APIPE o' VELVET is a great teacher. When a man's smokin' he ain't called on to talk so much. He gets a chance to listen some.

## Pestrato

## THE VICTROLA

## 3Thewleyc. stleng

Linhy coal. The kind yot have and Torrey's atatle, Wednesday


THOMAS H. INCE PRODUCING DIRECTOR OF THE NEW YORK MO.
TION PICTURE CORPORAIION WHOEE ARTITICIC ABLITIESARE
BENT ON THE IMPROVEMENT OF PHOTOPLAYS (MUTUAL PRO.

## BEWARE <br> Of Spectacle Fakirs



## Red Cross Optical Dept.




Black Silk Stove Polish


Cet a Can TODAY For sale by | SCHROEDER A HLDBEXBRAND |
| :--- |
| Phone 177. |



## More Truth Than Poetry.

A little type
A little ink
Has often caused
A man to think
And put hard times
Upon the blink.
The lesson concealed in this bit of doggerel is this:

Newspaper advertising not only makes them think---but it makes them think of your product, your store, your service.

It makes your name or trade-mark come to mind when there is a want to be supplied.

Newspaper advertising is a mighty weapon against dull times.

