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NEW YORK DAY BY DAY


It Makes All the Difference in the World

That's what you sa shopping expeditions.

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difference to you means your satisfaction or disappointment. You will find when you deal with the merchants who adver-
tise in THE JOURNAL that the difference stands always for tise in Thition. Each store values its reputataion too much to rorsk
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disappointing you. Each wants your good will. So they direct
$B_{y}$ reading the By reading the advertisements in THE JOURNAL closely
and constantly every night you will become acquainted with the
reliable stores which are worthy of your paitonage.

