## Good references required

YOU would not like to hire anyone without a good referehce.

Why not extend the same plan to the servants you buy for your home - the servants that sweep your floors, that wash and iron your clothes that play music for you-that feed your family?
You can buy such servants - vacuum cleaners, washers and ironers, phonographs and food-with or without references, When they are advertised, they are vouched for by a responsible person the merchant or manu-
facturer. You can buy them with confidence facturer. knowing that they must live up to their references.

That's why it pays you to read the advertisements. Through advertising you learn not only what is good, but what is trustworthy.

An advertisement is more than a reference-it is a certified check of satisfaction

ROCHENELTER GRANDSOM
WORES 10 HOURS A DAY




HOSE

## For

 LADIESWe have spent over six months in selecting a De Luxe line of Hose to be sold with our high grade shoes, and after a great deal of testing and comparing of lines we have settled on what we consider the most wonderful line produced today in America. This line compares most favorably in the two dollar grades with other makes from three, three fifty and up. This most exceptional line is

## McCallum

We have all colors in this make. We are making a note of a few of the best shades:


| Coolidge Gray | Blush | Sandal Wood |
| :---: | :---: | :---: |
| Rosewoude | Rochelle | Airedale |
| Rugby Tan | Blonde Satin | Rose Beige |
| Aztec | Indian Tan | French Nude |
| New Silver | Graphite | Taupe |



