WOMEN FAVORTES HOLD TENIS LEED

## MQuing PictureNews.

Natienal Tcumey Has but One Coast Contender.

ELERMOR TENNANT WINS


Notem
まvavaza
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 WILLAMETE TURNS OUT



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Hot

YaNK LEAD; INOINS GAIN reds ofex cruclal series

New York Americans to Meet Wh
Sox and Fight For Flag

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## Think well of the Dealer who is thinking of You

$\mathrm{O}^{\mathrm{B}}$
Bespversod thang ing conditions know there has never been a time in the history of the retail business in this economy ideas-and the dealers who stand for those ideas-had such a hold on the public.

A demand is now sweep ing over the country for better-more serviceable -more economical mer chandise.

The straightforward dealer knows this.
He knows that once public confidence is established, a dealer's success
is assured-that the public is only going to continue to buy from dealers whom it can trust and esteemmen who always place the interest of their customers first.

That is why, in the stores of over a quarter million dealers in this country, you will alwhere you can see and examine it.
On top of the counter-in the show window-ready to be man comes in looking for a manor.
The Gillette is the only sciproduced.

It started-not with a theory with the actual shaving needs of men everywhere. And working fro And working from that, it developed into a personal
shaving service-a service that has gone 'round the world and changed the shaving habits of thinking men everywhere.
Whenever or wherever the opic of a good shave comes up, the Gillette habit Ver
Vouched for and acknowl dge world over as one of the cleanest safest most eco nomical, most valuable habits they have ever formed.
The dealer who hands you a interests. Think well of him.

## No Stropping-No Honing

## Gillette

$\pm=5=5$


