



They like to shop—and before actually visiting the stores they read the newspapers to see what the stores have to offer. Yet mere man "throws out his chest" and prates of his superi-

Read the advertising in today's Telegraph and Times, and see

ds, showery tonight and for a part ("The Want Ad Way" according to Sofia advices, and have now bilded Burgess during bis successful the English Channel." "The Want Ad Way" according to Sofia advices, and have now bilded Burgess during bis successful the English Channel." what an index it is to your im mediate needs.