

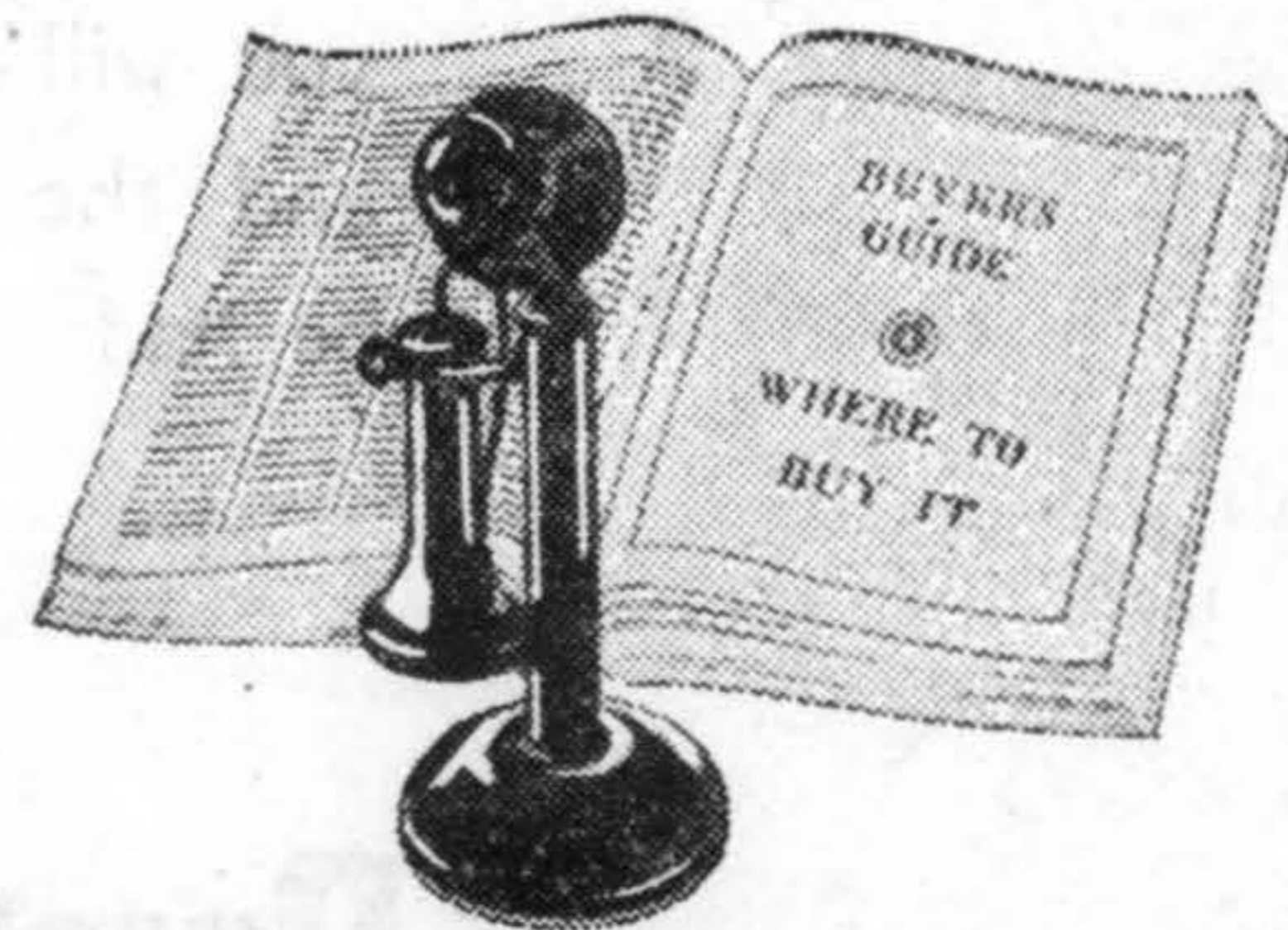


“This store is listed in fifty places in the Buyer’s Guide”

“A department store, madam, is a treasure-house of beautiful and useful things, many of which you may not realize we carry.

“But now, in the yellow telephone pages, a number of manufacturers whose wares we carry list our store as one of their representatives in this city.

“Before you shop all over town for the things you want, why not look in the Buyer’s Guide? Then you can directly select the store of your choice.”



It saves you steps to know what dealer carries it!