## A Picnic for Men

Now Offor in Connection With The Journal＇s Educational Cont
Arouses Interest and Enthusiasm and New Contestants Are Expeoted to Enter．
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Dr．Short Usee Expression
Scoring Marriage Córemony
Performed at Oaks．
INDIVIDUAL IMPROVEMENT
DEMANDS ARENA NOT NEST

Panicky prices and trustworthy merchandise are making merry times at the Moyer．

Wo＇re still selling out our Summer stocks at rock－bottom prices in order to make room for new Fall goods－We want you to see our

## Men＇s Suits Ten Dollars

These suits are all they are said to be－the best of woolen fabrics and patterns，made up into perfect－fitting，good－wearing garments． We guarantee them．

## Sale of Men＇s Negligee Shirts

Broken lines of our regular 75 Shirts in various colors and patterns，reduced to

# MOYER AND OAK 

## Safe－Guarding An Advertising Investment

You will grant that an investment in advertising should be safe－guarded in every possible way－its security as care－ fully scrutinized as that of any other investment you make．

$B^{0}$UT strange to relate，when it comes to advertitiong，
the averaze business man often accepts the mere＂judg． ment＂or＂opinion＂of some ad－ vertising man whom he becomes convinced is more or less＂ex－ pert at the game．
We do not ask the business man to accept alone the ripe judg－ ment developed by our 34 years experience and the largest busi－
NoSir－a tangible，definite basis underlies the advertising invest－ ment we ask the business man to make．
We want you to know what we do to eliminate the waste in ad－ vertising due to the use of wrong

## copy and wrong mediums．

We want an opportunity to ex－ plain to you in person our tan－
gible basis for advertising，i．e．， the Lord \＆Thomas Record of
Results，the ONLY practical

SAFE－GUARD FOR AN AD－
VERTISINGINVESTMENT． We want to tell you how we Can infuse some of the Western Spirit－Initiative，Energy，Ag－ into YOUR advertising．
We want to tell you how our unique position in the advertis－ ing world has brought us the $5,000, \$ 10,000, \$ 20,000$－a－year brains of the business to focus on your problems－your entire One of our representatives is in your city every few days looking
after the interests of some of our present clients．That is why we are advertising in this new paper－to you－NOW．
A letter addressed to us，signify ing that you will grant us an in－ obligate you in any way．


## LORD \＆THOMAS <br> ADVERTMETVGC

