0]:    WILDCAT FALLS INN, MARIETTA, PA.
    

