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The greatest quality any man can have is that of making people like him; to cause people to say after he has gone, "He looks good to me." Arthur Lansing represented a wholesale firm, selling goods to retailers in small towns, sleeping in third-class hotels and putting up with the hardships that go with such a life. His associates assumed that he would never rise above the job.
Then, one day, the unexpected happened. Arthur Lansing became popular; people went that tay he began to $o$ up in business. From he is salesmanager for his firm.

Everyone can be classed in two general types-
those who have an attractive personal appearance those who have an attractive personal appearance
and those who have not If one's appearance is careless it unfavorably affects all one's good quasi-
ties. That was Arthur's situatiop. He had many

The
Greatest Factor

## in

 Success${ }_{B y}$. Robert Grecely

Help Fill Up the Community Ches YOU Are Expected
Your Share!

## Simman NDolfe \& OCO.

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$y$ aivery $=4$

## Lipman, Wolfe \& Co. Will Offer Friday

 110 Women's Lovely New Spring DressesAt an Exceptionally Low Price
\$32.50
-Three window displays will quickly show you exactly, how decidedy handsome they are and what a splendid value each one is at the price-and we are quite splendid value each one is at the price -and we are quite
sure that every woman will enthuse over them the minute she ses them.

Every dress is one of this season's BEST models!
-Purchased just a week ago in New York by our buyer, who obtained them from one of the best makers of women's dresses in this country at a most gratifying concession.

## Fabrics

Canton Crepes and Taffectas

Some of the New Features
-Beaded and embroidered. Applique of contrasting - Boaraded Some emade with deep tucks and tunics trimmed with fringed ribbons.
-NOTE-Sizes 16 to 42 BUT not all sizes in all models. Many only one of a kind.

IMPORTANT:
Every Sale Must Be Final. None Sent on Approval

Colors
Navy, Brown, Gray and Black
and Brow, Gray

SHIRTS A SALE!
-Think of the prices you paid for SILK SHIRTS a year or so ago-then come here and get the same kind at
$\$ 5.50$
-Made of such luxurious silks as Empire broadcloth, Empire in laid broadcloth and Eagle crepe de chine

> An Event That Has Benefited by Comparison
> --Acknowledged the Best Sale of Its Kind to Be Held in Years! Leading at all stages-in fabrics, styles, colorings, designs, workmanship, quality and in VALUE-GIVING Corded madras, rep, crepe and Jap crepe Shirts at
> \$1.35
> Shirts of finely woven Lorraine madras in beautiful colorings. \$2.69
> Shirts made of Galley \& Lord fiber silks and others at.

Remember, every Shirt was personally and carefully selected for this sale!


The Finest G̀roup of Men's and
\$37.50 Young Men's Suits We Have Ever Had

> Every New Spring Style and Pattern

