

**THE CONTINUING STUDY**  
*of* **NEWSPAPER READING**

*Conducted by*

**THE ADVERTISING RESEARCH FOUNDATION**

*of the Association of National Advertisers  
and the American Association of Advertising Agencies*

*New York, N. Y.*

*Study No. 12*

**THE MORNING CALL**

**ALLENTOWN, PENNSYLVANIA**

*Issue of February 21, 1940*

**A MORNING NEWSPAPER**

CIRCULATION—45,591

**SCSNR - 12**

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# FOREWORD

**T**HE Continuing Study of Newspaper Reading, of which this issue is one unit, is conducted by the Advertising Research Foundation of the Association of National Advertisers and of the American Association of Advertising Agencies.

It has been made possible through a grant by, and through the cooperation of, the Bureau of Advertising of the American Newspaper Publishers Association.

This study is conducted for the Foundation by an Administrative Committee composed of:

HENRY ECKHARDT Kenyon & Eckhardt, Inc.	LEE H. BRISTOL Bristol-Myers Co.	WILLIAM G. CHANDLER Scripps-Howard Newspapers
WILLIAM G. PALMER J. Walter Thompson Co.	STUART PEABODY The Borden Co.	CHARLES F. MCCAHILL The Cleveland News

Field studies are carried on by Publication Research Service in conjunction with an auditor and staff representing the Foundation.

A representative and adequate cross-section of the circulation of each newspaper studied is interviewed to determine the actual reading of each editorial and advertising item in an issue of the day immediately prior to the study. This cross-section is limited exclusively to adult readers, and will always be of such size as to insure statistical adequacy. The technique used in interviewing is designed to afford protection against errors and to conform to the highest standards attainable. Field interviews are consolidated in a master copy showing for each item the per cent of total men readers and the per cent of total women readers.

At the top of each page is indicated the percentage of readers interviewed, both men and women, who recalled having read any of the editorial, news or advertising content of that page. This percentage is carried under the caption, "Any for Page." It is in no sense a measure of the proportion of readers interviewed who turned the page or whose eyes may have brushed the page without consciously stopping to read any of the content. Sometimes the indices of "Any for Page" have been referred to as "page traffic," which is inaccurate. These indices are actually a record of "reader traffic stops" on the page.

Mere headline noters are not recorded; only actual readers of news stories. Page "reader traffic stops" would be increased if headline readers were included.

At the top of each advertisement is given the percentage of the readers interviewed who read any portion of the advertisement. This figure is indicated under the caption, "Any this Ad."

For certain editorial and feature items, percentages may be indicated to show the percentage of readers interviewed who read some portion of that type of content. For instance, under "Any Comic Readers" is given the percentage of readers who have read one or more comics in the newspaper; and under "Any Editorial Readers" is given the percentage of those interviewed who read any one or all of the editorials. Under the caption, "Any For This Section Exclusive of First Page" is indicated the percentage of readers interviewed who read anything in that particular section beyond the front page. All percentage figures refer exclusively to quantity or volume of reading and in no case to the quality or intensity of reading interest.

In certain of the statistical summaries an index figure is given indicating reading per line per 100,000 readers. This index is determined by applying the "per cent reading" to 100,000 and dividing by the number of lines of space used. This index is included for the convenience of the user of these reports in making comparisons of the reading of various items on the basis of the common denominator of the agate line. It should be used for no other purpose. The figure "100,000" bears no relation to the actual circulation of the newspaper examined. It is used merely to establish a uniform range of index figures which can be handled conveniently. Being a uniform size measurement it is just as applicable to newspapers with very small circulation as it is to newspapers with very large circulation.

This index figure cannot be converted into a figure showing the *number* of readers per line and, therefore, affords no basis for the computation of cost per reader per line nor any basis for cost comparison with other media.

Experienced advertising men recognized the immediate and cumulative value of these individual and continuing studies. They also recognize that special caution must be exercised against the drawing of general conclusions on an inadequate basis.

The reader interest percentages indicated on the master copy of the newspaper studied do not afford a means of comparison between that newspaper and others in different cities or within the same city.

There are many factors which may greatly affect the reader attention secured by an individual editorial or advertising item in any one particular issue of a newspaper. Only cumulative data are to be relied upon.

Maximum value will be obtained for The Continuing Study of Newspaper Reading when the reports, as released, are studied for trends and principles rather than for specific detail.

*The Board of Directors of the Advertising Research Foundation:*

RICHARD COMPTON, *Chairman*  
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The Borden Co.

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The Centaur Company

PAUL B. WEST, *President*  
Ass'n of National Advertisers, Inc.

# READER TRAFFIC STOPS BY PAGES

“Reader Traffic Stops” is percentage of readers interviewed, men and women (adults), who recalled having read any of editorial or advertising content of the page.

<u>PAGE</u>	<u>CONTENT</u>	<u>MEN</u>	<u>WOMEN</u>
1	General News . . . . .	97%	97%
2	Full Page Advertisement . . . . .	17	76
3	" " " . . . . .	28	49
4	" " " . . . . .	10	72
5	Local News . . . . .	95	97
6	Full Page Advertisement . . . . .	8	66
7	Local News, Obituaries and Advertising . . . . .	44	83
8	General News and Advertising . . . . .	36	82
9	" " " " . . . . .	47	54
10	Full Page Advertisement . . . . .	19	75
11	" " " . . . . .	20	76
12	General News and Advertising . . . . .	61	76
13	" " " " . . . . .	37	70
14	" " " " . . . . .	13	62
15	" " " " . . . . .	33	59
16	" " " " . . . . .	56	65
17	Full Page Advertisement . . . . .	27	42
18	Editorial Page and Advertising . . . . .	68	83
19	General News and Advertising . . . . .	48	76
20	" " " " . . . . .	42	71
21	General News and Advertising . . . . .	61	69
22	" " " " . . . . .	56	73
23	" " " " . . . . .	47	61
24	Society News and Advertising . . . . .	48	87
25	" " " " . . . . .	44	83
26	General News and Advertising . . . . .	64	71
27	" " " " . . . . .	62	70
28	Amusement News, Radio Programs and Advertising . . . . .	61	81
29	General News and Amusement Advertising . . . . .	61	77
30	General News, Comics and Advertising . . . . .	79	75
31	General News and Advertising . . . . .	65	55
32	" " " " . . . . .	77	77
33	Sports News and Advertising . . . . .	62	21
34	" " " " . . . . .	74	38
35	" " " " . . . . .	71	46
36	Eastern Pennsylvania News . . . . .	61	78
37	General News and Advertising . . . . .	67	77
38	Financial News, Comic and Advertising . . . . .	76	85
39	Classified Advertising and Panel . . . . .	73	85
40	" " " . . . . .	29	15

# READER TRAFFIC STOPS BY TYPE OF CONTENT

The "Any" percentages refer to the percentage of adult readers interviewed who had stopped to read anything of the character designated, or anything on a specific page or section, or on the inside pages of a section. These data are interesting mainly as an indication of how a newspaper is read, and, eventually, of what constitutes certain normal interests for readers of American newspapers.

<u>PAGE</u>	<u>CONTENT</u>	<u>MEN</u>	<u>WOMEN</u>
1	Any for Front Page. . . . .	97%	97%
1-20	Any for Section I . . . . .	99	99
2-20	Any for Section I exclusive of first page. . . . .	97	99
21-40	Any for Section II. . . . .	97	99
22-40	Any for Section II exclusive of first page. . . . .	97	99
18	Any Editorial Reader. . . . .	34	24
18	Any for Editorial Page. . . . .	68	83
30-38	Any Comic Reader. . . . .	77	67
38	Any Financial Reader. . . . .	17	3
28	Any Radio Programs or News. . . . .	8	9
24-25	Any Society News or Pictures. . . . .	51	88
33-35	Any Sports News or Pictures . . . . .	79	50
	Any Advertising (Except Classified) . . . . .	77	95
	Any National Advertising. . . . .	54	64
	Any Local Advertising . . . . .	74	94
	Any Department Store Advertising. . . . .	37	87
39-40	Any Classified Advertising. . . . .	42	41
28-29	Any Amusement Advertising . . . . .	57	72

Additional data on the reading obtained by individual Editorial Features and Departments will be found on pages immediately following reproduction of the newspaper examined in this report.

# NATIONAL ADVERTISING

(Units of 70 lines or more)

## by Classifications

PAGE	ADVERTISER	ADVERTISEMENT	LINES	PER CENT READING		READING PER LINE PER 100,000 READERS	
				MEN	WOMEN	MEN	WOMEN
<b>ALCOHOLIC BEVERAGES</b>							
12	Schenley Distillers Corp.	Golden Wedding Whiskey	200	14	5	70.0	25.0
20	Browne Vintners Co., Inc.	Wilson Whiskey	83	4	3	48.2	36.1
16	Calvert Distillers Corp.	Calvert "Reserve" Whiskey	122	6	2	49.2	16.4
32	Schenley Distillers Corp.	Old Quaker Rye	102	5	1	49.0	9.8
35	National Distillers Products Corporation	Mount Vernon Rye	156	8	1	51.3	6.4
31	Julius Kessler Distilling Co., Inc.	Kessler's Whiskey	144	6	1	41.7	6.9
19	National Distillers Products Corporation	Eagle Whiskey	261	8	4	30.7	15.3
23	Continental Distilling Corp.	Cobbs Creek Whiskey	206	6	3	29.1	14.6
38	Continental Distilling Corp.	Rittenhouse Square Rye	94	3	1	31.9	10.6
34	Adam Scheidt Brewing Co.	Valley Forge Beer	102	3	1	29.4	9.8
33	Eagle Brewing Co.	Old Dutch Beer	166	5	1	30.1	6.0
33	Frankfort Distilleries Inc.	Paul Jones Rye	472	11	5	23.3	10.6
34	National Distillers Products Corporation	Town Tavern Rye	202	5	1	24.8	5.0
22	Schenley Distillers Corp.	Cream of Kentucky Bourbon	302	5	3	16.6	9.9
27	National Distillers Products Corporation	Crab Orchard Bourbon	402	6	3	14.9	7.5
<b>AUTOMOTIVE</b>							
31	Pontiac Motor Div., General Motors Sales Corp.	Pontiac Automobile	495	20	12	40.4	24.2
12	Nash Div., Nash-Kelvinator Corp.	Nash Automobile	596	21	14	35.2	23.5
23	Ford Motor Company	Mercury 8 Automobile	615	21	11	34.1	17.9
16	Cadillac Motor Car Division, General Motors Sales Corp.	LaSalle Automobile	303	8	6	26.4	19.8
33	General Motors Truck & Coach Div. of Yellow Truck & Coach Mfg. Co.	G M C Trucks	144	2	1	13.9	6.9
35	Willlys-Overland Motors, Inc.	Willlys Automobile	306	5	1	16.3	3.3

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The figure "100,000" bears no relation to the actual circulation of the newspaper examined. It is used merely to establish a uniform range of index figures which can be handled conveniently. Being a uniform size measurement it is just as applicable to newspapers with very small circulation as it is to newspapers with very large circulation.

$$\text{Example: } \frac{\% \text{ Reading}}{\text{Number of Lines}} \times 100,000 = \text{Reading Per Line per 100,000}$$

$$\frac{.17}{284} \times 100,000 = 59.9$$

National Advertising Classifications will be found on the next to the last page of this report.

# NATIONAL ADVERTISING (CONT'D.)

(Units of 70 lines or more)

## by Classifications

PAGE	ADVERTISER	ADVERTISEMENT	LINES	PER CENT READING		READING PER LINE PER 100,000 READERS	
				MEN	WOMEN	MEN	WOMEN
	<b>GROCERIES</b>						
30	Lever Brothers Company	Rinso (Comic)	175	17	19	97.1	108.6
14	Salada Tea Company, Inc.	Salada Tea	80	2	6	25.0	75.0
26	H. J. Heinz Co.	Lenten Dishes	678	8	32	11.8	47.2
	<b>HOTELS AND RESORTS</b>						
16	Leeds and Lippincott Co.	Chalfonte-Haddon Hall	73	1	2	13.7	27.4
	<b>HOUSEHOLD</b>						
31	The Maytag Company	Maytag Washer	224	1	4	4.5	17.9
	<b>MEDICAL</b>						
22	Johnson & Johnson	Red Cross Adhesive Plaster	810	25	46	30.9	56.8
24	The Bayer Company, Inc.	Bayer Aspirin	206	2	5	9.7	24.3
22	Miles Laboratories, Inc.	Alka-Seltzer	126	2	2	15.9	15.9
15	Union Pharmaceutical Company, Inc.	Saraka	280	2	6	7.1	21.4
	<b>TOBACCO PRODUCTS</b>						
8	R. J. Reynolds Tobacco Co.	Camel Cigarettes	197	9	8	45.7	40.6
	<b>TOILET REQUISITES</b>						
19	Noxzema Chemical Co.	Noxzema	108	4	6	37.0	55.6
24	The Personal Products Corp.	Modess	303	2	14	6.6	46.2
35	Treet Safety Razor Corp.	Treet Razor Blades	74	1	1	13.5	13.5
24	Manhattan Soap Co., Inc.	SweetHeart Soap	204	2	2	9.8	9.8
	<b>TRANSPORTATION</b>						
18	United Air Lines	Airline Travel Rates	71	2	2	28.2	28.2
27	Reading-Jersey Central Transportation Co.	Bus Travel	202	2	3	9.9	14.9

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# LOCAL ADVERTISING

(Units of 70 lines or more)

by Classifications

PAGE	ADVERTISER	ADVERTISEMENT	LINES	PER CENT READING		READING PER LINE PER 100,000 READERS	
				MEN	WOMEN	MEN	WOMEN
<b>BOOTS AND SHOES</b>							
7	Wetherhold & Metzger	Shoes	705	18	44	25.5	62.4
22	Manning-Armstrong	Women's Shoes	300	3	19	10.0	63.3
27	Endicott Johnson	Women's Shoes	300	2	18	6.7	60.0
25	Farr's Budget Shop	Women's Shoes	864	11	43	12.7	49.8
14	Page Shoe Store	Women's Shoes	936	6	52	6.4	55.6
20	Triplex Shoes	Women's Shoes	196	1	11	5.1	56.1
9	Farr's	Shoes	900	11	40	12.2	44.4
23	R. & R. Sample Shoe Shop	Shoes	104	1	1	9.6	9.6
28	Triangle Shoes	Shoes	414	3	3	7.2	7.2
<b>CLOTHING STORES</b>							
7	Herbert's	Millinery	294	2	26	6.8	88.4
7	Surprise Store	Miscellaneous	294	4	21	13.6	71.4
7	Adams	Women's Wear	444	3	29	6.8	65.3
3	Koch Brothers	Men's Wear	2,400	28	49	11.7	20.4
22	Hager's	Men's Wear	144	5	3	34.7	20.8
23	Lee's	Women's Wear	184	2	8	10.9	43.5
21	The Children Shops	Children's Wear	666	5	31	7.5	46.5
21	Bohlen Gross & Moyer	Men's Wear	1,056	21	29	19.9	27.5
16	Breit's	Women's Wear	624	3	26	4.8	41.7
19	Daniels	Women's Wear	884	3	35	3.4	39.6
23	Eugene Jacobs	Men's Wear	600	15	10	25.0	16.7
12	Williams	Women's Wear	528	3	15	5.7	28.4
25	Kays	Women's Wear	336	3	18	8.9	53.6
6	Dobnoff	Women's Wear	2,400	8	66	3.3	27.5
34	Schainuck's	Men's Wear	196	5	1	25.5	5.1
32	Lavin's	Women's Wear	166	1	3	6.0	18.1
35	Neff Bros.	Men's Wear	501	4	3	8.0	6.0
<b>DEPARTMENT STORES—MAIN STORE</b>							
11	Hess Brothers	Miscellaneous	2,400	20	76	8.3	31.7
10	Hess Brothers	Miscellaneous	2,400	19	75	7.9	31.3
8	Zollinger-Harned's	Miscellaneous	2,100	13	69	6.2	32.9
4	H. Leh & Co.	Miscellaneous	2,400	10	72	4.2	30.0
13	Sears, Roebuck and Co.	Miscellaneous	2,100	18	47	8.6	22.4
<b>DEPARTMENT STORES—BASEMENT</b>							
2	Hess Brothers	Miscellaneous	2,400	17	76	7.1	31.7
<b>DRUG STORES</b>							
9	Sun Ray Drug Co.	Drugs and Sundries	334	6	28	18.0	83.8
<b>ELECTRIC APPLIANCES</b>							
31	Pennsylvania Power & Light Co.	Home Lighting	543	10	13	18.4	23.9
27	The Eastern Light Co.	Refrigerator	333	4	10	12.0	30.0
31	Coleman Electric Co.	Miscellaneous	88	1	2	11.4	22.7
37	Kintzel & Luckenbach	Refrigerators & Washers	336	5	3	14.9	8.9

# LOCAL ADVERTISING (CONT'D)

(Units of 70 lines or more)

## by Classifications

PAGE	ADVERTISER	ADVERTISEMENT	LINES	PER CENT READING		READING PER LINE PER 100,000 READERS	
				MEN	WOMEN	MEN	WOMEN
	<b>FURNITURE AND HOUSEHOLD</b>						
9	Harold's	Miscellaneous	519	7	26	13.5	50.1
14	Dorney's	Furniture	1,200	8	36	6.7	30.0
19	Liebman's	Miscellaneous	616	5	17	8.1	27.6
27	Berman & Glazier	Furniture	297	1	9	3.4	30.3
17	Hummel's	Miscellaneous	2,400	27	42	11.3	17.5
20	Benesch's	Furniture	1,632	11	34	6.7	20.8
15	Keystone Furniture Co.	Miscellaneous	1,800	12	27	6.7	15.0
	<b>GROCERS AND BUTCHERS</b>						
26	Mohican Market and Bakery	Meats and Groceries	504	10	25	19.8	49.6
16	Major & Son	Candy	76	2	3	26.3	39.5
26	Lehigh Valley Cooperative Farmers	Buttermilk	278	3	5	10.8	18.0
	<b>INSURANCE, FINANCIAL AND LOANS</b>						
16	Second National Bank	Institutional	116	5	5	43.1	43.1
12	Household Finance Corporation	Personal Loans	423	3	2	7.1	4.7
	<b>JEWELERS AND OPTICIANS</b>						
16	Dr. George Schantz	Optometrist	74	2	4	27.0	54.1
12	Dr. R. S. AuRand	Optometrist	75	1	1	13.3	13.3
32	A. Cohen	Radios	320	3	3	9.4	9.4
	<b>MUSICAL INSTRUMENTS</b>						
24	Kramer's Music House	Reconditioned Pianos	144	2	3	13.9	20.8
32	Goodenough's	Spinnet Pianos	116	1	3	8.6	25.9
	<b>PROFESSIONAL</b>						
16	Dr. D. J. Klotz	Dentist	86	8	9	93.0	104.7
23	Dr. S. H. Rosenthal	Credit Dentistry	213	2	2	9.4	9.4
	<b>SPORTING GOODS</b>						
33	Allentown Sporting Goods Co.	Uniforms	118	5	1	42.4	8.5
	<b>TOILET REQUISITES AND BEAUTY SHOPS</b>						
25	Henry's Academy of Beauty Culture	Announcement	76	3	6	39.5	78.9
24	Mary Lee's Beauty Shoppe	Permanent Wave	124	1	2	8.1	16.1
	<b>MISCELLANEOUS</b>						
27	Geo. E. Phillips	Photograph Enlarger	90	4	4	44.4	44.4
32	The New Empire Ballroom	Speedway Races	90	4	3	44.4	33.3
16	The Cotton Shop	Miscellaneous	375	3	24	8.0	64.0
9	M. S. Young & Co.	Hardware	144	2	8	13.9	55.6
32	Guth's	Handbags and Luggage	170	1	2	5.9	11.8

Local Advertising Classifications will be found on the next to the last page of this report.

# EXPLANATION OF SYMBOLS



figures indicate per cent of men and women interviewed who remembered having read any editorial item, picture, or advertisement in that section of the paper.



figures indicate per cent of men and women interviewed who remembered having read any editorial item, picture, or advertisement on that page.



figures indicate per cent of men and women interviewed who remembered having read that particular editorial item, picture, or advertisement.

## WARNING

The findings here submitted should not be, and cannot properly be interpreted too literally. There are many factors which may greatly affect the reader attention secured by an individual editorial item, picture, or advertisement in any one particular issue of a newspaper. **ONLY CUMULATIVE DATA ARE TO BE RELIED UPON.** Maximum values will be obtained from the Continuing Study of Newspaper Reading when the reports, as issued, are studied for trends and principles, rather than for specific detail.

Inquiries regarding the study should be addressed to the Chairman of the Foundation.

The Advertising Research Foundation  
RICHARD COMPTON, *Chairman*  
630 Fifth Ave., New York City

Probable snow flurries today preceded by light rain; Thursday fair.

VOL. C, NO. 45

ALLENTOWN, PA., WEDNESDAY MORNING, FEBRUARY 21, 1940

ANY FOR PAGE

Men-97% Women-97%

DAILY & SUNDAY 15 Cents Week

Harrington's He'll Put 22,500 More on Pa. WPA

Works Projects Head Urges Local Sponsors to Back Additional Projects

He and James Speak To Separate Meetings

WASHINGTON, Feb. 20 (AP)—Governor Arthur H. James of Pennsylvania today announced that he will make a special trip to Harrisburg to urge local sponsors to back additional projects...

Two Sessions Held The dual partisan nature, instead of the bipartisan conference originally planned, developed last Friday when Harrington declined to take anything but a "business meeting" to the press...

James disclosed the results of what he called a "cross section survey" of 388 names chosen at random. He said 470 were found to be registered Democrats and 119 registered Republicans...

James Gives Examples The discrepancy he said was most marked in Wilkes-Barre, where the percentage was 68 to 101. Elsewhere in the county he said it was 50 to 50.

Solons Protest Census Queries Senate Committee to Hear Charges They Are Too Personal

WASHINGTON, Feb. 20 (AP)—Protests against two census questions dealing with personal income will be heard by a Senate committee today.

Chairman Rayburn appointed a subcommittee to investigate the questions. He said the questions were "too personal" and "too intrusive."

What really saved my life was the fact that I was not using him in the team and let him follow behind. He managed to get ahead of the team and really coaxed them along.

PHILADELPHIA, Feb. 20 (AP)—Five days from deadline, collections on wages on the city's public works projects are expected to total \$488,542.

PHILADELPHIA, Feb. 20 (AP)—Five days from deadline, collections on wages on the city's public works projects are expected to total \$488,542.

ANKARA, Feb. 20 (AP)—In the midst of new military preparations by the government, the Turkish press declared today that any attack against the Balkans would bring Turkey into the European war.

SUNBURY, Pa., Feb. 20 (AP)—A school visitor who called to investigate the absence of Mrs. Crisner, 51, superintendent of Sunbury public schools, from his office, found the school official dead in his bed this afternoon.

BOSTON, Feb. 20 (AP)—Joseph P. Kennedy said tonight that he would bring his political career to a close upon completion of his duties as U. S. ambassador to Great Britain.

ANY FOR THIS SECTION Men-99% Women-99%

Believed to Permit Altmark to Sail

But Damaged Propellers May Keep Prison Ship Stationary

Chamberlain Accuses Norway of Indifference

OSLO, Feb. 20 (AP)—Norway appeared ready tonight to permit the German prisoner ship Altmark to quit Norwegian territorial waters, but prospects of an early departure were dimmed by the disclosure that her propellers were broken.

The 2,250-ton steamer Puffin was missing with a crew of 18 while en route from Norway to England and the 7,850-ton motorship Sangstad was mined in the North Sea. The Sangstad's crew was saved.

Johnson Scores FDR Silence on 3rd Term Plans Colorado Democrat Asserts President's Actions Are Demoralizing Party

WASHINGTON, Feb. 20 (AP)—Senator Johnson (D-Colo.) accused President Roosevelt of demoralizing the Democratic party by failure to announce his intentions regarding a third term.

James Roosevelt Files Answer to His Wife's Complaint for Divorce

LOS ANGELES, Feb. 20 (AP)—James Roosevelt, son of the President, filed answer today to his wife's complaint for divorce, thus placing the position for trial.

Nail File Is Removed From Convict's Hair

CHICAGO, Feb. 20 (AP)—In a 90-minute operation, a surgeon today removed a manufacturing instrument from the hair of William Todd, 32-year-old paroled convict and robbery suspect, who told police "I'd rather die than to be in the house."

Phila. Not Receiving Expected Tax Total

PHILADELPHIA, Feb. 20 (AP)—Five days from deadline, collections on wages on the city's public works projects are expected to total \$488,542.

Swedish 'Activists' Press For Vigorous Aid to Finns

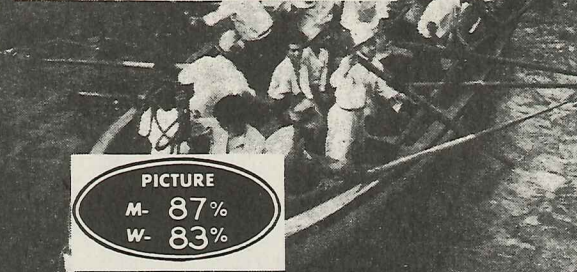
STOCKHOLM, Feb. 20 (AP)—Swedes banded together in a movement for active aid to Finland heightened tonight the political upheaval which has drawn even aged and esteemed King Gustaf into a controversy over his government's return to Russia.

Wanted to Be Charitable WASHINGTON, Feb. 20 (AP)—Members of the House banking committee established something of a record for understanding today while trying to describe Russia's attack on Finland without calling it a war.

Pitcairn Islanders Greet Byrd's Expedition

TOTAL INTERVIEWS Men-239 Women-234

PICTURE M-87% W-83%



Pitcairn Islanders, putting out from their island, are shown greeting the Antarctic expedition of Admiral Richard E. Byrd and his crew.

Herd of Elephants Stampedes Into City When Flames Destroy Circus Quarters

Wild Lions, Tigers and Leopards, Locked Safely in Cages, Are Roasted Alive At Rochester, Ind.

ROCHESTER, IND., Feb. 20 (AP)—Roaring lions, tigers and leopards were roasted alive in their locked cages tonight as flames swept the winter quarters of the Cole Brothers and Robbins circuses.

James Roosevelt Files Answer to His Wife's Complaint for Divorce

Democrats Sure Trade Pact Bill Will Be Passed

Poll Indicates Comfortable Majority in House - Vote Thursday

Mae West, Actress, Wins Million Dollar Lawsuit

Arrest 20 on Lottery Charges in Philadelphia

Crippled Girl Locked Out Of Home; Feet Are Frozen

Roosevelt Finds Time For Some Sailfishing

PHILADELPHIA, Feb. 20 (AP)—Twenty men who police said may be the leaders and shock troops of a big numbers gang operating in Philadelphia and Camden, N. J., were arrested in a raid today on a Spruce St. cigar store.

anes Reported in Raid Of Finnish Cities

Adams Names Henry To Take Ruch's Place

HARRISBURG, Feb. 20 (AP)—Commissioner Lynn C. Adams today appointed Major Earl Henry, commander of the second Pennsylvania Motor police squadron at Harrisburg, to succeed Major William Ruch in charge of the state police.

Nazi Warplanes Attack Shipping Lanes on Coast

Anti-aircraft Fire Heard in London as R.A.F. Goes to Bat

LONDON, Feb. 20 (AP)—Germany's big black bombers blasted again today at the ship lanes up the British east coast, bringing the Banseae wall of air raid sirens and the metallic cough of anti-aircraft fire to London tonight.

Committee Told NLRB Opposed Changes in Law

House Probers Learn Board Attorneys Detailed to Block Amendments

WASHINGTON, Feb. 20 (AP)—House investigators received evidence today that the labor board had carried on an intensive campaign last year to bring witnesses before Congress who would oppose amendments to the labor relations act proposed by the AFL and others.

Long Is Short In La. Election

Huey's Brother Trail 'Reform' Candidate for Governorship

Canadian Soldier Asks To Be Married by Proxy

Two Bus Lines Apply For Use of Turnpike

The Call's Index

Answers to Questions Page 28-29 Births Page 18-19 Deaths Page 28-29

Circulation THIS NEWSPAPER 45,591 (CURRENT A. B. C.)

# Hess Brothers Basement COMMUNITY DAY BARGAINS

## THURSDAY!

SAVINGS FOR EVERYONE  
IN THESE ONE-DAY-ONLY  
COMMUNITY DAY SPECIALS

### COMMUNITY DAY SPECIAL!

2,500 Misses', Women's  
SILK STOCKINGS  
**54c** pr.

Full-fashioned, sheer chiffon and semi-service weight stockings in spring shades. Slight irregularities which do not impair wearing qualities. Sizes 9 1/2-10 1/2.  
HESS BROTHERS BASEMENT

### COMMUNITY DAY SPECIAL!

250 Misses', Women's  
SLIPS  
**50c**

Reg. 1.00  
Discontinued styles of Fruit-of-the-loom slip-rayon crepe and satin. Not every size in all styles. Tea rose and white, sizes 34-44.  
HESS BROTHERS BASEMENT

### COMMUNITY DAY SPECIAL!

1,200 Pairs Men's  
DRESS SOCKS  
**10c** pr.

Reg. 19c-25c  
Perfects and slight irregularities in rayon and like-cotton mixtures. Double heels and toes. Sizes 10 1/2-12. All colors and patterns.  
HESS BROTHERS BASEMENT

### COMMUNITY DAY SPECIAL!

1,000 Yds. MUSLINS  
1,700 Yds. PERCALES  
750 Yds. TICKING  
**9c** yd.

Reg. 15c-21c  
2 to 10-yd. pieces of these fine quality fabrics. Phone and mail orders promptly filled.  
HESS BROTHERS BASEMENT

### LOW PRICED FOR COMMUNITY DAY ONLY!

100 "Fruit-of-the-Loom"  
HOUSECOATS  
**1.00**

"Fruit-of-the-Loom" and seersucker fabrics, everyone originally 1.94. A real item for household charm and comfort. Sizes 12-20, 38-44. While quantity lasts!  
HESS BROTHERS BASEMENT

### LOW PRICED FOR COMMUNITY DAY ONLY!

150 Silk and Rayon  
DRESSES  
**1.00**

Dainty frocks reduced from as high as 3.98. Colorful prints, attractive designs. Sizes 14-20, 38-44. Only one to a customer.  
HESS BROTHERS BASEMENT

### LOW PRICED FOR COMMUNITY DAY ONLY!

Misses' Embroidered  
SWEATERS  
**1.00**

All wool sweaters with gay peasant-type embroidery details. Not all sizes in all styles but a splendid value at this low price. Sizes 34-40. Reg. 1.94.  
HESS BROTHERS BASEMENT

### LOW PRICED FOR COMMUNITY DAY ONLY!

100 Misses' and Women's  
DAYTIME DRESSES  
**50c**

Daytime dresses in popular designs, colors and patterns. Every one guaranteed washable. Originally twice this price.  
HESS BROTHERS BASEMENT

### LOW PRICED FOR COMMUNITY DAY ONLY!

150-Pcs. Costume  
JEWELRY  
**25c**

Pins, clips, bracelets and necklaces in metal and stone jewelry to complement your costumes. Regularly 1.00 each.  
HESS BROTHERS BASEMENT

### LOW PRICED FOR COMMUNITY DAY ONLY!

Misses' and Women's  
TYROLEAN SWEATERS  
**2.00**

Cardigan and pullover styles in this popular sweater fashion. Embroidered designs, colorful yarns. Sizes 34-40. Reg. 2.94.  
HESS BROTHERS BASEMENT

### LOW PRICED FOR COMMUNITY DAY ONLY!

Women's All-Wool  
COAT SWEATERS  
**1.50**

Women's coat sweaters with V necks and button fronts. Two roomy pockets. Reg. 1.98 and 2.98. While they last!  
HESS BROTHERS BASEMENT

### Misses', Women's FOUNDATIONS

**1.69**

- Corsets and Girdles
- Corsettes With Inner Belts
- Corsettes Without Inner Belts

Attractive new styles designed to give you a smart new figure. The one-piece garments have lace or swanbrust tops while some are combined with latex. Remarkable values for the small, average or tall figures. Sizes 26 to 36, 32 to 42, 36 to 50.  
HESS BROTHERS BASEMENT

### Leading the Fashion Parade

New, Spring  
HATS  
**69c**

Reg. 1.98, 2.98  
Top your new spring wardrobe with these smart youthful hats. Brims! Bristles! Berets! Turbans! Sailors! In felt and fabric with trimmings of shiny straw. Black, brown and navy in all head sizes.  
HESS BROTHERS BASEMENT MILLINERY

### All-Purpose, Sports REVERSIBLES

**\$6**

Reg. 10.95  
The most popular coat of the year. Smart wool-and-rayon herringbone on one side—shower resistant Whitman cotton gabardine on the other side. Full cut with raglan sleeves. Gray or wine herringbone or brown with colorful nuas. Sizes 12 to 20.  
HESS BROTHERS BASEMENT

### SPRING SHOE STYLES

For Women, Children, Men and Boys  
**1.82**



### Misses' and Women's TUCKSTITCH UNDIES

**10c**

Rayon, cotton, silk and wool vests with built-up shoulder, 1 1/2" x 2 1/2" sizes for small, medium and large. Reg. 30c-35c.

### Misses' and Women's SATIN UNDIES

**50c**

Tailored or lace trim m o c satin chemises. Darts and sets or panties. Sizes 32 to 44. Tea rose and blue. Reg. 1.00.

### Children's Woolen GLOVES, MITTS

**10c** pr.

Odd assortment of woolen gloves and mitts for children. Broken sizes and styles. Buy now while quantity lasts.

### Children's WAIST SUITS

**25c**

Blended cotton knit waist suits in button front, drop seat styles. Tunic or 1/2" see length. Sizes 2 to 12. Reg. 30c.

### Community Day Savings for INFANTS

Handmade crepe, dress, overalls and pillow slips. Every piece first quality. Reg. 50c ea. **39c** ea.

### Children's SOCKS, ANKLETS

**9c** pr.

Fine mercerized cotton. Some with knit cuffs. Many color combinations. Sizes 6 to 10 1/2. Reg. 15c to 25c.

### Misses' and Women's RAYON UNDIES

**19c**

Lace trimmed or plain tailored styles. Panties, bloomers, step-in and shorts. Tea rose. Small, medium, large sizes. Reg. 25c each.

### Little Girls' TAFFETA DRESSES

**50c**

Only 15 little tot dresses in floral print styles. Sizes 3 to 6. Reg. 1.00.

### Little Tot's COTTON DRESSES

**25c**

New spring cotton print dresses for little tot in attractive pattern color combinations and styles. Not every size in every size. Sizes 1 to 6.

### 16-Eib, Rayon UMBRELLAS

**75c**

Limited quantity of women's 16-Eib umbrellas in black or brown rayon tafeta. Neatly bordered with white design. Durable. 3 1/2 x 4 x 2 1/2 handles.

### Boys' SHIRTS, BLOUSES

**35c**

Plain and patterned sample shirts and blouses for boys. Slight irregularities of well-known brands. Boy's sizes 8 to 14.

### Men's SHIRTS, SHORTS

**15c**

Fine quality Swiss flannel and accordion weave athletic shirts in sizes 34 to 46. Double croch and crisp broadcloth shorts in sizes 38 to 44.

### COMMUNITY DAY SAVINGS FOR THE HOME

700 Hand and Kitchen Towels ..... ea. 5c  
60 Chintz Pillows ..... ea. 25c  
55 Crib Size Sheet Blankets ..... ea. 25c  
85 50x50 Luncheon Cloths ..... ea. 25c  
32 Spread and Pillow Sets ..... set 1.95  
42 Full Size Sheet Blankets ..... 50c  
HESS BROTHERS BASEMENT

### COMMUNITY DAY SAVINGS FOR MEN, BOYS

115 Boys' Nazareth Union Suits ..... 25c  
85 Boys' Knitted Shirts, Shorts ..... ea. 15c  
90 Men's Dress Shirts ..... ea. 50c  
24 Men's Coat Sweaters ..... 50c  
7 Men's Mackinaws ..... 3.00  
600 Men's Fancy Bordered Handkerchiefs ..... ea. 5c  
HESS BROTHERS BASEMENT

### 800 Cannon TURKISH TOWELS

**15c** ea.

Run-of-the-mill large size "Cannon" Turkish towels in pastels and plaids. Buy your summer supply now at this low price and while quantity lasts! Regularly 19c to 49c.  
HESS BROTHERS BASEMENT

### STOPLIGHT SPECIAL

THURSDAY ONLY!  
While Quantity Lasts!  
1,500 CURTAIN REMNANTS  
and HALF PAIRS  
Remnant curtains of rayon, net and crash in 1 1/2 to 2 1/2 yard lengths. Sample half pairs of ruffled and tailored curtains many of which can be matched to make complete pairs.  
Sorry! No Phone or Mail Orders! No Deliveries!  
HESS BROTHERS BASEMENT  
STOPLIGHT SPECIAL  
**10c** yd.

### Misses' and Women's GREPE GOWNS

**50c**

Krinkle crepe. Full cut and good length. Contrasting color trim. In white, tea rose and flesh. Sizes 16-17. Extra sizes, 58c.  
HESS BROTHERS BASEMENT

STORE HOURS: DAILY 9:30 TO 5:30, SATURDAY 9:30 TO 8:30 . . . FREE PHONE SERVICE: ALLENTOWN 4141, BETHLEHEM 4141, EASTON and PHILLIPSBURG 6121

ANY FOR PAGE  
Men- 28%  
Women- 49%

# AN UNUSUAL ANNOUNCEMENT!

**KOCH BROTHERS**  
ALLENTOWN'S LEADING CLOTHIERS  
CENTRE SQUARE - PHONE 717 - N. E. CORNER

DOORS OPEN PROMPTLY AT 9 A. M. Thursday

Owing to the severe weather conditions last Wednesday, we feel obliged to give our patrons another opportunity to share in the great savings that were offered at that time in connection with our Semi-Annual Rummage Sale. Although this is a definite departure from our regular policy, we believe conditions justify it. And so we are pleased to announce a repetition of our

NO EXCHANGES NO REFUNDS ALL SALES FINAL THURSDAY

## SEMI-ANNUAL CLEARANCE AND FINAL STORE-WIDE

ODDS AND ENDS  
**Men's Suits**  
Topcoats and Overcoats  
VALUES UP TO \$20 REDUCED FOR RUMMAGE TO **\$10**  
ON SALE IN OUR BARGAIN BASEMENT

# RUMMAGE

**YOUR LAST CHANCE**  
To take advantage of these sensational Rummage bargains in  
**MEN'S SHIRTS**  
One lot of fine woven madras, collar attached shirts. Also includes all remaining colored demi-bosoms. Every one a very remarkable value. You'll want to carry them home by the armful.  
RUMMAGE PRICE  
**\$1.23**  
2 SHIRTS FOR \$2.40  
SIZES 13½ TO 18

**THURSDAY, FEBRUARY 22nd**

IN CONJUNCTION WITH COMMUNITY DAY

- ZIPPER-LINED SUITS, TOPCOATS and OVERCOATS, \$25 and \$28.50 QUALITIES, REDUCED TO ..... **\$18.45**
- ZIPPER-LINED SUITS, TOPCOATS and OVERCOATS, REGULAR \$30 QUALITY, REDUCED TO ..... **\$22.45**
- ZIPPER-LINED SUITS, TOPCOATS and OVERCOATS, \$35 AND \$40 QUALITIES, REDUCED TO ..... **\$26.45**
- WINTER OVERCOATS, Sizes 38 to 50, \$25-\$30-\$35 OVERCOATS REDUCED TO ..... **HALF PRICE**
- WINTER OVERCOATS, Regular \$40-\$45-\$50 OVERCOATS, REDUCED FOR RUMMAGE TO ..... **\$33.50**

OUR ENTIRE REMAINING STOCK OF **HICKEY-FREEMAN** SUITS, TOPCOATS and OVERCOATS NOW SELLING AT **20% OFF**

**MEN'S SUITS**, VALUES UP TO \$21.75, REDUCED FOR RUMMAGE TO ..... **\$15.45**  
(ON SALE IN OUR BARGAIN BASEMENT)

**Men's Trousers Reduced for Rummage**

- MEN'S WORK TROUSERS, Special for Rummage ..... 97c
- MEN'S and YOUNG MEN'S TROUSERS, Values to \$3.50 ... **\$1.97**
- MEN'S and YOUNG MEN'S TROUSERS, Values to \$3.95 ... **\$2.65**
- Men's & Young Men's TROUSERS, suit patterns, values to \$6. ... **\$3.65**

- BLACK CAPEKIN JACKETS, VALUES TO \$10.50, REDUCED TO ..... **\$6.45**
- ALL-WOOL LUMBERJACKETS, Fancy Colors, VALUES TO \$6.95 ..... **\$4.45**
- MEN'S SUEDE JACKETS, VALUES TO \$6, REDUCED FOR RUMMAGE TO ..... **\$4.45**
- MEN'S RAINCOATS, VALUES TO \$6.95, REDUCED FOR RUMMAGE TO ..... **\$2.95**
- SHAKERKNIT SWEATERS, Pullovers, Sizes 34 to 38 Only, \$3.95 VALUES ..... **\$1.89**
- JERSEY COAT SWEATERS, SPECIAL FOR RUMMAGE ..... **89c**

- MEN'S SOCKS, one special lot, values to 25c, Reduced to ..... 9c
- MEN'S SOCKS, fancy silk and rayon, values to 35c ... 19c, 6 for \$1.00
- MEN'S SOCKS, standard brand, 75c value ..... 29c, 4 for \$1.00
- MEN'S TIES, fancy four-in-hands, values to \$1.00, reduced to ... 49c
- MEN'S TIES, fancy four-in-hands, values to \$2.00, Reduced to ... 88c
- MEN'S TIES, fine imported silks, values to \$3.50, Reduced to ... **\$1.88**

GREAT RUMMAGE BARGAINS IN  
**MEN'S UNDERWEAR**  
UNION SUITS, winter weight, long and short sleeves. Also athletic knit and fine broadcloths, values to \$2 ... 79c, 2 for \$1.50  
UNION SUITS, fine wool mixtures, winter weight, val. to \$5, \$1.65  
PAJAMAS, slipover and coat styles, values to \$2.50, \$1.57, 2 for \$3  
NIGHT SHIRTS, muslin and outing flannel, Rummage Special 89c

- MEN'S SCARFS, silk or wool, values to \$1.50 ..... 88c
- MEN'S HANKERCHIEFS, white and fancy, special for Rummage ... 5c
- MEN'S SWEATERS, values to \$3.95, Reduced for Rummage to ... **\$1.59**
- MEN'S SWEATERS, values to \$8.95, Reduced for Rummage to ... **\$2.49**
- COLLARS, laundered and semi-soft, 25c to 50c values, 5c ea., 50c doz.

**Silk Smoking Jackets-Lounging Robes**  
A Sensational Rummage Bargain in these two items. All from our regular stock. VALUES UP TO \$16.50. REDUCED TO **\$4.88**

**39c VARIETY TABLE**  
An assortment of odds and ends of men's Ties, Socks, Gloves, Belts, Razor Blades, Golf Hosi, Tie and Handkerchief Sets, Hats, Caps, Shirts, Underwear, Pajamas, etc. All selling at 39c, any 3 articles for \$1.

**BOYS' 3-PIECE KNICKER SUITS**  
Each With 2 Pair Knickers  
VALUES TO \$9.95  
REDUCED FOR RUMMAGE TO **\$7.95**

**Ladies' Hosiery**  
All perfect, full fashioned. All new shades. Our regular \$1.00 grade.  
FOR RUMMAGE DAY ONLY  
65c - 2 Pair **\$1.25**

**Boys' Mackinaws**  
REGULAR VALUES TO \$7.25  
REDUCED FOR RUMMAGE TO **\$4.95**

**Corduroy Sets**  
Include Jacket and Knickers  
Regular Values to \$6.50  
REDUCED FOR RUMMAGE TO **\$3.89**

**BOYS' 4-PIECE LONGIE SUITS**  
Each With 2 Pair Long Trousers  
VALUES UP TO \$15.95  
REDUCED FOR RUMMAGE TO **\$11.45**

**BOYS' 3-PIECE KNICKER SUITS**  
Each With 2 Pair Knickers  
VALUES TO \$12.95  
REDUCED FOR RUMMAGE TO **\$9.95**

- BOYS' TOPCOATS Broken Lots. Values to \$8.95 ..... **\$1.95**
- BOYS' RAINCOATS Values to \$3.25 ..... **\$2.85**
- TOQUES and CAPS Values to 65c ..... **19c**
- BOYS' KNICKERS Washable or Wool. \$1.25 Values ..... **89c**
- BOYS' KNICKERS Corduroy or wool. \$1.95 Values ..... **\$1.59**
- BOYS' SWEATERS Values to \$2.25 ..... **\$1.49**

**Junior Overcoats**  
REGULAR VALUES TO \$10.95  
REDUCED FOR RUMMAGE TO **\$3.95**

- BOYS' WOOL JACKETS Values to \$2.95 ..... **\$1.95**
- BOYS' WOOL JACKETS Values to \$5.00 ..... **\$2.95**
- BOYS' SHIRTS Regular \$1.00 Values ..... **79c**
- BOYS' SHIRTS and BLOUSES Regular 75c Values ..... **30c**
- BOYS' ANKLETS Regular 35c Values ..... **19c**
- BOYS' PAJAMAS Regular \$1.00 Values ..... **85c**

**BOYS' SCHOOL OVERCOATS**  
VALUES UP TO \$13.95  
REDUCED FOR RUMMAGE TO **\$9.95**

ANY FOR PAGE

Men- 10%  
Women- 72%

Fabric Gloves

54c pr.  
Reg. 59c Pr.

Everyone wants dozens of pairs of lovely colored gloves for spring, so buy them at a savings. Plain and novelty styles to choose from. In all the new spring shades.

LEH'S—Main Floor

New Handbags

94c  
Reg. \$1

All the new zipper top, top handles, envelopes and pouches you could wish for. In simulated leathers, patent, calf, puffed in black and navy, as well as assorted fabrics. Come early and get the choice of the selection.

LEH'S—Main Floor

Women's Handkerchiefs

79c  
Reg. \$1

Large size squares in white with floral borders. They're ideal for sports wear, just what you can wear on your head for protection against the wind.

LEH'S—Main Floor

50 Silk Umbrellas

\$2.29

There are just 50 in this group of 16 rib silk umbrellas. Slight imperfections that will in no way impair the wearing qualities. In colors of brown, blue and black.

LEH'S—Main Floor

Hair Trimmings

25c  
Reg. \$1 to \$1.95

In this group are included flower clips and combs, tiaras in gold, velvet flowers and a few summer hair trimmings.

30 Pc. Jewelry 1/2 Price

LEH'S—Main Floor

Knit Underwear Specials

Tuck-stitch Gowns and Palamas in tea rose and blue, reg. \$2 and \$2.25

Vanity Fair Undies, sizes 5 to 7, reg. \$1

Sizes 8 and 9, reg. \$1.25

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FREE PARKING at the Store

While Shopping at Leh's

H. Leh & Co.

ALLENTOWN

"It Pays To Shop at Leh's"

Free Phone Service... Allentown or Bethlehem 5181... Easton or Phillipsburg 4441

Thursday, February 22nd Is

ALLENTOWN'S GREATER Community Day

Note the Outstanding Values Offered Throughout Leh's Store!

STORE HOURS:  
Daily 9:30 a. m. to 5:30 p. m.  
Saturday to 8:30 p. m.

Girls' Wool Sweaters

95c  
Reg. \$1.25

New spring pastel shades are here in pull-over and button front styles. Sizes range from 7 to 16 years.

Wool Skirts

\$2.68  
Reg. \$2.98

To team up with the new sweaters. Pleated and flared styles in plaids and plain colors. Sizes for girls 7 to 16.

Toddlers' Hand-Made Dresses

84c  
Reg. \$1

Fresh new handmade dresses for toddlers 1 to 3 years. In crisp, new cotton fabrics in pastel shades as well as white.

Part Linen Dish Towels

6 for 89c

Attractive in their stripes and plaids. All of a nice quality, very absorbent.

Cannon Turkish Towels

reg. 29c each... 4 for \$1

Rayon and Cotton Lunch-cloth Cloths, 50x50, reg. 75c at... 59c

50x67 size, reg. \$1 at... 84c

Scrub or Bar Cloth, reg. 22c... 18c, 2 for 35c

Kleinert Girdle

\$1.19  
Reg. \$1.95

Pull fashioned, Swiss knit lastex girdle. In flesh color. In small, medium and large.

Fashion Queen Prints

48c yd.  
Reg. 59c

39-inch wide, crown-tested, seam-proof, in stripes, dots and neat designs.

Romaine Sheers

79c yd.  
Reg. \$1 yd.

Ideal for spring frocks in a fine range of colors and navy.

Spring Mist, reg. 39c yd. at... 31c

Mallinson's Prints, yd. 88c

Roimaine Faille, reg. \$1.19 yd. at... \$1

Wool and Rayon Alpaca \$1.28 yd.

56 inches wide, in beautiful new spring pastels. Ideal for frocks to wear under coats. Also in navy and black.

Jacket Plaids, yd. \$1.48

Wool Shetlands, yd. \$1.48

Mirro Five-In-One Combination Pan

\$1.29  
Reg. \$1.69

Can be used as a 3-qt. sauce pan, 2-qt. double boiler, 3-qt. covered saucepan, 2-qt. casserole and 2-qt. pudding pan.

4 Cup Aluminum Percolator with Aluminum Inset, reg. \$1... 59c

32-Pc. English Blue Willow Dinner Sets

\$5.95  
Reg. \$7.95

These sets are guaranteed not to crack. The blue decoration is very uniform and well done. Set consists of six each tea cups and saucers, dinner plates, bread and butter plates, fruit saucers and one each meat platter and vegetable dish.

Stamped Crash Tablecloths

75c and \$1.

In two sizes, 50x50 and 50x70. Stamped with simple cross stitch and lazy daisy designs to be done in six strand floss.

Stamped Scarfs, 45 in. long... 25c

Stamping Machine

25c

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a special collection of Exciting Dresses \$6.  
Reg. \$7.95

Be here early and treat yourself to several spring inspirations. These are the brightest dresses we've seen at this price. Sparkling prints! Some with pockets! Some in navy or black with frosty white trims. All taken from our regular stocks.

Sizes 14 to 20  
38 to 44  
18 1/2 to 24 1/2

Grosgrain Ribbon Casual Hats in a wide range of colors \$1.79



What is more desirable in any wardrobe than a casual hat, especially at this time of the year! These are charming in their soft pastel shades, of course, we have them in black, brown and navy.

150 Pairs of Odds and Ends of Women's Shoes \$1 pr.

Included in this group of odds and ends are "Country Club", Budget, Paradise, Collegebred and Enna Jettick shoes in suede, calf, kid or gabardine. Also a few grained leathers. Not all sizes in every style, but your size is here!

New Country Club Sport Shoes \$3.19 pr.

You'll want a pair of these. Choice of rubber, crepe or leather soles, flat or Cuban heels. In brown and white, black and white, saddle oxfords, two-tone saddle oxfords, new antique finishes, all white and many others.

"Oakbrook" Silk Stockings 59c pair

Either 4 thread chifone or Thread medium service weights. Chifone are silk to the top; while the medium service weight have a 4-inch lisle hem. Both have lisle feet which considerably strengthens their wearing qualities. In new spring shades.

Children's and Misses' Mercerized Anklets 18c pair

Sturdily made, with straight top of lastex. In a fine selection of pastels and darker tones.

New Spring Skirts in pastels and dark colors \$2.39

You must have a new skirt or two for spring. These are lovely in wool crepes and flannels. Choice of swing or tailored types. You'll adore the lovely pastels and include a black or navy one in your wardrobe. Sizes 24 to 32.

Robes and Housecoats \$1.98 to \$7.95

We're closing out our heavier robes and here are some real values. Flannel, rayon suede and quilted materials in zipper and tie styles. All sizes.

Thursday Only! "Run of the Mill" CANNON SHEETS 86c

81x99 Double-Bed Size Reg. \$1.19

The tests given by Cannon Mills will not pass these sheets as firsts, however, the extra threads woven into them does not in any way impair their wearing qualities.

Cannon Percale Sheets (run-of-the-mill), 81x108, extra length, at... \$1.27, 25% less than regular price

No Phone or Mail Orders!

Thursday Brings Values to Leh's BARGAIN BASEMENT Women's Fashionette Uniforms 88c

Reg. \$1.29 to \$1.69

Slim Zip! Glamor Coat! Slenda Wrap! Broadcloths, poplins and linens in white, maize, rose, wine, green, royal and tan... not every style in each color and size.

WOMEN'S COTTON DRESSES Reg. 88c and \$1. Coat and zipper styles... dots, checks and florals. Sizes 14 to 20.

WOMEN'S LATEX GIRDLES Reg. 59c and \$1. Two-way stretch garter and panty styles. tearose, S, M and L.

BOYS' SHIRTS AND SHORTS Reg. 25c and 35c. Spring and winter knit shirts and flat knits.

MEN'S WINTER UNION SUITS Reg. 59c to \$1.95. Long sleeves, ankle length, some part wools.

MEN'S WINTER SHIRTS AND DRAWERS Reg. 29c to \$1.50. Heavy and medium weight shirt and drawers. Some men's union suits.

WOMEN'S PAJAMAS AND GOWNS Two-piece pajamas, full cut of washable crepe. Gowns 16 to 20, pajamas 16 and 17.

CHILDREN'S ANKLETS Reg. 25c pr. Fine mercerized candy stripes, irregulars, 7 1/2 to 10 1/2.

WOMEN'S FULL FASHIONED HOSE Reg. 59c and 65c pr. New shades of chiffons and service weights, full fashioned, 9 to 10 1/2.

BOYS' GOLF HOSE Reg. 25c to 50c pr. Plaids, checks, brown, grey, tan and blue, 8 to 10 1/2.

BOYS' WASH SUITS Reg. 59c to \$1.95. Full cut, short sleeve broadcloths, fine twills, 4 to 10.

WOMEN'S VESTS AND PANTIES Reg. 25c to 59c. Fine quality tuckstitch, full cut, 'S, M, L, extra L.

WOMEN'S STEP-IN BRIEFS Reg. 25c and 35c. Vests, panties, rayon, extra fine quality, white, tearose, 4 to 10.

GIRLS' DRESSES AND HOUSECOATS Reg. 59c to \$1. Fast color cottons, well made, puff sleeves, sizes 3 to 14.

BOYS' AND GIRLS' SWEATERS Reg. 79c to \$1. Sleeveless, short and long sleeves, plain and fancy knits, 28 to 36.

GIRLS' RAYON UNDIES Reg. 25c to 59c. Vests, panties, bloomers, extra fine quality, white, tearose, 4 to 10.

WOMEN'S LOOMCRAFT SLIPS Reg. 79c to \$1. Lacy and tailored, white, tearose, navy, black, 34 to 32.

WOMEN'S SAMPLE DRESSES Reg. \$1.99 and \$2.99. Rayon crepes, spun rayons, rayon suedes. Sample sizes 11, 12, 14, 16.

BOYS' AND GIRLS' UNION SUITS Reg. 59c to \$1. Winter knit ribs, short sleeves, knee and French panty styles.

500 Pr. Women's Black Nurse Oxfords... \$1.46

50

Christ Lutheran Musicales Friday In Church House

Universal Male Quartet Will Be Presented in Forum Series

The third and final musical program in the forum series of Christ Lutheran church will be held at 8:15 p. m. Friday in the church house auditorium...

Each member is a soloist in his own right and as a quartet the group has filled many engagements in the Lehigh Valley and throughout Eastern Pennsylvania.

Mr. Flores is tenor soloist at Christ Lutheran church and Mr. Berger is bass soloist at St. John's Lutheran church.

Mr. Kutz was soloist with Rudy Vallejo during the latter's engagement at the Hollywood club in New York City and last summer was a member of the company which offered light opera at Jones Beach, L. I.

Mr. Huff has had much professional experience at the piano and as arranger. He is organist and choir director at Zion Evangelical and Reformed church.

The music committee of Christ Lutheran church includes George W. Lenner, chairman; Louisa Ruzic Otto and Louise Welland.

Melting Snow Now Troubling Highway Dept.

Drainage Problem Results in Call for Men to Work

Officials of District 5 of the State Highway department are being confronted with new problems as a result of the two days of rainfall and snow melting...

The latest menace is a threat of water-logged highways as a result of melting snow. This is especially true in low lying areas...

Because of the drainage problem, new men were called to work by the department and yesterday's force in the Lehigh Valley totaled 500 laborers...

In order to alleviate the water condition the department is busy cutting up ditches from roadway edges through snow shoulders into fields...

At the same time last night the department announced that 95 per cent of the trunk line routes in the area are now maintaining two-lane traffic for their entire distances.

Only sections of one-lane traffic still remaining in the immediate vicinity on Route 309 at Grandview cemetery on Route 29, at one spot between East and West, and on Route 145, where a few spots remain between Cinnamon and Cedar.

Roads 222 (three lanes), Allentown to Reading; 223 (three lanes), Allentown and Harrisburg; 106, from Pottsville north to Pleasant Corner, and 7th St. Pike are all maintaining normal traffic...

However, some secondary roads still carried only one way traffic at points. All secondary roads were reported open by midnight last night in Northampton and Berks counties, last two of the area where some curfew roads still remained blocked yesterday.

Everything is expected to be cleared up for two way traffic by tonight, according to MacMillan.

Local Tall Cedar Group Going to Stroudsburg

Headed by a delegation of members of Allentown Forest No. 1, the group will leave for Stroudsburg, Pa. today.

The group will be accompanied by the local chapter of the National Rifle Association.

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Sunny Day Thursday, Weatherman Predicts

Three sunless days, and prospects of another, are enough to tax the patience of even the most tolerant persons—but what's to be done about it?

As the weatherman predicts, the sun will be out today. The temperature will be in the 20's.

Monroe county had another day of slush, rain and rising waters in the south portion, and snow and sleet in the mountains of the northern section. Temperatures ranged from 29 to 42.

Light snow which melted as it fell was reported in the Panther Valley. Temperature 10 degrees last night in Lansford was 32.

C of C Dinner Reservations Setting Record

Merle Thorpe Is Recognized as Very Forceful Speaker

All records for advance reservations are being broken by members of the Allentown Chapter of Commerce in connection with the annual dinner meeting, planned for Monday evening.

Mr. Thorpe is recognized as one of America's most forceful speakers on business. He is a staunch advocate of the American system and a powerful enemy of all "isms" save "Americanism."

He was the founder of the school of Journalism at the University of Washington and has been identified with magazine writing and editing for many years.

The annual meeting this year will be held in the city of Allentown. It will be a most interesting and profitable one.

Reservations for the dinner are being made at a rapid rate. The chapter is very fortunate to have such a speaker.

The dinner will be held at the Hotel St. James. It will be a most enjoyable evening.

The chapter is very proud to have Merle Thorpe as their speaker. He is a man of great ability and a true American.

The dinner is a most important one for the chapter. It is a chance to hear from one of the great speakers of the day.

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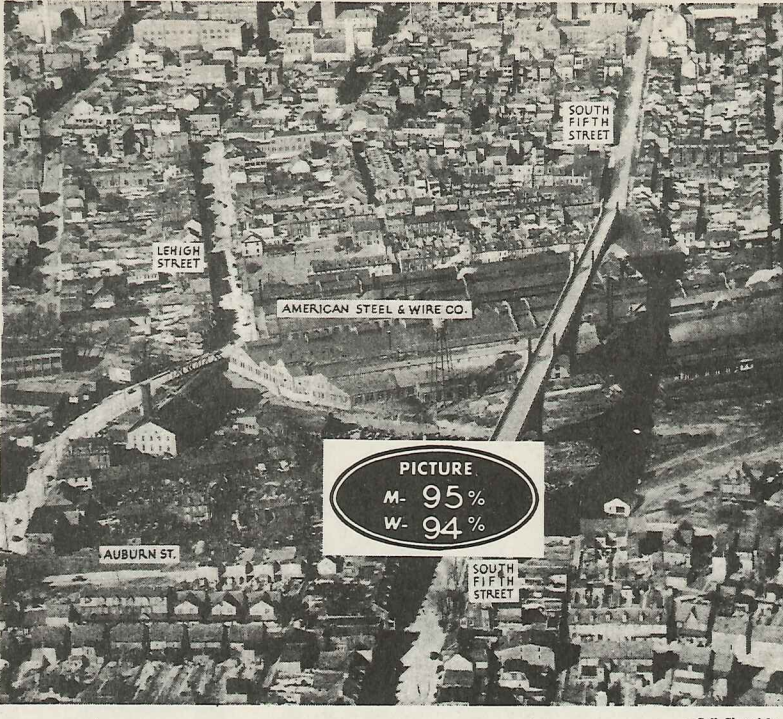
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Artist Visualizes Dream of City Approach from South.



District No. 2 POS of A Parley At Catsasauqua

Semi-annual Convention to Be Held Tomorrow Morning and Afternoon

The semi-annual convention of Lehigh District No. 2, P.O.S. of A., will take place on Washington's Birthday in the hall of Camp 301, Catsasauqua.

Each camp in the district is entitled to five delegates. The morning session is scheduled to open at 10 o'clock and the afternoon session at 2 o'clock.

The convention will be held at the Hotel St. James in Allentown. It will be a most interesting and profitable one.

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Verdict Found For Surgeons

In Suit by Jersey City Woman Alleging Improper Treatment of Injury

A jury in Monroe county court at Stroudsburg yesterday found a verdict in favor of the defendants in the suit in trespass of Adelaide Pratt, Jersey City, against Dr. C. B. Rosenkrantz, the Rosenkrantz hospital and Dr. C. G. Cross, all of East Stroudsburg.

The verdict was a flat refusal to make any award of damages. The jury found that the doctors were not negligent and that the hospital was not liable.

The case was tried for two days. The jury heard testimony from the plaintiff and several witnesses.

The plaintiff alleged that she was injured while in the hospital. She claimed that the doctors were negligent and that the hospital was liable for her injuries.

The hospital and the doctors denied the allegations. They claimed that the plaintiff was injured as a result of her own carelessness.

The jury believed the hospital and the doctors. They found that the plaintiff was not injured as a result of their negligence.

The verdict was a surprise to many people. They had expected the jury to find in favor of the plaintiff.

The case was a landmark one. It was the first time that a jury had found in favor of the hospital and the doctors in a case of this kind.

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Game Stocking To Be Equalized

Protector W. A. Moyer's Plan Meets Approval of Sportsmen

A new plan for the stocking of small game—believed to be different than any plan now in effect in Pennsylvania—will be inaugurated in Lehigh county this spring.

The plan, approved at a meeting held last night under the sponsorship of the Lehigh county sportsmen's club in Lehigh, will be an equal amount of spring stocking in each of the club's districts.

Each club unit within the federation has been assigned a territory in which its members will be responsible for the stocking of game under Moyer's supervision.

Last night's meeting was held at the North End Road and Gun club, Pottsville. The sportsmen's club was represented by Earl Cole, Emmaus, and Charles Moyer, Pottsville.

Nearly all of the sportsmen's clubs were represented. The meeting was a most interesting one and a large number of suggestions were made.

The plan was adopted by a large majority. It will be put into effect in the spring. The sportsmen's club is very pleased with the plan.

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Recovering Automobile Abandoned in Storm Below Quakertown

"I do not know how we did it" was the repeated comment of Harold Smith, who went down to Shelby on Saturday to look over the scene where he and his kinsfolk, members of the Colleano family, nearly lost their lives in the snowstorm last Wednesday night.

Late in the afternoon, a blizzard struck the Lehigh Valley. The snow was so deep that it was impossible to see. The cars were abandoned in the snow.

The cars were abandoned in the snow. The drivers were unable to get out. The cars were abandoned in the snow.

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Lehigh County Farmers Helped Washington Army at Valley Forge When Colonials Saw Darkest Days

Among the little known episodes in American history was the aid given by Lehigh county's farmers to George Washington and his men during the bitter cold winter at Valley Forge, 1777-78.

Washington's men, as well as Revolutionary soldiers, were in various points throughout the county. They had no food and no shelter.

But the supply agents for the American army had no gold with which to pay farmers for their produce. All they had was Continental currency, which, as everyone knew, wouldn't be worth a penny if the men of Washington were victorious.

The British needed food. And the British had gold with which to pay for their needs. This was a temptation which many farmers could not resist—and the gold caused farmers in many sections to forsake their country's defenders in their hour of need.

But forgetting they were Americans was a thing Lehigh county's farmers could not do. As one historian reports: "Lehigh county's farmers showed their hearts were in the right place when they patriotically came and sold their cattle and produce for Continental currency."

Continental purchasing agents set up their commissaries in Northampton, Allentown—and it was there, in 1778, that saw Lehigh county's farmers help the Continental army.

The majority of Lehigh county's farmers were in Northampton, Allentown—and it was there, in 1778, that saw Lehigh county's farmers help the Continental army.

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ANY FOR PAGE  
Men- 8%  
Women- 66%

ENTIRE SIX FLOORS NOW READY FOR SPRING WITH ONE OF THE LARGEST ASSORTMENTS IN OUR HISTORY

# Dobnoff's Annual Spring Fashion Sale

Starts Tomorrow, Community Day, Thursday, Feb. 22nd

## COATS AND SUITS

Always First With the Newest

**\$13<sup>95</sup>**  
**\$22<sup>95</sup>**

At a Lower Price Than Elsewhere



- THE COATS**
- New Silhouettes
  - New Twills
  - New Tweeds
  - New Plaids
  - New Lace Details

- THE SUITS**
- New Fabrics
  - New Skirt Fashions
  - New Lengths
  - New Satin Edgings
  - New Contrasting Combinations

**YOUR SIZE IS HERE**  
Junior Miss 9 to 17, Miss 12 to 20,  
Women 38 to 52, Hard to Fit 33 1/4 to 47 1/4

**3 REASONS**

Why You Should

**LAY-AWAY**

A Coat or Suit Now!

1. Fabrics and Workmanship are now at their best.
2. Assortments of Styles and Colors are larger.
3. A Small Deposit holds your choice till wanted.

### Swing Into Spring

SMART NEW

#### CLASSICAL JACKETS



Adorable in Plaids, Stripes, Checks, Tweeds. Fully lined, choice of long or short sleeve styles. A "must" on your Spring shopping list.

Sizes 12 to 20 **\$3.98**

Others \$2.88 to \$6.98

Sensational New

#### "FLEX-O" SKIRTS

Swings, gores, pleats, pocket styles featuring flex-o band. Choose from twills, tweeds, plaids, basket weaves, kasha cloth, whipcords and spuns. Sizes 24 to 32

**\$2.88**

Others \$1.88 to \$3.88

#### ORGANDY BLOUSES

Wear wispy, soft, diaphanous white blouses with your new suit. Organdies with lace and frills. Tucked basists. Embroidered sheers.

**\$1.88 and \$2.88**

Sportswear Dept. • In the Front of the Store

#### "YOUR FIRST SPRING DRESS"

Navy and White? Print Combination?  
Cadet Blue and Legion Red? Cool  
Grey and Hot Pink? Black?



3.65

#### BOLERO? REDINGOTE?

We are ready to answer every one of these important style and color questions with the most complete assortment of Spring Dresses in town at only .....

**\$2.65 and \$3.65**

Thousands of brand new dresses, just unpacked! They are actually worth twice this amount! Every size and color! You will buy several when you see them!

Dobnoff's Dress Dep't. • Second Floor



3.65

#### Tiny Flower Toppers

**\$1.89**

Spring goes to your head early this year... Wear these tiny toppers perched at a dangerous angle—like a goat on a cliff... Wear them now while there's no danger of becoming a haven for hummingbirds... Wear them later, but don't let the Park Department see you... They might plant you. Choose straws, streamers with white, danger red, pink, blue, violet blossom clusters... Adjustable head sizes. ....

Millinery Dept. • Main Floor

#### Headquarters for Girls' SPRING COATS



Over 1000 classic tweeds, soft colorful Shetlands. Coats with new fashion details—flared skirts—four-pocket reefer types—pleated backs—Many with matching Hats and Purses. Sizes 3 to 6 1/2—7 to 10—11 to 16.

**\$4.95-\$6.95**

Others \$2.95 to \$12.95



#### Boys' and Students' TWO-TROUSER ALL-WOOL SPRING SUITS

The latest fabrics and colors. Good looking and serviceable. Double Breasted, Sport Back styles. Suits with 2 Knickers—1 Longie and Knicker—2 pair Longies. Sizes 8 to 16 and 14 to 20.

**\$7.95 \$9.95**

Others \$5.95 to \$14.95

#### Boys' 3-Pc. Flannel ETON SUITS

In tweeds and solid colors—cleverly styled, well made. Nu Brown, Navy Green. Sizes 3 to 6 and 5 to 10. ....

**\$2.88 \$3.95**



#### Boys' Tailored SPRING COATS

Expertly made with durable rayon linings. Pleated and Raglan backs. All with matching hats. Sizes 1 to 4 and 3 to 8.

**\$4.95 \$6.95**

Others \$2.95 to \$8.95

## WINTER CLOSEOUTS

18 Fur Trim Sport and Dress Coats, sizes 14 to 52. Regularly \$19.95..... **\$10.00**

6 Silver Fox Trimmed Coats, sizes 16, 18, 40, 42, 44. A \$69.95 value..... **\$38.00**

26 Women's Coats. Sizes 35 1/4 to 51 1/4. **\$18.00**

Just 47 Early Spring Dresses, odd lots. **\$1.00**

Not one sold for less than \$29.95.....

Only 2 to a customer. Values up to \$5.95

TWO GREAT STORES: 615-617 HAMILTON STREET—631-633 RIDGE AVE. OPEN EVENINGS SHOP BOTH

Chat About Your Friends

Mr. and Mrs. Daniel P. Torrence, 2458 S. 5th St., will observe their 49th wedding anniversary today.

M-20% W-56%

EYES EXAMIN GLASSE FITTED

M-1% W-3%

Dr. Murray S. Silvers OPTOMETRIST-OFFICES AT

ALLENTOWN'S FOREMOST APPAREL SHOP ADAMS 709 HAMILTON STREET Allentown's GREATER Community Day ANY THIS AD Men- 3% Women- 29%

CHOICE OF THE HOUSE Our Remaining Stock of WINTER COATS \$25 FORMERLY UP TO 79.95

97 DRESSES \$2 and \$4 FORMERLY 6.95 TO 19.95

A SMALL GROUP OF FUR COATS \$35 FORMERLY UP TO 110.00

St. Mrs. Benjamin F. Hall, 338 N. Fulton St., Mrs. George Cressman, 229 1/2 N. Fulton St., Kitty Smith, 125 S. 18th St., is spending some time at Miami Beach, Fla.

Mrs. Joseph Fik, 713 N. 5th St., has been confined to her home with a severe cold for the last week.

Mrs. Emma M. Easterday, 816 N. 6th St., will observe her birthday anniversary today.

Mrs. Kate Urfer, 505 Chew St., has returned home after spending the last six months in Philadelphia.

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Surviving are her husband, six children, Mrs. Fred Oxford, Mrs. Floyd Leisenberger, John Muller and Dorothea Muller, Allentown; Mrs. Charles Siffes and Mrs. Howard Giering, Northampton. There are also 25 grandchildren.

The Rev. S. P. Custard will officiate at funeral services at 2 p. m. Friday at the Bachman funeral home, 1039 Walnut St. Interment will be made at the convenience of the family.

Mrs. Emma E. Schrader S. Franklin St. Woman Was Born In Lowell Township

Mrs. Emma E. Schrader, widow of John O. Schrader and a resident of Allentown for many years, died at 8:30 o'clock yesterday morning at her home, 259 S. Franklin St. She was 68 years old.

Mrs. Schrader became ill while attending a church service on Feb. 4 and has been confined to her home since that time.

Born in Lowell township, she was a daughter of the late Moses and Leana, nee Geiger, Semmel. She was a member of the Lutheran congregation of St. Paul's church, Trenton, and was affiliated with the Ladies Aid society of the church and the

Home department of the Sunday school. Surviving are these brothers and sisters: Henry Semmel, Schnecksville; William Semmel, New Ringold; Mrs. George Kline, Allentown; Mrs. Mary Heinzelmann, Zionsville R. 1, and Mrs. Benjamin Sauerwine, Germantown R. 1. Her husband preceded her in death 18 years ago. One sister and two brothers also preceded her in death.

Funeral services will be held Saturday at 1:30 p. m. at her late home with regular services to follow in the Trenton church. Interment will be in the Trenton cemetery. Friends may call Friday from 7 to 9 p. m. Rev. D. C. Kaufman will officiate.

Mrs. Mary Kalabisko East Macungie Woman, 55, Dies Suddenly

Mrs. Mary Kalabisko, wife of John Kalabisko, died suddenly on Monday night at her home, East Macungie, where they lived 23 years. She was 55. She was born in Europe.

Mrs. Kalabisko was a member of the Russian Greek Orthodox church, Catawauqua, and St. Mary's society of the church.

Besides her husband there survive 10 children, Mrs. Andrew Zuy, Mrs. Robert Campbell, Reading; Mrs. Michael Petrick of Walnutport R. 1, and Mrs. Emma Ettinger of East Macungie.

Funeral services will be held at 2 p. m. Friday from his home with Rev. Theodore F. Kennedy, pastor of the Presbyterian church, Lansford, officiating. Interment will be made in the Grand Army cemetery, Summit Hill.

Mrs. Marie J. Mullen Yarn Shop Proprietor Was Born In Germany

Mrs. Marie J. Mullen, proprietor of the Mullen Yarn shops in Allentown, died at 3:45 p. m. Tuesday at home, 456 Turner St., aged 87 years.

Mrs. Mullen, wife of Thomas A. Mullen, was born in Hamburg, Germany, a daughter of the late Mrs. Joseph Kohlbier. She was em-

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Surviving are her husband, six children, Mrs. Fred Oxford, Mrs. Floyd Leisenberger, John Muller and Dorothea Muller, Allentown; Mrs. Charles Siffes and Mrs. Howard Giering, Northampton. There are also 25 grandchildren.

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WETHERHOLD & METZGER COMMUNITY DAY SHOE SALE ANY THIS AD Men- 18% Women- 44% TOMORROW ONLY! 1.59 NEW LEATHERS NEW STYLES! ALL SIZES! Bring the Family! Buy Shoes For All! CHILDREN'S SHOES WOMEN'S SHOES BOYS' SHOES MEN'S SHOES MISSES' SHOES Values By the Hundreds To Reward Your Shopping Trip Tomorrow - - - COMMUNITY DAY 79c Were up to 1.15 Sale .. Gotham Hosiery Over 500 pairs. Discontinued styles and colors. First quality. Mostly chiffons. WETHERHOLD & METZGER -719 Hamilton Street, Allentown

ALLENTOWN'S GREATER Community Day STORE-WIDE SPECIALS FOR ANY THIS AD Men- 4% Women- 21% MEN'S UNIC Winter weight, long ankle length. Reg. 8.95. Special 4.95. MEN'S SHIRT DRAW Heavy ribbed, long ankle length drawers. Reg. 1.50. Special 95c. MEN'S UNION SUITS Heavy ribbed, long or short sleeves, ankle length. Reg. \$1.19. Special 83c. MEN'S PART-WOOL HOSE Heavy material, all sizes and colors. 10c and 15c. Closing Out 1 Lot of MEN'S WORK SHIRTS Heavy, limited quantity, no collar. Values to \$1.38. Special 69c. MEN'S COAT SWEATERS Also made in special pattern. Reg. 98c. Special 89c. MEN'S 2-Pc. PAJAMAS Heavy flannel, styles and patterns. Reg. \$1.39. Special 89c. MEN'S WORK PANTS Sturdy fabrics for hard wear. Reg. \$1.39 value for 98c. ALL OUR 59c NECKWEAR Hand tailored silks and non-crushable patterns. 39c.

ALLENTOWN'S GREATER Community Day Just 125 NEW STYLING SAMPLE HATS ANY THIS AD Men- 2% Women- 26% 59c Our Buying Office Scoured the Market for Weeks to Bring You These Tremendous Savings! Imagine! ... All of These Hats Are Worth More Than Double. Many Were Made to Sell For As High As \$5.00 ... STRAWS • FELTS • FABRICS Flower Trims! Ribbon Trims! Black, Navy, Pastels All Headizes Herbet's MILLINERY 631 Hamilton St.

SURPRISE STORE LOCAL DELIVERIES OPEN EVENINGS 529-531 Hamilton St. ALLENTOWN

Trouble Ahead!



PICTURE M-28 W-60

THIS COPY M-24 W-56

M-1 W-2

HELLO, AMERICA! HOPE YOU'RE ENJOYING SLOWING CAMELS AS MUCH AS WE ARE... GIVE THE 'EXTRAS' IN CIGARETTE PLEASURE!



ANY THIS AD M-9 W-8

VERNON BOYD of the U.S. Antarctic Expedition

TAKE a tin from the man of the U.S. commanded E. Byrd: the expedition men also per puff

In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands tested—slower than any of them. That means, on the average, a smoking plus equal to

5 EXTRA SMOKES PACK!



FOR EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR—

CAMEL the Cigarette of Costlier Tobaccos

ANY FOR PAGE

Men- 36% Women- 82%

Allentown—Hamilton Street, Near Sixth—Store Hours: 9 to 5 Daily—9 to 8 Saturdays—Free Parking With Purchase of 1.00 or Over at Central Motoramp Garage or Bus Term.

Zollinger-Harned's

Thursday—Washington's Birthday

Allentown's GREATER Community Day

Community Day

A Feast of Bargains!

ANY THIS AD

Men- 13% Women- 69%

Make The Most Of

Community Day Notions

Women's and Children's PRINTED PERCALE APRONS Large Variety of Styles and Color Combinations. Special 29c ea-2 for 55c

J. P. Coats—Sewing Cotton—Black and White only. Sizes 8 to 100. Special 49c Dozen

9 1/2 Inch Salad Bowls 25c each Highly Lustered Bowls, beautifully decorated with floral decorations. Three assorted patterns. Cream body with green, red and blue colored border.

3-Pc. Refrigerator Set 59c Consists of 3 Graduated sizes, round shape, each Bowl has an individual cover. Red and Green flower decoration.

Cracker Jar 59c Earthenware Jar on cream colored body with colored spray flower and Wicker Handle.

Decorated Jugs Bright colors—red, green and light blue with peasant design—4 sizes. 8 oz. 15c 12 oz. 25c 16 oz. 29c 24 oz. 35c

Pie Plate and Server 30c 10 1/2 inch Pie Plate with matching server. Bake in oven and serve. Mellow ivory with embossed decoration.

New Spring Neckwear In round and V necklines—lace, organdy and eyellet pique. Reg. 59c. Special 47c

75c NONZEMA—Special 49c TEK TOOTH BRUSHES reg. 39c. Special 23c. Package of 2, reg. 69c. Special 42c. Medium and Hard Bristles.

Women's \$1.00 Fabric Gloves 69c Pr. With leather back and leather trim. Sizes 5 1/2 to 7 1/2. Black, Orchid, Gold, Raspberry, Rust.

Women's Silk and Wool Hose 69c Pr. Gun Metal—Marshallbrown Doe, Medium Brown—Not all sizes.

JEWELRY Values to 1.00 47c each Necklaces, bracelets, earrings, single clips and clip pairs and pins. Pearl and gold finish, combinations and colored stone and metal.

Genuine Leather HANDBAGS Reg. 1.95 1.74 each

Women's Cotton Slips Sizes 34 to 44 59c Sizes 46 to 52 69c

Table Lamps 1.95 New Spring lamps, assorted shapes with floral or leaf decorations; marbled parchment or shellie shades. Colors are green, maroon, white, tan.

80 Square Printed Percales 15c yd. Made to Sell at 21c yd. Patterns suitable for dresses, blouses, patchwork and draperies.

Cannon Turkish Bath Towels 6 for 98c Size 20 x 40 inches. Double thread towels, highly colored plaids.

Mohawk Sheets First quality fine muslin 81 x 99 in. 98c each 42 x 36 in. Cases 25c each 42 x 36 in. Cases 27c each

Rayon and Cotton Luncheon Cloths 27c-4 for 1.00 Size 48 x 48 in. Red, Green, Blue and Gold

Women's Printed Handkerchiefs 9c-3 for 25c White and colored grounds. New patterns.

COMMUNITY DAY Special on New

SILK and RAYON DRESSES 4.50 Regularly 5.95 Misses', Women's Half Sizes Prints in multi-colors or monochrome—dots, checks and solid colors from black and navy to pastel shades—This price for Community Day only.

NEW COTTON DRESSES 97c

Sizes 14 Misses' to 52 Women's Regular 1.29 Most unusual prints on light and dark backgrounds in an exceptional quality of beautifully finished Poplin. "Lux tested" for washability.

Thursday Only! New Knit Curtains 89c pair New patterns, new color combinations. Will make a delightful change for any room in the home.

Cottage Curtain Sets 87c set Plain pin dots, also pin dots trimmed with four rows of edging—blue, red and green. 1.25 regularly

SASH CURTAINS Headed—Ready to Hang Each side 36 in. Wide 29c Pr. Plains, Colors, and a variety of quality materials. Every pair worth 50c.

Feather Bed Pillows Size 21 x 27 in. 97c each Prime Western Crushed Chicken feathers in Green, Blue, Gold, Orchid Stripe Tick. A 1.50 Value

BOUDOIR CHAIRS Choice Assortment, Styles and Upholstery Fabrics. Reg. 6.95 to 16.50. All Colors. Community Day 5.50 to 9.75

ALARM CLOCKS 82c ea. 1.19 Value 4 Styles. Fully guaranteed. One day alarms, stem shut off. Colors: Ivory, Black and Green.

New Spring SUITS SPECIAL

17.00 and 22.00 for Women and Misses Tailored models in men's wear and softer fabrics—Black, navy, stripes, tans and grey.



SHOES 3.00 pr.

Includes suedes, gabardines and Kid Leathers. Broken Sizes Also 2.00 Group Reg. value 5.95 Lot of new spring shoes—Patents, Gabardines and Kids. Reg. 5.95.

RENGO BELT CORSETTES 4.45 pr. One Day Only

Reg. 5.00 3.97 Sizes 36 to 46.

2.95 HATS 2.00 Thursday

Suggestions for brightening the last, gray days of winter... a new hat to usher out snowy weather... to help your spirits rise in the chilly days before daffodils bloom. All the new Spring shades—Straws and Felts.

DELICIOUS FOODS AT SAVINGS

Baby Stuart 2 1/2 Tin WHOLE PEELED APRICOTS 25c-4 for 95c

Baby Stuart No. 2 Tin Asparagus, Salad Uncut WAX BEANS 16c-3 for 45c

Baby Stuart No. 2 Tin TOMATOES 3 for 35c

Kellogg's No. 2 Tin Unsweetened GRAPEFRUIT JUICE 9c-1.00 Doz.

Kellogg's No. 2 Tin SLICED BEETS 3 for 35c

Kellogg's No. 2 Tin Sun Ripened, Sweetened ORANGE JUICE 11c-1.30 Doz.

Kellogg's Merion No. 2 Tin Tiny Early June PEAS 15c-1.75 Doz.

Kellogg's Merion No. 2 Tin Broken Segments GRAPEFRUIT in Sugar Syrup 11c-1.30 Doz.

Kellogg's 8 oz. Tin Supreme Quality FRUIT COCKTAIL Right size for small family 3 for 25c

Baby Stuart 2 1/2 Tin Sweet Pickled, Whole Kieffer PEARS 25c-4 for 95c

Kellogg's 8 oz. Tin ROYAL ANNE CHERRIES Sun Ripened 3 for 25c

Kellogg's 2 1/2 Tin ROYAL ANNE WHITE CHERRIES in Sugar Syrup 29c-3 for 85c

Here's The News You've Been Waiting For!

Men's 2.00 Famous Make SHIRTS at 1.54

You know the story and you know the make—when we sell them under 2.00 we may not mention the name. You'll enjoy making your selections from such famous quality shirts styled by experts on fine haberdashery.

Also a Few Hand Tailored 1.00 TIES Styled by the Same Famous Maker at 68c

EXTRA SPECIAL! Men's 25c Quality

Fancy Rayon Half Hose and Cotton Anklets at 7 pairs for 1.00

Fancy Patterned Half Hose—Gay Blazer Striped Anklelets. All Sizes 10 to 12. Don't pass up this opportunity to stock up at this low price. Tell mother it hardly pays to darn the old ones.

By Popular Demand! 25c and 35c Quality

Famous Swiss Rib Cotton Pullover UNDER VESTS at 6 for 1.00

Pure white combed cotton. All sizes 24 to 46. Buy all you'll need for the spring and summer.

We Give and Redeem 2-A Green Stamps

OUR REGULAR 1.75 Metal Kitchen Chair 1.49

Fold-In Kitchen Step Stool With Pyralin Covered Seat Regularly 2.25 Sale Priced 1.98

LARGE RUBBER COVERED DISH DRAINER Size 16 x 13 Extra Heavy Reg. 1.10 94c

ALL METAL BATHROOM CABINET With Mirror Door Regularly 3.75 3.25

Size 20 x 15 with two glass shelves. White Enamel Finish

Pyralin Covered Toilet Seat Reg. 4.50 4.25

Colors: Green, Blue, Black, White, Orchid, Ivory.

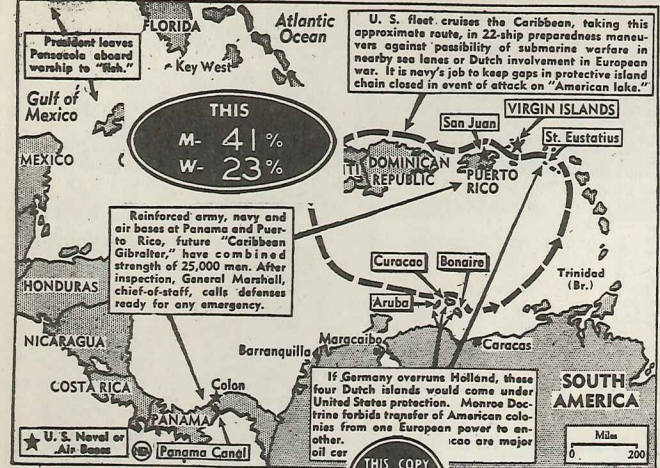
Sturdy DOG BASKET With Cushion 26 in. long, 16 in. wide 1.00 Reg. 1.19

Dog and Cat Feeding Bar 44c

TOYS—BASEMENT—CALL 6281

ANY FOR PAGE  
Men- 47%  
Women- 54%

President on Mystery Cruise Leaves Nation Guessing



U. S. fleet cruises the Caribbean, taking this approximate route, in 22-day preparedness maneuvers against possibility of submarine warfare in nearby sea lanes or Dutch involvement in European war. It is navy's job to keep gaps in protective island chain closed in event of attack on "American lake."

Reinforced army, navy and air bases of Panama and Puerto Rico, future "Caribbean Gibraltar," have combined strength of 25,000 men. After inspection, General Marshall, chief-of-staff, calls defenses ready for any emergency.

IF Germany overruns Holland, these four Dutch islands would come under United States protection. Monroe Doctrine forbids transfer of American colonies from one European power to another, but oil can.

to do more than fish on his mystery cruise into country guessing as to possible courses he may follow in or Puerto Rico bases; (2) observation of U. S. fleet in conference on the high seas in this area with British; (3) the President refused to deny

KUTZTOWN

Community Nurse Gives Report on January Work  
Alta Berger, community nurse made 150 visits during January compared with 127 in the same last year. Among them was a woman with a fractured hip and another with a sprained spine. This latter was contained in her last report submitted at the monthly meeting. Kutztown Visiting Nurse Assn. Friday night. Nine members of the association were present. Miss Berger spent 164 hours on duty, made seven trips to hospital clinics in Reading in the interest of 18 patients.

and distribute 39 articles of clothing in addition to ordering a ton of coal. Articles of used clothing received totaled 50. Her school report shows that she made 222 individual inspections, visited six rooms and examined 192 pupils. At the Kutztown Baby Welfare clinic, eight children were weighed and at Tipton Baby Welfare clinic, 12 were awarded to Harlan Stauder, Errol and Moyer. Attendance was 47 children of pre-school age. A Trexler was assisted by Mrs. Arline Kline and Mrs. Arline Kline; the meeting were Arthur s. Marby Yoder, Mrs. Annie Zimmerman, William DeTurk, Charlotte Kramlich, Mrs. Mary Bordner Horman, Mrs. Arline Kline and Ray Schatzlein.

Matinee for the children will be held both days and the show will be augmented by selected short subjects, making the entire presentation two hours in length. ORDER NEW UNIFORMS—The Kutztown Volunteer Fire Company's Uniformed Rank has ordered 50 new uniforms. New ones were needed badly, and since they are the first ones since 1926, their delivery is keenly anticipated. Election of officers of the Uniformed Rank was also held Friday night, resulting as follows: President, U. B. Keltner; vice president, George Herman; secretary, Harvey Heiter; treasurer, Warren Grim; trustee, Roy Ferguson; captain, Harvey Heiter; first lieutenant, Kenneth Welder; second lieutenant, Russel Shick. Meetings of the organization will be the second Tuesday of every month. REHEARSE OPERETTA—Rehearsals are being held for the production of Prim's "Ferry" to be presented Feb. 27 and 28, by the Kutztown State Teacher's College chorus and orchestra, under the direction of Donald Johnson, head of the music department of the college. The leads will be sung by Catherine

E. KELLER & SONS

KNOW 7th HAM M- 1% W- 1% MONDAY FLOOR

**SunRay DRUG CO.**  
627 HAMILTON ST. | 840 HAMILTON ST.

**ANY THIS AD**  
Men- 6%  
Women- 28%

**Supp BARGAINS**

For Thursday Only

20-100 Cakes Lifebuoy Soap and a Large Terry Wash Cloths All for \$1	\$1.35 Skyline Guaranteed Alarm Clock New model in choice colors Save Now! \$1
3-50c Dr. Boyd's Tooth Brushes and a Giant Tube of Dr. Boyd's Tooth Paste All for \$1	1.50 "Kwikway" Electric Iron and 50c Guaranteed Electric Cord Set Both for \$1
Box of 50 Garcia Supreme Cigars and a Carton of 50 Book Matches All for \$1	1.50 Therapeutic Health Lamp With BULB and 1.00 Clinical FEVER THER- MOMETER Both for \$1
1.00 Merriwell Briar Pipe and 1b. Can of PRINCE ALBERT, VELVET or HALF and HALF Both for \$1	1.00 Yal, Keapit Vacuum Bottle and Workman's Lunch Kit Complete. All for \$1
10-15c Tins PRINCE ALBERT, VELVET or HALF and HALF and 50c BLAZER Tobacco Pouch All for \$1	10c CLAPP'S BABY FOODS Choice of our complete assortment 16 cans for \$1
2-75c Boulder Jars Noxzema Cream and Box of 200 Lady Marlow Facial Tissues All for \$1	75c Drake U. S. P. Milk of Magnesia Quart Bottle 3 for \$1

Allentown's GREATER Community Day Tomorrow at HAROLD'S!

**Look What You Can Do with a BILL!**

**ANY THIS AD**  
Men- 7%  
Women- 26%

**One Day Only!**

<b>ELECTRIC IRONS</b> \$1. Complete with cord! Extra heavy with guaranteed even-heat electric unit.	<b>END TABLES</b> \$1. Beautifully styled and finely finished in walnut. Well constructed.	<b>IRONING BOARDS</b> \$1. Complete with pad! Proper height ironing board that easily folds away for storing.
<b>CONSOLE MIRRORS</b> \$1. Heavy plate glass mirrors, all perfect, in a variety of styles and shapes.	<b>BRASS DESK SETS</b> \$1. A complete 7-piece desk set that will make letter writing a pleasure. Includes pad, blotter, calendar, inkstand and 2 covers and a letter opener.	<b>CARPET SWEEPER</b> \$1. A Harold Special! Ball-bearing carpet sweeper with built-in brush-sweeper. Easy to empty!

You Don't Have to Pay Cash to Pay Less at Harold's

**\$1.34.95**

**DELIVERS THIS 6-PC. TWIN BED OUTFIT**

6 PIECES COMPLETE AT ONE SENSATIONAL LOW PRICE!  
Beauty plus solid comfort at a thrilling saving! You get two solid panel, all steel beds in stunning waterfall design, two comfortable mattresses and two rust-proof enamel coil springs.

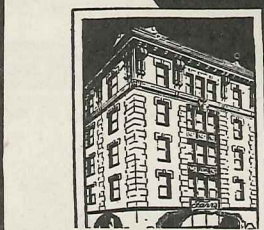
- 2 Waterfall Beds
- 2 Mattresses
- 2 Coil Springs

**HAROLD'S**  
808-810 HAMILTON ST., ALLENTOWN

Kline of town and Carl Constein of Fleetwood.  
**HEADS TRAFFIC BODY**—Robert Gallagher Sr., head of the local police patrol, was appointed chairman of the traffic safety committee at the February meeting of the Kutztown American Legion.  
**WOMAN'S CLUB MEETING**—Members of the Reading Story League will provide entertainment for the Feb. 29 meeting of the Kutztown Woman's club, under the auspices of the music division. Mrs. Dorothy Rager Miller, chairman. Music will be provided by an instrumental group from Reading High school.  
The literature division heard a talk given by Interior Decorator Hutchinson of J. B. Vandiver, Allentown, at a furniture exhibit in the Sharradin Museum of Art, at Kutztown State Teacher's college. He discussed the period furniture and demonstrated harmonizing upholstery patterns. The division members were guests of the art department of the college under the auspices of which the lecture was given.  
Following the talk, the women went to the home of Mrs. Quincy Allen Rothbach, where tea was served. In the party were: Mrs. Edgar Kraus, Mrs. William Raker, Mrs. Olive McClelland, Mrs. Harry Sharradin, Mrs. G. L. Riemer, Mrs. William S. Rhode, Mrs. Ira C. Guldin, Charlotte Kramlich, Mrs. Clyde Lytle, Mrs. Laura Rohrbach, and Mrs. Thomas Bock.  
The next meeting will be held in the home of Mrs. Clark McClelland.  
**NEWS BRIEFS**—Mrs. Lloyd DeTurk, who was a patient in Reading Hospital for several weeks, suffering from gunshot wounds on the head, returned home last week and is on the road to recovery.  
**SALVATION ARMY DRIVE**—Ralph J. Trexler, member of Hoch-Balthasar Post No. 480, American Legion, has been appointed chairman of the Salvation Army campaign in town. Envelopes for donations toward the organization's maintenance and building fund for \$30,000 will be collected Friday and next Monday night.  
David D. Wink, enumerator of the census for town, has also been appointed enumerator of the census for Greenwich township, Lenhartville and Maxatawny township.

DOORS OPEN AT 9

**Farr's Community Day Sale!**



**ANY THIS AD**  
Men- 11%  
Women- 40%

**JRSDAY**  
: day only

shoe bargain activity tomorrow. Be here early to share these savings.

499 pairs  
**"FAR-AHEAD" WOMEN'S SHOES**  
suitable for Spring

Mostly blues—Spring's leading color! All types of heels. A few styles in London Tan and other colors.

**3.85**  
Were to \$5.95

WOMEN'S—FIRST FLOOR

Community Day Special  
**KEWPIE TWINS**  
REG. U.S. PAT. OFF.

**MISSES' CHILDREN'S SHOES**

2.55 sizes 5 to 8  
2.90 sizes 8 1/2 to 12  
3.35 sizes 12 1/2 to 3

Regular stock—reduced just for this one day only. Excellent selection including brown, black, white.

CHILDREN'S—FIRST FLOOR

Special!  
**"FAR-AHEAD" STOCKINGS**  
69c  
2 pairs... \$1.35  
Our famous "Ringless" 3-thread, 4-thread, 7-thread. New Spring shades.  
—FIRST FLOOR

**MEN'S "FAR-AHEAD" OXFORDS**  
3.00  
Were to \$5.00  
close-out group in black and brown  
MEN'S—FIRST FLOOR

**FARR'S DOWNSTAIRS STORE COMMUNITY DAY SALE!**

293 pairs  
**WOMEN'S SHOES \$1**  
and growing girls'

521 pairs  
**WOMEN'S SHOES \$2**

Black and brown leathers. Close-out group, slated for speedy exit at \$1.  
From First Floor and Downstairs stocks. Gabardines, suedes and other leathers. Were to \$5.95.

1.50  
Community Day Clearance!  
**MEN'S SHOES**  
in black and brown leathers. Were to \$3.95.

**MISSES' AND CHILDREN'S SHOES 89c**  
Sizes up to 3... in brown and black leathers.

Extra Special!  
**WOMEN'S HOUSE SLIPPERS**  
Regularly to \$2.25  
**1.79**  
Leather lined Bridge Slippers in black or blue kid. Satin slippers in varied shades. All sizes.

ALL SALES FINAL!... NO EXCHANGES... NO REFUNDS  
NONE CHARGED AT CLOSE-OUT PRICES

# THURSDAY!

## Hess Brothers

9th and Hamilton Streets, Allentown  
SAVINGS FOR EVERYONE! EVERY ITEM  
LOW PRICED FOR ONE DAY ONLY!

# Comm

FOUNTAIN  
PENS  
**50c**

Lever-filler pens with transparent ink reservoir. Good medium points. Mottled designs in brown, gray, black, green and burgundy.

STATIONERY—MAIN FLOOR

BOXED  
STATIONERY  
**2 FOR \$1**

White and colors in fine stationery, some with duplex borders. All in cabinet-style boxes. White, rose, blue, tan and ivory.

STATIONERY—MAIN FLOOR

Publishers'  
Overstock  
FICTION  
**19c each**

Regular cloth-bound 75c editions from publishers' surplus. Wide range in mystery, adventure, western stories and romances. Come early for choice.

BOOKS—MAIN FLOOR

Boys' Sport  
BOOK SETS  
**45c**

Six sports books to a set in wooden rack. Published in conjunction with the Boy Scouts of America.

BOOKS—MAIN FLOOR



**300 Men's Woven SHIRTS 1.09**

Shirts for every suit and every color combination! Finely tailored, full-cut shirts with fused collars and Sanforized-shrunk materials. New stripes, patterns and solids. Greens, blues, tans, grays and browns. Sizes 14 to 17½.

- 300 Men's Ties . . . . .ea. 39c
- 300 Men's Pajamas . . . . .pr. 1.39
- 800 Men's Shirts, Shorts, ea. 27c
- 600 Men's Socks . . . . .pr. 19c
- 300 Men's Handkerchiefs, ea. 7c

MENS FURNISHING—MAIN FLOOR

New Spring Fashions for the Very Young!



Little Girls' Spring COAT SETS **6.95**

Regularly 9.75

Very new and very smart for your little girl's spring wardrobe. Double breasted tweeds with fitted back and inverted pleat in capen, rose, beige and light green. 3 to 6x. Cute bonnet to match.

CHILDREN'S SHOP—SECOND FLOOR

Shop Now and Save for Spring!



Misses' TWEED COATS **\$15**

Just arrived! . . . the ideal casual to wear in Spring, through to Fall. Softly tailored box coats, tuxedos, and swing styles; also 2-button reefer. They have all the fashion details of Spring 1940 . . . in the newest pastel mixtures. 12 to 20.

COATS—SECOND FLOOR

Perfect Figure-Hugging Fit In

Misses', Women's "Safety Seam" SLIPS

**84c**

Fine quality satins and crepes in tearose or white. Frothing with lovely lace or trimly tailored . . . lovely under your sheer spring blouses! A type for every figure and every taste. Sizes 32 to 44.

SLIPS—MAIN FLOOR



You'll Figure Fashion-Wise Savings On These

Misses', Women's Girdles, Foundations

**2.95**

Were 3.50 to 7.50

All styles and figure types . . . side hooks and semi-steps. They will smoothly mold your figure into the new silhouette for Spring 1940. Nationally-known makes as Gossard, Flexee, American Lady, Nemo Smoothies, Etc.

CORSETS—SECOND FLOOR



Women's Spring HATS

**\$2**

A grand clean-up of straw, felt, fabrics. Regularly 5.00-7.50.

MILLINERY—SECOND FLOOR



Women's Spring HANDBAGS

**88c**

Stimulated leathers in patent, staid, suede, pebble, black, navy, brown, red, coral, blue, coral and gold.

BAGS—MAIN FLOOR



Spring JEWELRY

**49c**

Necklaces, bracelets and pins in navy, red, pink, coral, blue and turquoise.

JEWELRY—MAIN FLOOR

### 100 MEN'S NEW SPRING TOPCOATS 19.50

Regularly \$25

FOR COMMUNITY DAY ONLY!

Imported British wools in raglan and set-in sleeve models—just arrived! In browns, grays, greens and teal blue.

Remaining Stock of 18 MEN'S OVERCOATS

One-Half **12.50** To **22.50** Price

Were \$25 to \$45

Famous-make overcoats at half-price! Solid tones and mixtures in this clearance stock, half belted and plain models.

MEN'S CLOTHING—MEN'S STORE—MAIN FLOOR



Colorful ANKLETS

**\$1**

Beautiful colors in solids, stripes and plaids. Sizes 6 to 11. For children and women.

ANKLETS—MAIN FLOOR

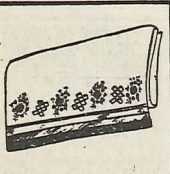


Lingerie NECKWEAR

**37c**

White collars in embroidered or solid. V-neck, square, V-neck, high and V necklines.

NECKWEAR—MAIN FLOOR



Stamped Linette TOWELS

**15c**

Gay colored guest towels of border, lined, or love-it for gifts, bridge parties or your guest room. Ready to embroider. Pink, blue, green or gold.

ART NEEDLEWORK—FOURTH FLOOR

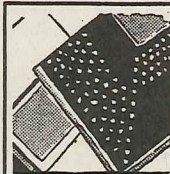


Stamped CASES

**57c**

Variety of designs in dainty cross-stitch and loop-stitch designs with edges hemstitched for crocheting. Instructions sheet with each case.

ART NEEDLEWORK—FOURTH FLOOR



Men's, Women's HANDKERCHIEFS

**25c**

Colored prints for women's white with colored wove stripes for men.

HANDKERCHIEFS—MAIN FLOOR



Ironing Board COVERS

**17c**

Stretch-on sheeting, no tacking or stitching. All standard size boards. Non-flammable pads for all standard boards.

NOTIONS—MAIN FLOOR



Utility, Shoe CABINETS

**1.69**

For shoes, lingerie or odds and ends. Wood reinforced. Floor covering. Red, blue, green or brown backgrounds.

NOTIONS—MAIN FLOOR

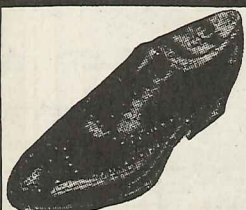
COMMUNITY DAY SAVINGS

Women's and Children's

### SHOES

- Foot Delight **\$2** (Were 6.00 to 10.75)
- Hill & Dale
- Glamorous ● Cantilever
- Florsheim ● Air Step
- Metro Craft **\$1** (Were 3.95 to 5.75)
- Thrift Mode
- Dr. Posner Growing Girls
- Evening Sandals
- CHILDREN'S SHOES **\$1** (Were 2.95 to 4.95)
- Dr. Posner ● Gro-Rite

Not All Sizes In Every Style!  
THE HOME OF WELL-KNOWN SHOES—MAIN FLOOR



Shop and Save On Men's Spring Oxfords

"Over-All" Oxfords **2.70**

Were 2.50-3.95

W. L. Douglas Oxfords **4.40**

Were 5.00-6.00

All Sizes  
MEN'S SHOE DEN—MAIN FLOOR

SHOP and SAVE—UNDER-THE-CLOCK!

THURSDAY ONLY! While Quantity Lasts!



1,000 Pairs Women's STOCKINGS **58c pair**

Ringless 3-thread chiftons and 7-thread service weights. Full fashioned and lovely colors. 8½ to 10½.

Chocolate Covered CHERRIES

**20c lb. box**

Just in time for Washington's birthday! Whole cherries in vanilla cream and liquid. Coated with sweet chocolate.

Sorry! No Phone or Mail Orders! . . . No Deliveries! UNDER-THE-CLOCK—MAIN FLOOR



200 Boys' "Fruit-of-the-Loom" SHIRTS

ea. **69c**

Fine quality pre-shrunk broadcloth with mens collars and tailoring. Sizes 8 to 14½.

Boys' Wool Sweaters . . . **179**

Boys' Tweed Knickers . . . **179**

BOYS' WEAR—MAIN FLOOR



Women's RAYON UNDIES

**3 FOR \$1**

39c each

Briefs! Panties! Step-in! In tearose, sizes 6-7-8. Reinforced at all wearing points.

LINGERIE—SECOND FLOOR



Little Girls' Cotton Dresses

**88c**

Stripes, flock dots, and prints in spun, broadcloth and sheers. Pique and novelty trim; 7 to 14.

GIRLS' WEAR—SECOND FLOOR

ANY FOR PAGE  
Men- 20%  
Women- 76%

# Community Day Bargains

Hess Brothers  
**HAND LOTION**

**19c**  
16-oz. Size

Kitchen Hand Lotion, large bottle, to keep your hands and arms smooth, soft and young. Our own formula, specially reduced in price.

TOILETRIES—MAIN FLOOR

Daggett & Ramsdell  
**GOLD CREAM**

**69c**  
Reg. 1.00

Large jars of this excellent cold cream. It's well-known for cleansing and for protecting your skin. Handy large-top jars.

TOILETRIES—MAIN FLOOR

Filet, Gluny Lace  
**TABLE CLOTHS**

**1.97**

Handmade delicate lace in 2x2½ yd. size. Charm and daintiness for meal settings and for the table between meals. Various designs in ecru lace.

LINENS—FOURTH FLOOR

Men's and Women's  
**UMBRELLAS**

**1.09**

Printed oil-silks and Gloria-cloth, 16-ribbed, with attractive handles for women, 8-rib, steel frame, crook-handle models for men. Choice of colors.

UMBRELLAS—MAIN FLOOR

Large Cannon  
**Turkish Towels**

**17c**  
6 for 1.00

Soft, fluffy, 22x44-in. bath towels in a strong, firm weave. Long-wearing and very absorbent. White with green borders.

TOWELS—FOURTH FLOOR

Oval Clothes  
**BASKETS**

**84c**

Oval ash splint clothes basket, size 18x25½ in. Sturdily made. Strong fabric belting handles that are easy on the hands.

HOUSEWARES—THIRD FLOOR

**THURSDAY!**  
**Hess Brothers**  
6th and Hamilton Streets, Allentown

**A COMMUNITY DAY SPECIAL!**



**Fine Quality Seamless AXMINSTER RUGS**

9x12 Feet **28.00**  
Regularly 32.50

Here is a grand opportunity to select a beautiful, durable rug for your bedroom, living room or dining room. Large selection of Persian designs and broadloom effects in red, blue or tan grounds.

RUGS—FOURTH FLOOR

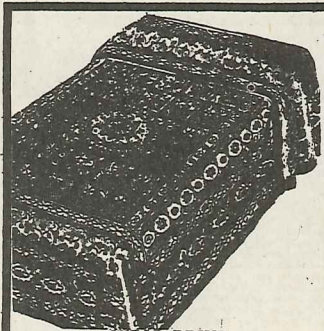


**3-WAY BRIDGE LAMPS  
6-WAY REFLECTORS  
3-WAY TORCHIERES**

**5.00 ea.** Complete With Shade

A large assortment of lamps for every corner in every room of your home. All have heavy English bronze bases. Choice of shades in egg shell, beige, gold or rosewood.

LAMPS—THIRD FLOOR

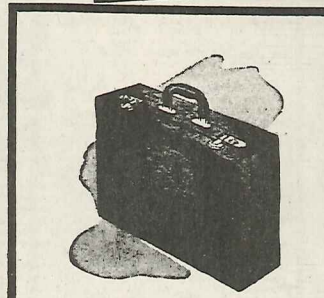


**INDIA PRINT BEDSPREADS  
DRAPERIES  
WALL HANGINGS**

**1.00 ea.**

Bedspreads, draperies and wall hangings in attractive, colorful India Prints to blend with your room color schemes. Cream, red, green and black grounds. 2 yards wide, 3 yards long.

DRAPERIES—FOURTH FLOOR



**Women's Fitted OVERNIGHT CASES**

**2.00**  
Reg. 3.95

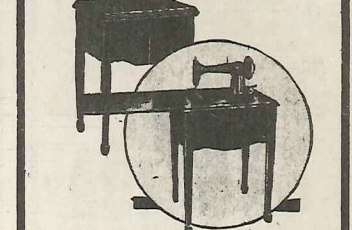
Sturdily built cases covered with simulated alligator. Neatly fitted with removable hand mirror, 2 lozoin bottles and 2 cream jars. Adequate pocket space for small articles. Brown only.

Men's 18 in. Cowhide Cases . . 3.45

LOGGAGE—THIRD FLOOR

**COMMUNITY DAY SPECIAL!  
ELECTRIC SEWING MACHINES**

At This Low Price They're Bound To Sell Quickly



**31.50**  
\$1 DOWN . . . Balance Monthly

A full size all-electric in a compact walnut-finished lamp stand cabinet. Selective speed knee control. Smooth running air-cooled motor.

Ask About Our Dressmaking School

SEWING MACHINES—FOURTH FLOOR

**Howell Chromsteel TABLES and CHAIRS**

**7.95 2.99**  
Reg. 9.85 Reg. 3.97



Tables have stainless, acid-resisting porcelain tops in blue, red, gold, white or green. Tubular steel chairs to match the tables. Make up your own set today!

CHROMSTEEL FURNITURE—FOURTH FLOOR

Save 16.95 On These  
**1940 RCA RADIOS**

Reg. 44.95 **28.00**

with your old radio

- Push button tuning on 6 stations
- Built-in aerial — no outside connection needed
- 12-in. dynamic speaker
- Plug-in for Victrola or Television attachment

A marvelous opportunity—specially priced for Community Day only. These radios are not table models, but full size cabinets finished in beautiful two-tone walnut.

SI DOWN . . . \$1 WEEKLY!

RADIOS—FOURTH FLOOR

**Community Day Savings In DRESS FABRICS**

30 SQUARE PRINTED PERCALES  
Over 200 new patterns in this standard cotton print for dresses, decorative purposes and household uses . . . . . Reg. 21c **16c** yd.

SPUN RAYON "BANDOPUNS"  
New heather mist type in attractive shades of dusty pink, blue, aqua, beige, blue and dark tones . . . . . Reg. 38c **29c** yd.

SPUN RAYON "SEAFLAKES"  
New prints in dainty pink, aqua, medium blue and other pastel grounds. Cotton content reduces shrinkage to minimum . . . . . Reg. 38c **29c** yd.

FAILLE and ROMAINE CREPPES  
New shades including alhousseite gray, harmony blue, radiance rose, gaiety blue and chamois yellow. . . . . Reg. 1.00 **79c** yd.

39 in. wide . . . . . Reg. 1.00 **79c** yd.

FABRICS—FOURTH FLOOR



**"Old English" 1 Qt. No-Rubbing Wax 6 Oz. Scratch Remover**

Both for all recommended for all floor surfaces.

**84c**

"OLD ENGLISH" PRODUCTS—FOURTH FLOOR



**Tailored, Ruffled Priscilla Curtains**

Tailored curtains 72 in. wide over-all to pair. Ruffled curtains 84 in. wide, both 1-½ yd. long. Cream and ecru grounds with self or colored designs.

**88c**

DRAPERIES—FOURTH FLOOR



**Chenille Bedspreads**

Full size bedspreads in white or pastel grounds with heavy, thick chenille designs.

**3.00**  
Reg. 3.95

DRAPERIES—FOURTH FLOOR

**MAPLE CRICKET CHAIRS**



**3.59**

Chairs covered maple cricket chairs with full skirt and loose cushion set. Green, blue, rose or brown.

**FURNITURE SPECIALS . . . COMMUNITY DAY ONLY!**

- 4 Maple Coffee Tables . . . . . 3.75 . . . **2.95**
- 8 Maple Student Lamps . . . . . 5.00 . . . **3.95**
- 10 Boudoir Chairs . . . . . 6.00 . . . **4.25**
- 10 Bedroom Benches . . . . . 6.00 to 10.00 . . . **5.00**
- 11 Innerspring Mattresses . . . . . 12.50 . . . **7.95**
- 9 Chests of Drawers with Desk . . . . . 19.95 . . . **14.00**
- 12 All Maple Breakfast Sets . . . . . 25.00 . . . **16.50**
- 2 3-Pc. All Maple Bedroom Suites . . . . . 49.00 . . . **36.50**
- 5 2-Pc. Boucle Living Room Suites 100.00 . . . **75.00**
- 1 5-Pc. Peasant Bedroom Suite . . . . . 137.00 . . . **75.00**
- 1 3-Pc. Moderne Bedroom Suite . . . . . 119.00 . . . **85.00**
- 6 2-Pc. Boucle Living Room Suites 120.00 . . . **90.00**

FURNITURE—FIFTH FLOOR



**Stintz CHAIR SEATS**

Well padded chair seats in smart attractive floral or geometric designs with red, green, blue, peach or black backgrounds.

**25c**

NOTIONS—SETH FLOOR



**Adjustable Curtain Stretchers**

Frame is fully bolted and has imprinted measurements. Easy attached.

**1.64**

HOUSEWARES—THIRD FLOOR



**Glass Cheese PRESERVERS**

To keep cheese moist and fresh. Vinted and salt placed in the bottom vents cheese from drying out.

**52c**

GLASSWARE—THIRD FLOOR



**"Sweep Quick" Carpet Sweepers**

Easy to handle, light in weight, set durable and practical.

**74c**

HOUSEWARES—THIRD FLOOR  
RUGS—FOURTH FLOOR



**Ball Bearing Roller Skates**

For the first warm days of spring. Adjustable in size from 6 to 14.

**1.35**

TOYS—THIRD FLOOR



**3 Piece Salad Sets**

9½ in. bowl decorated with Netherlands pattern. To mix and serve your crisp cool salad.

**82c**

HOUSEWARES—THIRD FLOOR



**"Defecto" PERSONAL SCALES**

Guard health and beauty by accurate account of your weight. Limit 300 pounds. Easy to read chrome-plated dial.

**2.44**

HOUSEWARES—THIRD FLOOR



**Stamped TABLE COVERS**

Line Crash table covers stamped in three new attractive designs for cross stitch and soap stitch. Size 54x34 in.

**59c**

ART NEEDLEWORK—

**BEDDING AT COMMUNITY DAY SAVINGS**

<b>Hess Brothers Quality Heavy Muslin SHEETS and CASES</b>		<b>HESS BROTHERS "MORE-WEAR" SHEETS and CASES</b>	
Full Bed Size 81x99 in. <b>1.10</b>	Twin Size 72x90 in. <b>1.04</b>	Full Bed Size 81x99 in. <b>76c</b>	Twin Size 72x90 in. <b>72c</b>
Pillow Cases 42x36, 45x36 in. <b>28c</b>		Pillow Cases 42x36, 45x36 in. <b>20c</b>	

BEDDING—FOURTH FLOOR

**BEDDING AT COMMUNITY DAY SAVINGS**

<b>Feather PILLOWS</b> 12x27 in. <b>1.98</b> Ea. Filled with selected Duck down and feathers. Deodorized and purified. Feather-proof ticking.	<b>Patchwork QUILTS</b> 72x84 in. <b>1.98</b> Reversible quilts filled with cotton. Flower star pattern, solid color binding. Brown, blue, green, dusty rose.	<b>Jaquard Bedspreads</b> Full Bed Size <b>1.22</b> For home, school or rooming houses. Choice patterns in rose, blue, green, gold or orchid.
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BEDDING—FOURTH FLOOR

STORE HOURS: DAILY 9:30 TO 5:30  
SATURDAY 9:30 TO 8:30

Men- 61%
Women- 76%

Keeping Up M. One of Britain's Greatest Battles

LONDON—(Correspondence of The Associated Press)—England's war scales teeter on the fulcrum of morale; that elusive munition which thrives on a laugh in the sunshine and shrinks in the blackout.

M- 8%
W- 6%

WILLIAMS COR. 8TH and HAMILTON STS.

Allentown's GREATER Community Day

CLEAN UP SALE

TOMORROW—THURS.—ONLY!

ANY THIS AD

Men- 3%
Women- 15%

SCIOUS NEIGHBORS THE REASON WHY Williams jam their store with the Smarter Shoppers every time with these amazing values!

A BLAST OF MIGHTY BARGAINS

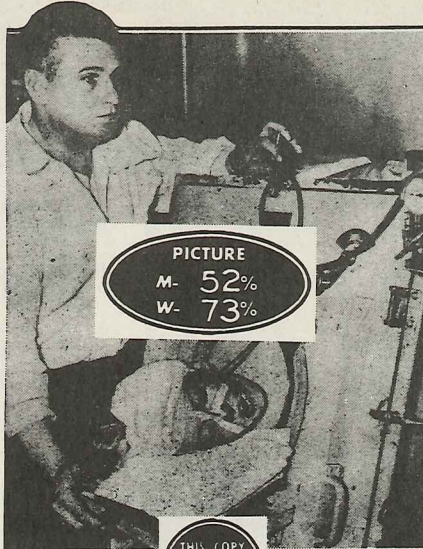
DRESSES \$1.44
Our advice is to be here early. We're afraid they won't last long. Values to \$6.99.

ONE-OF-A-KIND BETTER DRESSES 3.83
You'll find dresses originally up to \$14.99 in this group. We clear our racks regardless of cost! Odd Sizes of Course! 14 to 52

FINAL CLEAN-UP WINTER COATS \$9
A selection of coats you'll never forget. Costs originally up to \$20. Must go to clear our racks for spring merchandise. Come early.

Come Early ... While They Last!

Death Thwarted Valiant Fight



Dorothy Thater, Baltimore iron lung rasher from arrival of the "Lung" Derby and dream working in shift with Dorothy

what Britain's like. Those who watch the nation profess to see the prevalence of three ideas and the virtually unanimous continuous press, radio and movie support of them as major factors in keeping morale up. The ideas are: 1. That Britain is fighting for a "righteous cause." 2. That Britain will win; 3. That the peace that follows this war will be "better" than the peace that followed the last war.

London janitor pumps his bicycle 45 miles through winter rain to visit his 10-year-old daughter and son on a bus for home, and put them on a bus for home, and put them on a bus for home, and put them on a bus for home.

Blizzard Halts Engine Near Jacksonville Farm JACKSONVILLE—During the recent blizzard, an engine pushing a snowplow was stuck in the drifts near the farm of Arthur Klingaman. A gang of 50 men and another engine from Reading were required to release the engine.

Scores of other occupations were affected by the shift from peace to war economy and the reorganization that went with it. Expansion of war industries and conscription are smoothing out the situation to some extent.

Britain and France are laying siege to Germany. The hope is that starvation and continual pressure on Germany's 100,000,000 will force a revolution, depose the present German government and put in its place one

WHY NOT ENJOY GOLDEN WEDDING
AT THESE NEW REDUCED PRICES
Here's A Golden Ever, Joyment—Afford. HISKEY—ears Old!

Golden Wedding
Was 1.90 a Fifth NOW \$1.60 ONLY A FIFTH
ANY THIS AD M- 14% W- 5%

Mr. and Mrs. Ezra Trester. Mrs. Levi Schellhammer, who was taken to the Allentown hospital suffering with spinal meningitis, is reported to be greatly improved.

TO THE MAN WHO NEEDS A \$100 LOAN

HOW YOU CAN BORROW \$100 IF YOU CAN PAY BACK \$6.97 A MONTH

No endorsers or guarantors needed—No credit questions asked of friends or relatives—Prompt, friendly service. Pick your own schedule which best fits your own needs and your own income. Find the amount of cash you need in the first column of the loan table. Then read across, picking out the monthly payment out of your monthly income.

ANY THIS AD Men- 3% Women- 2%

Table with columns: CASH LOAN YOU WANT, AMOUNT YOU PAY BACK EACH MONTH, and rows for 2, 4, 6, 8, 10, 12, 16, 18 months.

WE GUARANTEE the total amount figured by using this table to be the full amount you will pay, when payments are made on schedule. You will pay less if you pay your loan ahead of time since you pay charges only for the actual time you have the money.

HOUSEHOLD FINANCE CORPORATION . . . LOANS \$20 TO \$300
3rd Fl., Wetherhold-Metzger Bldg., 719 Hamilton St. J. L. Howarth, Manager Telephone: 6131 ALLENTOWN, PENNA.

One rate to everyone Household has only one price—the same rate to all, whether new customers or former borrowers. What you do to borrow All you do to get a Household Finance loan is acquaint us with your needs. We require no salary or wage assignment, no stocks or bonds. (Loans are made on furniture, car or note.) No questions regarding your credit are asked of friends or relatives, neither do you have to ask friends or fellow-workers to sign the loan papers with you.

ANY THIS AD Men- 21% Women- 14%
Image of a Nash car.

"COME ON IN—The Weather's Fine!"
HEADLINE M- 16% W- 8%
This is the Nash that won first in its class in the 1940 Gilmore-Yosemite Economy Run with 23.76 miles per gallon.

You'll Be Happier in a NASH DRIVE IT TODAY!
334-336 N. 7th St. V. H. STECKEL 1314 Tighman St. Allentown Phone 4298 Allentown Phone 2-3598

Make a Big Change for Small Change—See Nash Today!

Screen Writer

**Picture**  
M-22, W-56

**THIS COPY**  
M-17, W-45

A high class picture of writers in Hollywood with her near Han

the Bene- thousands tory to a she lives the ranch

Counties Adjust Bridge Upkeep Costs in 1939

Lehigh-Northampton Commissioners Find Total Costs Were \$6,914.20

The cost of maintaining the bridges spanning streams between Lehigh and Northampton counties during the past year was adjusted yesterday at a meeting of the Inter-County Bridge Commission in the office of the Lehigh county commissioner.

After the individual counties reported the total cost of the bridges, which Lehigh and Northampton counties agreed to reimburse Lehigh county in the amount of \$1,978.56 to equalize payments.

The Lehigh county commissioners agreed to pay its share of the costs of collecting the current taxes in Bethlehem during the past year, an amount of \$2,083.17. This represents 18 per cent of the cost of collecting the county tax in that city by the city treasurer. The Northampton county commissioners annually pay the cost of collecting current county taxes and Lehigh reimburses that county for the cost of the collections for the four wards that lie in this county and for which the returns are paid to the county treasurer of Lehigh.

County Commissioner Robert F. Good of Lehigh was elected president of the Inter-County Bridge Commission in place of former County Commissioner Stiles of Northampton county. Chief Commissioner's Clerk Walter Young of Northampton county was elected secretary in place of Truman J. Ruhf of Lehigh in keeping with the practice of selecting the secretary from the county other than that from which the president hails.

The inter-county bridges that are maintained on a sliding basis are the Northampton-Centerton, the Coplay-Northampton, the Holmestown-Lehigh, the Union St. and the Broad St. bridges, the two latter being in Bethlehem. Both counties also share in the cost of maintaining the Hill-to-Hill bridge in Bethlehem but its maintenance is supervised by the City of Bethlehem and does not come under the jurisdiction of the Inter-County commission.

Following the meeting the bridge commission was joined by other officials and some employees of Lehigh and Northampton counties at a luncheon served at John Hendricks' Germania hotel on S. 7th St. in this city.

The Inter-County Bridge Commission consists of County Commissioners Robert F. Good, Harry D. Hartog and Elmer G. H. Schellhammer and County Controller Alan F. Welshelmer of Lehigh county and County Commissioners John Sandt, E. Albert Boyer and Norman Piel and County Controller Arthur Kishline of Northampton county.

Attending the meeting were also Attorneys A. T. Gillespie and Calvin Smith, solicitors of Lehigh and Northampton counties, respectively; Truman J. Ruhf and Roland S. Perry, commissioners clerk of Lehigh; Walter Young, commissioners clerk of Northampton; Arthur Schlow, controller's clerk of Northampton county, and Floyd Backenstoe, controller's clerk of Lehigh county.

**Appropriate Hymns For Speeding Drivers**

MANITOU SPRINGS, COLO., Feb. 20. (AP)—The motorist with any regard for his future should sing hymns as the speedometer needle points to the limit.

Rev. L. C. M. sermon at the church at 10:30 a. m.

His "I'm but a Stray" at 11:15 a. m.

"God, to Thee" at 5:30 p. m.

Nearing the Port and Will Soon Be at Home" at 6:30 p. m.

When the Roll is Called Up Yonder I'll Be There" at 7:15 p. m.

"Lord, I'm Coming Home."

**HEADLINE**  
M-1, W-2

**I USED TO BE A SAUSAGE IN THIS DRESS**

**Look at the Fat I've Lost!**

Now you can slim down without strict dieting or hard-breaking exercises. Just eat Marmola Tablets a day, according to the directions.

Marmola Tablets have been sold to the public for more than thirty years. More than twenty million boxes have been distributed during that period.

Marmola is not intended as a cure-all for all ailments. This is only for fat removal caused by a reduced thyroid gland accompanying the treatment accorded according to the directions.

ANY COPY M-1, W-2

**CATALOG ORDER SERVICE**

30,000 additional items not carried in this store, available from our catalog order desk. We will help you with your selections; write your orders for you and follow them through for quick delivery in perfect condition.

When you place your catalog order here... you save: 1. Time. 2. Effort. 3. Stationery. 4. Letter Postage. 5. Money Order Fee. 6. All C.O.D. and Collection Charges. 7. Up to 1/2 of the regular delivery charges under our shipment plan.

**INSIDE FLAT PAINT**  
1.98 Value  
**\$1.69** GAL.  
for walls and woodwork. Dries to the touch in 6 to 8 hours. Do your Spring touch ups at savings-Thursday.

**ALL STEEL WAGONS**  
2.35 Value  
**\$2.39**  
A real saving! Full size one piece steel body. Double-die, rust-free lined wheels. "1200-mile bearings". Unassembled.

**UNPAINTED CHAIRS**  
6.00 Value  
**6 for \$5**  
—well built of straight grained Douglas fir. Smoothly sanded, ready to paint. Heavy, strong construction.

**MEN'S DRESS OXFORDS**  
2.49 Value  
**\$1.88**  
Choice of black or brown. Genuine leather soles. Sizes 6 to 11. Dress Rubbers 79c

**Bargain Buys! IN WORK SHOES**  
2.50 Value  
**\$1.88**  
Sizes 6 to 11  
Choice of leather or composition soles. Tough work shoes for tough jobs.

**Allentown's GREATER Community Day**

**ONE DAY ONLY! THURSDAY!**

**ANY THIS AD**  
Men- 18% Women- 47%

**at SEARS!**

**THE SAVINGS ARE HERE!**

SOARING TO NEW HEIGHTS IN VALUE GIVING!

NOW! BUY ANYTHING TOTALING \$10.00 OR MORE ON SEARS EASY PAYMENT PLAN

**STRONG CAST IRON and STEEL "PROSPERITY" COAL RANGE**  
WORTH 62.95  
**\$49.95**  
BUY THURSDAY  
\$5 DOWN... \$5 MONTH Small Carrying Charge

Strong cast iron and steel... exceptionally low priced! Lustrous white porcelain enameled—handsome and easy to clean! Beautiful modern design with sanitary rounded corners. Big, efficient 18x18x12-inch steel oven—with convenient indicator—holds steady, even heat. Polished cook top. Strong cast iron firebox, door frames, main front and cooking top. Large copper hot-water reservoir. Burns coal or wood.

**8-TUBE CONSOLE**  
Reg. \$50 Value  
**\$35.88**  
\$4 DOWN—\$5 MONTH Small Carrying Charge

High quality 8-inch permanent magnetic dynamic speaker. Automatic volume and tone control. Push-pull type power amplifier. Special jack for attaching phonograph record player or television converter.

**New 1940 Prosperity GAS RANGE 39.95**  
Ask About Easy Terms

**6-PIECE TWIN BED COMBINATION**  
Reg. 42.50 Value  
**\$29.98**  
\$3 Down—\$4 Month Small Carrying Charge

2 sturdy metal beds in walnut finish with stencil decorations. Complete with 2 comfortable 30-cot crisp top springs and 2 soft down cotton liner mattresses with attractive cover. 39-inch size. Complete—6 pieces—at all-time low sale price!

**KENMORE WASHERS**  
Reg. \$39.95 Value  
**\$29.95**

A Pennant Winner  
Triple-Vane Aluminum Agitator  
Safety Sealed Mechanism  
Shockproof—Slashproof Motor  
Oiled for Life  
\$3 DOWN—\$4 MONTH Small Carrying Charge

**1940 COLOR-PERFECT WALLPAPER**  
6c  
SINGLE ROLL AND UP

Now you can slim down without strict dieting or hard-breaking exercises. Just eat Marmola Tablets a day, according to the directions.

**6 FT. WIDE FELT BASE FLOOR COVERING**  
Reg. 19c  
**13c**  
RUNNING FOOT

Standard quality felt base with high gloss baked-on enamel surface. Wide selection of tile, modern or floral patterns.

**Reg. 17.50 Innerspring MATTRESSES**  
While Quantities Last  
**\$9.88**

A truly sensational price for a genuine 180 coil innerspring, especially when it features an extra quality heavy willow-weave striped tick—non-sag roll edge, sanitary ventilation and button tufts.

**SAVE MONEY ON 50,000 ITEMS IN SEARS CATALOG. USE OUR CATALOG ORDER SERVICE**

**SEARS, ROEBUCK AND CO.**

SEARS SELL ANYTHING AND EVERYTHING TOTALING \$10 OR MORE ON THE EASY PAYMENT PLAN

125-137 N. 7TH ST. ALLENTOWN, PA. PHONE 5248

**ONLY A FEW DAYS LEFT TO SHOP AND SAVE IN OUR GREAT FEBRUARY FURNITURE SALE!**

<b>KNIT UNION SUITS</b> 49c Athletic style with two buttons on shirt and 2 on length.	<b>SHIRTS SHORTS</b> 3 for 50c Quality ribbed shirts and fine quality broadcloth shorts.	<b>WORK SOCKS</b> 5 Pair 50c Blue & white mixture. White heel & toe.	<b>MEN'S WORK PANTS</b> Reg. 1.29 <b>1.00</b> Sturdy 8 oz. standard canvas. Box-stall drill pockets.	<b>WORK SHIRTS</b> 3 for 1.00 Blue chambray, full cut. Fast colors. Sizes 14 1/2 to 17.
<b>CLOTHES PINS</b> 30 for 5c Lenses wearing! Polished hardwood. Save 1-3!	<b>CURTAIN STRETCHER</b> Reg. 1.49 <b>1.00</b> Community Day Special. Get up early, stand alone.	<b>CARPET SWEEPER</b> Reg. 1.49 <b>88c</b> Famous "New Trick" with "Remove" Paw. Rubber sump and brush cleaner.	<b>ELECTRIC IRON</b> Reg. 1.29 <b>98c</b> Standard electric iron lined by U.S. derwriters.	<b>ICE CREAM FREEZER</b> Reg. 1.29 <b>1.00</b> 2 qt. size heavy wood tub. Home made cream at the best.
<b>CLOTHES DRYERS</b> Reg. 1.99 <b>79c</b> Smooth hardwood. 800s compact.	<b>STAIR TREADS</b> 12c Value <b>12 for \$1</b> Choice of black or maroon. Size 6x18 inches.	<b>9 OZ. WATER GLASSES</b> Reg. 5c <b>3c</b> Thin blown water glasses with chip-proof edges.	<b>TOILET SEATS</b> Reg. 2.49 <b>1.89</b> Seamless white celluloid seats. These solid hardwood seats.	<b>2-FT. STEP LADDER</b> 79c Value <b>69c</b> Top in strength, safety, extra wide tread steps.
<b>LITE BULBS</b> 8c Reg. 10c Bulbs 15 to 75 watt. 500 hour.	<b>KITCHEN FIXTURE</b> Reg. 1.00 <b>83c</b> White enamel shade which fits 4 inch holder. Complete.	<b>100 FT. Clotholine</b> Reg. 39c <b>29c</b> Braided cotton. Foot-hank. For clotheslines, general use.	<b>SWEAT SHIRTS</b> 59c Heavy cotton seamed, knitted. Heavy crew neck. All sizes. Crew neck.	<b>ALARM CLOCKS</b> Reg. 1.00 <b>89c</b> New smart! Guaranteed metal. Guaranteed maximum accuracy. 30-hour movement.
<b>LUNCH KITS</b> Reg. 1.29 <b>1.00</b> Aluminum. Keeps liquid hot 24 hours, cold 12 hours. 1 pint.	<b>Self-Polishing WAX</b> 69c qt. 1 qt. enough for 12 average hours.	<b>ROOM-LOT WALLPAPER</b> For Any Room <b>98c</b> 8-oz. sidewall and border for a 12-18 ft. room.	<b>STEEL SCISSORS</b> 79c Value <b>59c</b> Have a pair of scissors handy. 1,000 uses in the home.	<b>108 SQ. FT. ROOFING</b> Reg. 80c <b>79c</b> Roofing processed to give maximum service. Surfsurf with bit.
<b>CANVAS GLOVES</b> Reg. 12c <b>6 Pair 50c</b> Heavy canvas gloves with knitted wrists.	<b>FELT BASE RUGS</b> 9x12 <b>3.49</b> Beautiful floral or block patterns for any type room.	<b>ACOR TUBS</b> Reg. 39c <b>35c</b> 17-qt. hot dipped galvanized tub. Strong, leakproof, rustproof.	<b>Ball Bearing SKATES</b> Reg. 1.00 <b>88c</b> Electric welded classic amco roller skates. Rubber cushions.	<b>MIT MOPS</b> Reg. 50c <b>45c</b> Triangle shape. Removable head. Used as a mat.
<b>SKILLET SETS</b> Reg. 89c Value <b>75c</b> Bargain. Challenge quality. Includes 6 1/2, 8 and 10 1/2 inch skillets.	<b>IRON BOARD COVER</b> Reg. 15c <b>10c</b> Heavy. Fits standard boards. Fitted end. Lace on cover.	<b>GLASS BAKE WARE</b> <b>39c</b> Every piece guaranteed not to crack from oven heat. Assorted.	<b>BUSHEL BASKETS</b> Reg. 55c <b>69c</b> If a very galvanized steel. Leak proof. Strong corrugated sides.	<b>HOT PLATES</b> Reg. 1.49 <b>1.00</b> 6 1/2 watt element complete with cord and plug.

**Bargain Buys!**

**PART WOOL DOUBLE BLANKETS**  
Size 70x80  
**\$1.57**  
Reg. 2.49

Brightly colored block plaids, soft fluffy nap, retains body heat and wool, right for easy laundering. Limited quantity.

**DOUBLE GOTTON BLANKETS—70x80. 87c**

**Bargain Buys!**

**5-LIGHT DROP FIXTURES**  
With 4-Way Switch  
**\$6.95**  
Reg. \$9.95

Stately, distinctive "Ravinal" Design blends well with any furnishings. Light bronze finish, chrome trimmed. Embossed ivory colored glass shades. Equipped with 4-way turn switch.

**Bargain Buys!**

**SAVE 1/3 TO 1/2**

**"GOLD CREST" MOTOR OIL**  
6c qt.

Plus 1c Tax In Your Container. Bring your own container and buy for future use. One day price special.

**Bargain Buys!**

**22 1/2 x 36 AXMINSTER THROW BAGS**  
**\$1.37**  
1.99 Value

27x48 ..... \$2.98  
36x60 ..... \$4.98

You've seen outstanding bargains, but here is the bargain supreme! Beautiful, substantial all-wool Axminster.