

WILL YOU ACCEPT THIRTY DOLLARS RIGHT OUT OF OUR CASH DRAWER?

Yes, YOU will get it. It goes, not to the successful winner of some guessing contest, or the person holding some lucky number; but to YOU, the reader of this advertisement.

WE ARE GIVING GOOD
MONEY. HELP US CHECK
OUR ADVERTISING.

Use the coupon. **\$2.50**
It is worth.....

on all merchandise in
CLASS G
containing
All dresses below \$10
All skirts below \$12.50

Use the coupon. **\$5**
It is worth.....

on all merchandise in
CLASS F
containing

All spring coats between \$15
and \$20.
All spring suits between \$15
and \$20.
All dresses between \$10 and \$30.
All skirts between \$12.50 and \$25

Use the coupon. **\$7.50**
It is worth.....

on all merchandise in
CLASS E
containing

All spring coats between \$20
and \$27.
All spring suits between \$20
and \$27.
All skirts above \$25.

Use the coupon. **\$10**
It is worth.....

on all merchandise in
CLASS D
containing

All spring coats between \$27
and \$40.
All spring suits between \$27
and \$40.
All dresses between \$30 and \$45.

Use the coupon. **\$15**
It is worth.....

on all merchandise in
CLASS C
containing

All spring coats between \$40
and \$65.
All spring suits between \$40
and \$65.
All dresses between \$45 and \$65.

Use the coupon. **\$20**
It is worth.....

on all merchandise in
CLASS B
containing

All spring coats between \$65
and \$80.
All spring suits between \$65
and \$80.
All dresses above \$60.

Use the coupon. **\$30**
It is worth.....

on all merchandise in
CLASS A
containing

All spring suits above \$80
All spring coats above \$80

When

\$29.75

can buy
**A COAT
LIKE THIS**

we say that splendid values are still in the market. The coat is a "Palmer Garment"—that tells the quality. The material is a dune polo cloth with leatherette trim as a distinctive feature. You can have the same coat in a tan, if you like.

It is a nifty sport model with set in sleeves, double flaps on pockets, and plenty of classy features. Cuffs, strap belt about waist, and box pleat at center of back are finished with buttons.

Don't let the low price scare you, but in spite of the low price, just remember that the coupon is accepted just as cheerfully as silver, gold, or greenbacks. Save the coupon.

\$19.75 plus the coupon
buys this coat.

WE COULDN'T POSSIBLY
MAKE THIS OFFER IF WE
SOLD ON CREDIT. WE ARE
GOING TO GIVE YOU ALL
SOME OF THE MONEY WE
WOULD OTHERWISE HAVE TO
GIVE TO THE FELLOW WHO
WON'T PAY HIS BILLS.

SKIRTS

We can't begin to tell you about the many, many beautiful skirts we have. But no matter whether you select one of our beautiful Kumse Kumsa skirts that lately arrived or some other creation equally charming, the coupon makes you a substantial present.

No matter whether you select a serviceable value, priced \$6, or a dainty creation in the twenties, we are equally glad to pay you for helping us check up on our advertising.

Cut out the coupon now, and don't forget it must be signed.

LOOK FOR THE SPECIAL
GREEN TAGS. THERE ARE
JUST A FEW SCATTERED
THROUGH EACH KIND OF
MERCHANDISE OFFERED.
BUT IF YOU FIND ONE,
YOU'VE STRUCK A GREAT
VALUE. REMEMBER THE
COUPON APPLIES JUST AS
WELL TO THE GREEN TAG
PRICES AS TO THE REGULAR
PRICES. IT WILL PAY YOU
TO SEARCH FOR THE GREEN
TAGS.

We want some information that will
cost you nothing, but means
money to us.

Does advertising in The Journal pay?

How is the best way to tell you about
our merchandise and service?

YOU hold the answer. Cut out the coupon in connection with this ad. Write your name and address on it. Bring it to our store, and it is just as good as a government greenback; if used in accordance with the conditions explained herewith. It is worth whatever you choose to make it worth up to THIRTY DOLLARS. READ EVERY WORD OF THIS ADVERTISEMENT. IT MEANS MONEY TO YOU; AND IT ALSO MEANS THAT YOU ARE GOING TO LOOK BETTER DRESSED AND BE BETTER DRESSED.

MISSSES' AND LADIES' SUITS AND COATS FOR SPRINGTIME—
AS NEW IN FASHION AS THE SEASON IS NEW IN LIFE.

Spring brings to every bird and bud a message to awaken and be its most beautiful self. It is youth's own season, the time for the first and freshest loveliness. Fashion, conscious of the significance of springtime, alive to its spirit of youth, has bent her creative genius to make our spring suits and coats for Ladies and Misses—suits that tell the story of the year's renaissance in every youthful line; coats with countless new touches in sleeves, belts, pockets, and details of finish.

Now, right in the heart of the season; when you are longing for these new and beautiful things to wear; we are coming to you with this coupon idea that is going to give us the information we want about our advertising and is going to give you the means of possessing these things you so much want.

When the quality of the merchandise offered is taken into consideration our prices on all kinds of ladies' ready-to-wear are beyond competition; but in spite of this fact, we now come to you with a present of 2.50, 5, 7.50, 10, 15, 20, or 30 dollars in connection with each garment and all for the trouble of helping us check up on our advertising.

CUT OUT THE COUPON RIGHT NOW. Put it in your purse. Be just as careful with it as you would with a ten dollar bill. Then you'll have it with you when you come in.

Here Is the Plan

We have divided all our merchandise on the second floor into classes A, B, C, D, E, F, and G. These classes are described elsewhere on this page. The coupon herewith, when applied on the purchase price of merchandise is good for

\$2.50 on class G merchandise
\$5 on class F merchandise
\$7.50 on class E merchandise
\$10 on class D merchandise
\$15 on class C merchandise
\$20 on class B merchandise
\$30 on class A merchandise

There are no frills or red-tape to this offer. Just come in and buy the merchandise and, after you have selected it, turn in the coupon as so much money. One coupon only accepted on any one purchase. If you want to make a second purchase, borrow the coupon in your neighbors paper, (if they will let you have it) and come in. Coupons must be signed.

GRESSO'S
Our package under
your neighbor's arm has been paid for

North Manchester

WARSAW

Silver Lake

TRICOTINE

Here is a fabric hard to obtain, especially in the better grades; but in our No. C4811 ladies' suit you see the very quintessence of quality and style—a fabric beyond criticism and a style that distinguishes the wearer as one of the elect.

Jacket has a long roll collar and open front, displaying a fancy vest of duvetyn; the lining is fancy silk. The peplum, sleeves, and skirt are beautifully finished. This is a typical class A garment.

Our regular price on this garment is below competition, quality considered. Then you must remember the coupon is worth \$30 when applied on the purchase price of this suit.

THINK, thirty dollars saved for signing and bringing in the coupon. You've never had an offer like this. You may never have again. Act today. Cut out the coupon NOW.

WE ARE GOING TO ADD \$1
TO THE VALUE OF THE FIRST
TEN COUPONS USED. COME
IN AS SOON AS YOU CAN
AFTER YOU SEE THIS AD-
VERTISEMENT. EXTRA
SALESPERSONS WILL BE ON
HAND TO SERVE YOU.

DRESSES

Yes, they're here and included. All styles and all prices. There's the quaint period style dresses right in line with the period style furniture idea; and along with it, the dainty things in Georgette and Taffeta.

Then there's a line of silk Poplins that sells below \$10, and a line of wool dresses that contains many unusual values.

Your coupon is good on any or all. Don't delay. Cut out the coupon right now and be among the first ten to use a coupon. Remember there's an added value if you are.

COUPONS ARE GOOD ON
EVERYTHING IN OUR MAIN
ROOM ON THE SECOND
FLOOR, EXCEPT MIDDY SUITS.
IF YOU HAVE LOOKED AT A
SUIT, COAT, DRESS, OR SKIRT
AND THOUGHT YOU COULDN'T
AFFORD IT; CUT OUT THE
COUPON AND COME IN AND
GET IT NOW.

LISTEN,--

The ad man read this ad over to his wife and ask what she would think of it if she saw it in the newspaper with some other store's name attached to it.

And she said:—"I would think it couldn't be true. That they marked their goods as close as we mark ours. I wouldn't believe it. How will you make good on that ad?"

Well, she knows we always do make good on our ads, and, no difference how we do it, or what it costs us, we're going to make good this time.

We're going to allow you to use the coupons just in accordance with this ad, as so much cash. Then in addition.

We're going to place a few green tags on special items in our ready-to-wear department. These tags will bear especially low sale-price figures; and the coupon is just as good on these special prices as on our regular prices.

We're putting these special tags in, here and there, just to add spice to the search for unusual prices.

You've never seen anything done like this. It's different. But then, we do things that way.

[Cut Here]

This Coupon is
WORTH
up to
\$30.00

Not good after April 26
to GRESSO'S, Warsaw Store is
This coupon, signed and brought
to GRESSO'S, Warsaw Store is

Name
Address
[Cut Here]

Syracuse & Lake Wawasee Journal