## Machine Work

will soon be equipped with a lathe to do all kind of targest machine work-Also do-all kinds oryo-scotelene welding (guaranteed). Butkinds of machine work.

## Carl Gentner

hone 1

## AT THE

## Ford Garage

Hacing PENNEYLVAN GOODHCH  hrestone and cortis nited states ederm FIER moyal cords<br>Vulcanizing Gates Half-Soles

ALL GUARANTEEDansistant an they poked letters Int

the boxes and twisted thelr necks inthe boxes and twisted their necks in
a vantu endeavor to read addreseses for
Myra hind a moost aggravating way ofa vain endeavor to read addresses, for
Myra hid a moont agravating way of
putting letters in with the addresserAll the time Myra was sorting themail her eyes were wistrally semarching
for a letter nddresem to thereeff-forfor a letter nddresal to herself-for
Myra Watts had never recelved a val-Myra Watts had never recelved a
entine durlig all her 40 years.
"Humpl"velope into a box, "that Timpkins boy
has sent a valentine to Llask Edward- I wonder what ther mist say if sthe
knew It And here's one be's sent toknew It8 And here's one he's sent to
May Week-the tmputent young
puppy-and here's-one-for Eilla-1puppy-and here's-one-for Eiln-1
wonder' Mura detty tucked the
tancy envelope tito her own privateancy envelope into her own private
box, nnd, baving flaished distributingthe mornini's mall, pushed open the
window and proceded to hand it to
whe
the eager giris and boys who pressed
Into the tiny post office.
The last one to appear at the win

There are Stores in This City so good that they could use twice as much Advertising Space as they now use - and make it pay!

The better the store the better the advertising pays. Your own observations in the store-world will confirm this truth.

Publicity is bad only for a bad proposition. It is just as surely good for a good one.

What is a "good store9" One that really serves the public, protecting its patrons as to values, not merely as to prices.

There are many stores in this city answering to that definition completely. In every city there are always some stores that do not.

An important phase of a good store's service to its patrons is its newspaper advertising. This should be complete, frank, informing. It should tell the store news as
fully as a good newspaper tells the news of the day. fully as a good newspaper tells the news of the day.

Perhaps the best possible new policy for the good stores of this city to adopt would be that of doubling the
advestising space that they use-thus advestising space that they use-thus giving them "elbow room;" giving them bigger opportunities for telling their patrons, in detail, about every selling event, about every
bargain offering, about every dollar's worth of new bargain offering, about every dollar's worth of new
stocks. Of course, even half enough advertising pay the stocks. Of course, even half enough advertising pay the
really good store; but adequate advertising would pay really good
much better.

