

Submitted, Oct. 2, 1928.

16

WASHING MACHINES -  
Gainaday Electric Washer.

"Let Gainaday Bubbles,  
Solve Monday's Troubles."

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Terheyden - Acknowledged - Pittsburgh's BEST Jewelers.

Pickering's - "Our Sales are Large,  
Our Profits are Small."

Harmony Milk - The Best That Money Can Buy.

Max Azen - "Highest in Quality,  
Lowest in Price."

Harris Amusement - A Good Show in a Good Theatre.

Reymer's - The Aristocrat of Candies -

Duquesne Light Company - "Day and Night  
Our Service is Right."

United Laundries - The Laundry  
Saves

Time, Money, Strength.

Haller Baking - THE STAFF OF LIFE  
Haller's

Bread, Rolls, Cakes.

Union Savings Bank - In Union There is Safety.

Yellow Cab Co. - Fastest, Safest, Cheapest.

Sully's, Inc. - All Auto Accessories.

Laird's Shoes - Tread Easily  
to

HEALTH AND WEALTH

in

Laird's Shoes."

Sam's Umbrellas - For Rain or Shine

See our Good Line.

Graham-Paige Motors - The Masterpiece of Motors.







**B. K. ELLIOTT COMPANY**  
**OPTICIANS**  
**126 SIXTH STREET**  
**ELLIOTT BUILDING**  
**PITTSBURGH**

Congratulations Ad Writer --

Even though your advertisement written about the B. K. Elliott Co. did not win a prize in the Zain-Sun Telegraph Campaign, don't be discouraged. There is still time to write that prize-winning advertisement, and yours may win this week.

There is one glaring weakness, however, in so many of the advertisements written about our Optical Department. Many of the advertisements state that we examine eyes. This is not true. We are not optometrists; we do not examine eyes; we do not prescribe for the ills of the eyes.

A druggist does not write prescriptions; he fills the prescriptions written by a medical doctor. Our relationship is identical. The oculist or eye physician examines your eyes and gives you a prescription for glasses to correct defective vision. As opticians, prescription opticians, we grind the lenses according to the prescription written for you by your oculist or eye physician. In addition, we fit and adjust frames or mountings in the style correct for the occasion.

Many of the advertisements received would have been given greater consideration by the judging committee had the phrase "Have your eyes examined at Elliott's" been eliminated.

May we offer you a suggestion? Before you write your next advertisement about the B. K. Elliott Company, stop in our store and visit with us. You will find here not only "everything optical", which includes the newest in frames, eye glasses, spectacles, lorgnettes, oxfords, opera glasses and binoculars, but fountain pens, thermometers, microscopes, cameras, kodaks, motion picture machines, drawing instruments, drawing boards, surveying instruments, tee-squares, triangles, oil color sets, water color sets, painting brushes, parchment shades, white china for decorating, blue prints and photostat prints.

You may write an advertisement about any one of these, and you will be eligible for a prize. We want to help you write better advertisements, and the more you know about a product, the more intelligently you can write your advertisement. You'll be surprised at the many things you can write about; come in and visit us.

Yours very truly,

B. K. ELLIOTT CO.



B. K. ELLIOTT COMPANY

---

WHY BUY TWO PAIRS OF GLASSES  
WHEN ONE PAIR WILL SERVE THE PURPOSE?

"Uni-Vis" bifocal glasses, the one-piece lens is the answer to this question. These glasses are the final achievement in bifocals. The center of the lens is so ground that it contains an almost invisible square for reading and other close application. The remainder of this one-piece lens is for distance. "Uni-Vis" eliminates the blind spots and lines of the old fashioned bifocals, where the two different segments are joined. These new glasses also safeguard the steps when going up and down.

Just as the name implies, "Uni-Vis" give universal vision.

WE ARE THE ONLY PITTSBURGH DISTRIBUTORS FOR THIS PRODUCT.

B. K. ELLIOTT COMPANY  
OPTICIANS  
Drawing and Surveying Instruments,  
Kodaks, Printing Sets, Blue Prints.  
126 Sixth St.,  
Pittsburgh, Pa.



B. K. ELLIOTT COMPANY

#2  
WHY BUY TWO PAIRS OF GLASSES WHEN ONE PAIR WILL  
SERVE THE PURPOSE?

OUR SPECIALTIES

"Uni-Vis" Bifocals, - the one-piece lens. The NEWEST and BEST type of bifocal glasses on the market. The center of this lens is so ground that it contains an almost invisible square for reading and other close application. The remainder of this one-piece lens is for distance. Why buy two pairs of glasses when one pair will serve the two purposes, and better at that. The old-fashioned bifocals, with the two separate pieces of glass in each lens, always give the wearer a blind line where the glass is joined together.

"Uni-Vis", just as the name implies, give Universal Vision.

WE ARE THE ONLY PITTSBURGH DISTRIBUTORS FOR THIS PRODUCT.

Besides handling "everything optical," we carry the largest and most complete line of drawing and surveying instruments, artists' materials, kodaks, blue prints, etc.

B. K. ELLIOTT COMPANY  
126 Sixth St.

#2  
B. K. ELLIOTT COMPANY  
OPTICIANS  
126-6th St., Drawing and Surveying Instruments Pittsburgh,  
Kodaks, Printing Sets, Blue Prints, Pa.



YELLOW CAB COMPANY

-----

"Number please?"

"COURT 5700"

"Yellow Cab Company,"

"Send a cab to 5th Ave."

"Yes Sir, anywhere, anytime."

When the occasion arises for quick action, this  
precisely and accurately does -

"THE THINKING FELLOW CALL A YELLOW"

He knows that he can fill any engagement, anywhere,  
any time, where quick action, safety, and courtesy  
are required.

YELLOW CAB COMPANY

C O U R T 5 7 0 0



HARMONY MILK

-----

TAKE NO CHANCES!

On any kind of milk. Little lives, - and big ones, - are too precious. Milk is an absolutely essential element required for perfect health, but rancid milk, or impure milk, is an abomination. Play SAFETY FIRST, and buy HARMONY MILK, you will then be assured of receiving THE ONE PERFECT FOOD, because HARMONY MILK being "Naturally Pure," assures the buyer that -

"THERE'S HEALTH IN HARMONY."

-----

BUY AT YOUR NEIGHBORHOOD STORE

HARMONY MILK.



UNION SAVINGS BANK

-----

THE SAVING HABIT IS A GOOD HABIT!

Also, it is a profitable one. We all know the clean cut, well appearing type of man and woman, - success, advancement, and ready money are written all over them. One good habit creates another one. Success begets success. Our fair land offers countless opportunities, - for the man or woman with a bank book. One dollar starts an account, and 4% interest increases it.

START NOW - at

THE UNION SAVINGS BANK  
Frick Building, Pittsburgh, Pa.

"HERE SAVINGS ARE SAFE."



DUNLEVY-FRANKLIN COMPANY

---

BY THIS SIGN YOU SHALL KNOW THEM

D U N L E V Y !

The name, "Dunlevy" on pork sausage, hams, bacon, or any other meat product is a source of reliability. No questions are asked, - none need be. Our pork sausages are made from fresh, clean meat, - not scraps, or unwanted ends, - that's why the taste is decidedly different. Our hams and bacon are of the finest quality meats obtainable, and cured and treated by all the latest scientific methods of the butcher's art, - that's why they agree perfectly with the digestive system, and at the same time afford the most delicious tastes.

Tasting is convincing, - to convince yourself, just try -

D U N L E V Y ' S

Pork Sausage, White Lily Hams, and Bacon

FAMOUS FOR FIFTY YEARS

Dunlevy-Franklin Co.,  
Pittsburgh, Pa.



Sam's Umbrella Shop

-----

UMBRELLAS ONLY

We have a thriving business, and handle only one product, - UMBRELLAS, - but we know all about it. We handle UMBRELLAS exclusively, all colors, shapes, sizes, and prices, but only one grade, THE BEST.

This UMBRELLA knowledge is really a "family affair," having been handed down from Father to Son, and therefore, "Sam" the owner of Sam's Umbrella Shop is really schooled in UMBRELLAS.

THE ONLY STORE IN PITTSBURGH DEVOTED EXCLUSIVELY  
TO UMBRELLAS

-----

SAM'S UMBRELLA SHOP

635 Penn Ave., Pittsburgh, Pa.



MAX AZEN  
-----

"PITTSBURGH'S LEADING FURRIER"

Is MAX AZEN. This title is rightfully placed,

B E C A U S E

Established Over a Quarter of a Century,  
Years of experience to gain FUR knowledge.  
Quality Unsurpassed,

Only the BEST of FURS are selected.  
Courtesy is our Greatest Watchword,  
Satisfaction GUARANTEED, consideration always shown.  
Prices admittedly the Lowest in the City  
Customers afforded the advantage of WHOLESALE prices.

All the above are sufficient reasons why MAX AZEN,  
the furrier, is a credit to the City of Pittsburgh,  
and is heartily acknowledged and endorsed, - -

"PITTSBURGH'S LEADING FURRIER."

MAX AZEN

"WHERE BETTER FURS COST LESS"

705 Penn Ave., Pittsburgh, Pa. -



C. A. MICHEL & COMPANY

-----

PAINT FOR PERFECTION --

FOR PERFECTION IN PAINT

Consult C. A. MICHEL & COMPANY. This is the only Pittsburgh Painting Supply House having, "A Quality Paint or Brush for Every Purpose." Although we are not all artists, when painting, we like to produce a perfect product. This perfect piece of workmanship can only be produced by using PERFECT MATERIALS, - the highest quality paints, varnishes, oils, turpentines, stains and brushes. These necessary painting materials can easily and courteously be secured at prices surprisingly low at -

C. A. Michel & Company

"A Quality Paint or Brush for Every Purpose."

640 Smithfield St.      Three doors from 7th Ave.

Pittsburgh, Pa.



TERHEYDEN COMPANY

-----

TIME WILL TELL

Just what quality your jewels may be. There is the inferior grade, which "turns green," and there is, - to use the words of Gray's Elegy, - the "Gem of purest ray serene," which lasts forever. To this latter class, belong all the "TERHEYDEN" Jewels. Time, the great detector, has so ruled, and rightfully so. Generation after generation, since 1854, having the assurance of receiving perfect quality and workmanship, have made the TERHEYDEN COMPANY "their" store when buying diamonds and artistic jewelry.

"THE JEWELS YOU LOVE TO WEAR,"

Will be courteously shown to you by

TERHEYDEN COMPANY  
530 Smithfield St.,  
Pittsburgh, Pa. -



PALMER'S STRIKALITE MATCHES.

-----

THEY CATCH ON THE FIRST STRIKE!

PALMER'S STRIKALITE MATCHES.

Not necessary to strike these matches a half dozen times to produce a light. Our match is the one perfect product of the match industry today, the result of years of laboratory research work.

Results:

Immediate light  
No afterglow  
Large flame  
Highest quality obtainable.

"JUST ASK YOUR GROCER"

He'll heartily agree.



TECH ICE CREAM

-----

First in Quality  
Last in Price  
First in the mouths of our countrymen.

That's the secret of our phenomenal success.

TECH ICE CREAM

"Smiles Right Back at You."



GENERAL HOMES CORPORATION

----

THE HOME YOU WILL EVENTUALLY BUY

Will be modern in every respect, the location ideal, the construction of A-1 materials, the accessibility within easy limits, and the price at a great saving to your finances. Such is the product of THE GENERAL HOMES CORPORATION, down at Marshall Manor. To convince yourself of these unsurpassed features,

VISIT THE MODEL HOME  
at  
2439 Brighton Road.

----

GENERAL HOMES CORPORATION,  
Union Trust Building,  
Pittsburgh, Pa.



## ROOSEVELT HOTEL

-----

### A TRIBUTE TO PITTSBRUGH

is the Roosevelt Hotel. No other house or hotel in the city possesses the outstanding metropolitan air as does the Roosevelt. All guests, regardless of their native cities, are immediately at home in this hotel. Its central location, unexcelled service, up-to-the-minute conveniences, rich furnishings, low rates, nourishing food, highest type of refinement, and metropolitan air, have all entered into making the ROOSEVELT, the most desirable of Pittsburgh's hotels. This house really fills a long standing want.

ROOSEVELT,  
The Home of the Universe,  
Corr. Penn Ave. at Sixth St.



For Kelvinator-Leonard Corp.  
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"TO INVESTIGATE IS TO - KELVINATE."

Why? Because ever since electric refrigeration was discovered and perfected by Lord Kelvinator, we have been constantly working and improving on our models until today, KELVINATOR stands out as the King of its Kind. It is the last word in electric refrigeration.

A KELVINATOR in a home means NO WORK, it automatically turns its own current on and off, ECONOMY, no spoiled food, no ice bills, and lowest service record, - HEALTH, no rancid foods, CONVENIENCE, all foods in one place, COMFORT, no ice to carry or shift, no drain-pans to empty.

All dealers will be pleased to demonstrate the superior qualities of KELVINATOR.

-----  
KELVINATOR-LEONARD CO.,  
205 N. Highland Ave.,  
Or any KELVINATOR Dealer.



THE STEVENSON & FOSTER COMPANY

---

READIN'  
'RITIN'  
'RITHMETIC.

The three famous "R's" of education which have been the means of aiding countless numbers to reach the pinnacle of success. Writing, of course, plays a great part in our battle of life. A great assistant in writing is STATIONERY. To procure THE BEST and the GREATEST SELECTION, always go to THE STEVENSON & FOSTER COMPANY. Their experience of over sixty years as stationery enables them to meet the critical demand of an exacting public. Make life's work easier by using the finest stationery, - bought at

THE STEVENSON & FOSTER COMPANY  
421-27 Seventh Ave.,  
Pittsburgh, Pa.



THE STEVENSON & FOSTER COMPANY

-----

OUR STATIONERY HAS MADE US STATIONARY.

About 60 years ago, we started in the stationery business, and we are right here in Pittsburgh to stay. By purchasing stationery from us, you take no chances.

BY YOUR STATIONERY YOU ARE JUDGED.

Therefore, to be absolutely assured of receiving THE BEST at all times, take advantage of Pittsburgh's pioneers in the stationery industry, and go to

PITTSBURGH'S FINEST STATIONERY STORE,

THE STEVENSON & FOSTER COMPANY,  
421-27 Seventh Ave.,  
Pittsburgh, Pa.



DUQUESNE LIGHT COMPANY

-----

IT WORKS WHILE YOU REST

Ours is the age of science and invention, the greatest of which is electricity. It works while you rest, sleep, or while you eat. Press the button, and lo, we have a perfect light. Turn the switch, and the electric washer does the washing, the mangel the ironing, the sweeper the sweeping, the range the baking and cooking. While allowing electricity to do your work, why not turn on the radio, and let the music soothe your jangled nerves?

Our selection of labor and time saving electrical equipments is the most complete in the country. Electricity is really an investment <sup>in</sup> of economy.

SEEING IS BELIEVING - TRY IT AND SEE

DAY AND NIGHT  
OUR SERVICE IS RIGHT!

-----

DUQUESNE LIGHT COMPANY  
435 Sixth Ave.,  
Pittsburgh, Pa. --



1932  
men's clothes

LAIRD'S SHOES

----

NO NEED TO WATCH YOUR STEP

When buying shoes at LAIRD'S. What a feeling of satisfaction perfect grooming always gives, and the most important feature of the well dressed person is - SHOES. How soft to tread, how comfortable to rest, how easy on the feet, how stylish the appearance, how low the price. Why not get

"BETTER WEAR FOR LESS MONEY"  
at

LAIRD'S  
Shoes of Quality,  
622 Liberty Ave.,  
Pittsburgh, Pa.



C. REIZENSTEIN & SONS

---

THE FINEST TREASURES OF EVERY LAND

In buying for our business, we buy only the finest quality of glassware and china, the work of the artist and the craftsman. Really beautiful, awe-inspiring and interesting, are our specimens of china and glass. The gathered from strange and distant lands. The remarkable inconsistency regarding these rare objects of art is that the sales prices are surprisingly low. For the appropriate gift, or the correct selection for any purpose, call on -

"PITTSBURGH'S OLDEST GIFT SHOP WITH THE NEWEST GIFT THINGS."

C. REIZENSTEIN & SONS  
625 Liberty Ave.,  
Downtown  
Pittsburgh, Pa.



THE PEOPLE'S NATURAL GAS COMPANY

-----

THE JOY OF LIVING TODAY!

Think of the years before natural gas was discovered, how cold, how miserable, how unhealthful, how cheerless, must life have been. The poorest persons today are enabled to enjoy a luxury unknown to the kings of old, by using NATURAL GAS! And this, without involving any labor whatsoever. Pay as you use, and have your house made into a "Home Sweet Home," by the Warmth, Radiance and Cheer of a Pennsylvania Gas Furnace and B-Line Gas Boiler, also People's Natural Gas.

Anyway,

"YOU CAN DO IT BETTER WITH GAS"

----

THE PEOPLE'S NATURAL GAS COMPANY.



Laird's  
Law in price

10/10/28

Always comfortable  
I deal service  
Right adjustments  
Desirable Qualities

Laird's  
----

---

H.G. Bennett Company

Tailor  
1932

"The Apparel Oft Proclaims the Man."

The truth of this proverb is brought home to us today.  
The ambitious man finds his life "so full of a number of things"  
that he admits it is a problem to be ALWAYS correctly dressed.

WHY NOT

Let THE J. G. BENNETT COMPANY take care of this item for you!  
You will then be able to rest assured that you are ALWAYS cor-  
rectly attired. This assurance is based on the fact that we  
handle only the BEST, the HIGHEST QUALITY of men's wearing ap-  
parel. Our salespeople are all schooled in the art of fitting,  
adjusting, and harmonizing wearing apparel to suit YOUR  
particular type. Remember! It pays to look well. Your first  
visit to our shop will convince YOU, as it has convinced thousands  
of our satisfied customers that -

"BENNETT MEANS BEST."

The J.G.B. Co. - etc.



10/10/28

Forever

Protection, Beauty and Peace  
for your Beloved Dead  
in

Westminster Abbey of Lgh.

An old-world splendor in a  
new world setting.

Mausoleum Construction Co.  
Empire Bldg. - Atlantic 3629



UNITED LAUNDRIES

---

KEEP ABREAST WITH THE TIMES

Send your washing to the laundry. The modern, scientific laundry plants are equipped to handle all washings far more efficiently than any individual or any home apparatus can possibly do so. Why inconvenience yourself, and waste a lot of energy, time, and money washing, or even annoying yourself with a laundress, when the laundry can do it better and cheaper. The laundry is the last word in the scientific handling of washing and ironing, so just smile on Monday, - or any other day, - take your washing, and

SEND IT TO THE LAUNDRY

UNITED LAUNDRIES

Brace Bros.,                      Eclipse Laundry  
Keystone Laundry              Mohn Bros.,  
Royal Laundry  
1200 Chateau St.,  
N.S., Pittsburgh, Pa.



C O F F E E

THE MORNING STIMULANT

TRY EATING BREAKFAST WITHOUT IT.

WHY NOT USE

M A R T I N S O N S

AND

TASTE THE DIFFERENCE!

"YOU PUT IN LESS AND IT TASTES LIKE MORE."

MARTINSONS COFFEE

AT YOUR GROCERS OR MARKET.



GET THE HALLER HEALTH HABIT  
BY EATING

HALLERS

PERFECT BAKERY PRODUCTS.

+++++

I HAVE TRIED EVERY <sup>other</sup> KIND OF BREAD BUT TO  
DATE I HAVE FAILED TO FIND A SUBSTITUTE <sup>for</sup> *Hallers*  
MY THREE CHILDREN AND ALSO MY HUSBAND ARE  
LIVING TESTIMONIALS OF HALLERS BREADS. WE  
LIKE ESPECIALLY HALLERS RYE BREAD.

ONE OF THE REASONS FOR OUR ENTIRE FAMILYS  
ALWAYS BEING IN THE PINK OF CONDITION IS -  
HALLERS HEALTH COOKIES.

TRY HALLERS PERFECT BAKERY PRODUCTS AND  
SEE FOR YOURSELF.

HALLERS

"OVEN TO HOME"

206 N. DENNISTON AVE.  
PITTSBURGH PA.







TO HAVE YOUR CAR WELL ATTIREED, USE ALL-STATE TIRES.

My husband has an old "gasoline wagon" which he insists upon running. In spite of its age, when it is equipped with a new set of "All State Tires," we just seem to be riding on a magic carpet - floating through the States on

ALL STATE TIRES,

FOR SALE BY

SEARS-ROEBUCK COMPANY



THE CANDY CRITERIONS OF PITTSBURGH

R - E - Y - M - E - R - S .

++++++

WHEN BETTER CANDIES ARE MADE REYMERS WILL MAKE THEM.

OUR LONG-ESTABLISHED BUSINESS

~~XXXXXXXXXXXX~~

IS A TESTIMONIAL TO OUR  
SUCCESS AS CANDY MAKERS.

YOU CAN TASTE THE DIFFERENCE.

++++++

REYMERS CANDY

AT MOST GOOD STORES.



Stevenson & Foster Co. - Pgh. Pa. - Feb. 10, 1932.

OUR STATIONERY HAS MADE US STATIONARY.

*Jan 1820*

our forefathers  
Over a century ago, ~~we~~ started in the stationery business, right here in Pittsburgh, - and we are still here, - to stay. Ours is the experience of over a century. You will find in our store an unequalled selection of office supplies and stationery. You will be courteously treated, and we look forward to assisting you in your stationery, ~~and~~ printing and office supply problems.

PITTSBURGH'S FINEST STATIONERY STORE.

-----

STEVENSON & FOSTER COMPANY

421 Seventh Ave.,

Pittsburgh, Pa.

*Feb. 10, 1932. Upon calling  
Stevenson & Foster Co. today, I  
was informed that they  
started in business here in  
1820. - M*



Hachmeister-Lind Co.

"BY THEIR LIGHTS YOU SHALL KNOW THEM."

\*\*\*\*\*

When in need of Auto Headlights, let our -- --

PERFECT-O-LITE Auto Bulb

solve your problems.

A trial will convince the most fastidious person that our  
Auto Headlights are all we claim them to be when we say -

"THERE IS NO BETTER HEADLIGHT ON THE MARKET AT ANY PRICE."

-----  
Hachmeister-Lind Company

McKees Rocks.

Feb. 1932.



BLUE RIDGE BUS LINES  
Feb. 1932.

SEE AMERICA FIRST.

And at such low prices! Forget your troubles and enjoy a fine ride in fresh air, and in CLEAN, COMFORTABLE and COZY busses. Visit your relatives and friends - gaze at the wonders of nature - see the hustle and bustle of large industrial cities - study modern farming. All these interesting diversions are at your finger-tips. The cost in most instances is really too small to be considered. This our young and great country awaits your pleasure.

We shall gladly and fully answer all your questions.

BLUE RIDGE BUS LINES

Main Office 14 Wood St. Court 1800  
Bus Terminal 972 Liberty Ave. Court 1800.



Westinghouse Refrigerators. - Feb. 1932.

IT WORKS WHILE YOU REST.

Ours is the age of science and invention, about the greatest of which is electricity. It works while you rest. sleep, or work. The refrigeration world has been waiting for the WESTINGHOUSE DUAL AUTOMATIC REFRIGERATOR - the King of its Kind.

A WESTINGHOUSE REFRIGERATOR means ECONOMY - no spoiled food, no ice bills - HEALTH - no rancid foods - COMFORT - no ice to carry or shift - no drain-pans to empty.

Live today and enjoy the refrigeration conveniences afforded only by

WESTINGHOUSE

Dual Automatic Refrigerator

Whitehill & Danforth, Inc.



Kroger Stores -

ALL ALONE IN THE FIELD!

\*\*\*

We have no competitors. Our years of honest and square dealing have enshrined us in the loyal hearts of our customers. When in need of foods, they naturally go to KROGER'S.

Our goods are always fresh and of highest quality - our prices always the lowest. / Frankly, what more can we say? Also ~~xxx~~ we always give full weight.

-----

**K**ROGER STORES  
KING OF RETAIL FOOD DEALERS.

"THE COMPLETE FOOD MARKET."



The Edward A. Woods Company - Feb. 1932.

THOUGHTFULNESS

Life insurance today with its many and varied forms of protection is a subject which MUST be given great consideration. No thinking person will sidetrack this duty which we all owe to those near and dear to us, and also to ourselves. The small payments required on an insurance policy assure us --

Pleasure instead of poverty in our old age  
Payment of funeral and other expenses  
Payment of mortgages *Education, Culture & Leisure*  
A regular income at regular times.

What more can we ask from such small investments? Modern insurance is our golden and greatest achievement in this our golden age of discovery and invention.

There is no <sup>company</sup> ~~country~~ anywhere in the country better equipped to handle your insurance problems than right here in Pittsburgh - in the Frick Building. It is

THE EDWARD A. WOODS COMPANY  
The EQUITABLE LIFE ASSURANCE SOCIETY

Our representatives are subject to your call any time, any place.

*fancy Blue letter-head*



THE STEVENSON & FOSTER COMPANY  
PRINTING, LITHOGRAPHING,  
and ENGRAVING.

-----

A FINE ART

When executed in the highest form possible  
~~to obtain~~ is PRINTING, LITHOGRAPHING and ENGRAVING.  
*Over a century*  
Just ~~107~~ years ago, our *forefathers* ~~grand-fathers~~ started our  
business. Today, we are LEADERS IN OUR LINE, the  
result of perfection acquired by generations of  
progressive craftsmanship.

THE STEVENSON & FOSTER COMPANY,  
421 Seventh Ave.,  
Pittsburgh, Pa.



HALLER BAKING COMPANY

---

SINCE BREAD IS THE STAFF OF LIFE,  
WHY NOT GET THE BEST?

When You Buy

H A L L E R ' S

"Oven to Home"

Bread - Rolls + Cakes

You are <sup>positively</sup> absolutely assured of getting  
THE BEST quality baked goods obtainable.

HALLER BAKING CO.  
206 N. Denniston Ave.



KEEP THAT YOUNG MAN EXPRESSION!

\*\*\*\*\*

Step Lively and Smoke --

M A R S H

W H E E L I N G

S T O G I E S

How exhilarating is the step and stride of youth, and how invigorating when the walk is accompanied by the smoking of a fine cigar. To insure perfect ease, smoke a MARSH WHEELING STOGIE. Not a prod in a puff. Made of Finest Quality Tobacco obtainable.

ASK THE MAN WHO SMOKES THEM.

MARSH WHEELING STOGIES.

"At Any Cigar Store."



Gilbert's Fine Furniture.

"A THING OF BEAUTY IS A JOY FOREVER."

\*\*\*\*\*

Our <sup>goods</sup> ~~wares~~ are the selections of critical judges, - connoisseurs in the arts and crafts of the finest workmanship obtainable in furniture. Make your home come first - furnish it beautifully with our FINE FURNITURE.

See our palatial art objects from distant kingdoms. These are right here in Pittsburgh to grace your home.

FOR PALACE TALL  
OR COTTAGE SMALL -

BUY GILBERT'S FINE FURNITURE

*Louise winter scene  
letter head.*



WURLITZER'S - Feb. 10, 1932.

"AND THE NIGHT SHALL BE FILLED WITH MUSIC"

So wrote Longfellow long ago. Today this prophecy comes true in radio. No matter how miserable the night, it can be made cheerful by the sweet strains of radio music. Night and day make your hours happier ones by enjoying the music and other pleasures broadcast from one of our many famous makes of radios.

Our pianos, organs, and other musical instruments have long ago proven their worth. Our large list of satisfied customers enables us to "Carry on" in business these many years.

Whether you buy anything or not, we look forward with pleasure to showing you our complete and exceptionally fine display of musical instruments.

W U R L I T Z E R

719 Liberty Ave.,

Pittsburgh, Pa.



THERE MUST BE A REASON  
WHY SO MANY PEOPLE CHOOSE ~~DUNLEVYS~~  
*Dunlevys*  
WHITE LILY BRAND HAMS AND BACON  
AND ALSO DUNLEVYS PORK SAUSAGE.

THE REASONS?

BECAUSE THEY ARE DEPENDABLE FRESH HIGH  
QUALITY FOODS MADE AS ONLY DUNLEVYS CAN  
MAKE THEM.

MODERN MACHINERY AND SANITARY CONDITIONS  
PLAY AN IMPORTANT PART IN THEIR  
MANUFACTURE.

"ASK YOUR DEALER."

*for  
Dunlevys*



2/9/32

S I N C E

BREAD IS THE STAFF OF LIFE

Why Not

GET THE BEST?

WHEN YOU BUY

H A L L E R ' S

"Oven to Home"

Bread - Rolls - Cakes

You are positively assured of getting  
THE BEST quality baked goods obtainable.

HALLER BAKING COMPANY  
Pittsburgh, Pa.



CHAMPION COAL  
IS RIGHTLY NAMED  
BECAUSE  
IT LEADS - OTHERS FOLLOW.

~~TRY A TON TODAY.~~

YOU CAN FEEL THE DIFFERENCE.

CHAMPION COAL MEANS CHAMPION HEAT.

"EVERY TON WEIGHS A TON"- NO LESS.

PITTSBURGH COAL COMPANY  
306 DIAMOND ST.  
PITTSBURGH PA.

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1000 1000 1000 1000 1000



"CRUBRO" PRODUCTS

---

THE PROOF OF THE PUDDING IS IN THE EATING!

Young Mother Hubbard want to the cupboard  
To get her healthy youngsters some food,  
But when she got there, the cupboard was not bare,  
It was full of CRUBRO products so food. -  
And why today the Hubbards are all so healthy

"CRUBRO" PRODUCTS

---

THE PROOF OF THE PUDDING IS IN THE EATING!

Young Mother Hubbard went to the cupboard  
To get her healthy youngsters some food,  
But when she got there, the cupboard was not bare,  
It was full of CRUBRO products so good.  
And Why today the Hubbards are so healthy, so happy and alive  
Is because on the pure food products of CRUBRO they thrive!

"CRUBRO" PRODUCTS - "UM SO GOOD."



B. K. ELLIOTT COMPANY

-----

**PITTSBURGH FIRST!  
FIRST IN THE HEARTS OF PITTSBURGHERS'.**

When it comes to goods in OUR LINE, -  
EYE GLASSES - DRAWING INSTRUMENTS - PAINT-  
ING OUTFITS - MOVIE CAMERAS - ETC., ETC.,  
we are First in the Hearts of Pittsburghers.  
Our years of First Quality Goods, Low  
Prices, and Unmatchable Service, have won  
for us this confidence.

B. K. ELLIOTT COMPANY  
126 Sixth Street.



10/10/28

GENERAL HOMES CORPORATION

-----

"A THING OF BEAUTY IS A JOY FOREVER."

Why not enjoy forever, Health, <sup>Wealth</sup> <sup>Happiness</sup> ~~Happiness~~ and ~~Contentment~~  
in a home of our construction?

GENERAL HOMES CORPORATION

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Visit Our Model Home  
2439 Brighton Road



Potter Title & Mortgage Guarantee Co.

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OF COURSE YOU WANT TO "OWN" YOUR OWN HOME!

When you buy a home, you really and truly intend to "own" it. Does the thought ever strike you that after all, there may be a serious handicap to your really owning your own home? The least flaw in the title may mean an entire loss. How sad this would be after you have perhaps saved and struggled a number of years to at last own your own home.

DON'T TAKE CHANCES

Before You Buy - - Consult

POTTER TITLE & MORTGAGE GUARANTEE CO.  
Fourth Ave. and Grant St.



POTTER TITLE & MORTGAGE GUARANTEE CO.

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HOME SWEET HOME!

These words are dear to every human heart. Rich or poor, we all strive for a "Home of our own," and this, be it ever so humble, is indeed a haven. Of course, we want to remain in this haven, and then upon our deaths, bequeath it to those near and dear to us.

The FIRST STEP in owning this haven, is to have "Potter Service" examine the title. Without taking this precaution, we really play with fire.

To ABSOLUTELY INSURE perfect ownership forever in all property transactions, really, it pays to consult

POTTER TITLE MORTGAGE & GUARANTEE CO.

Or  
Title Insurance.



**PALMER'S STRIKALITE MATCHES**

---

**THE JOY OF LIVING TODAY!**

Science has advanced in all lines, not by any means forgetting the little match. Think of the inconvenience endured by our ancestors in striking together two pieces of flint, to produce a flame. TODAY, we produce a great flame, without any afterglow, by a single stroke, and with perfect safety, by using

**PALMER'S STRIKALITE MATCHES.**

**"Just Ask Your Grocer."**



THE KISSEL-SKILES COMPANY

---

KNOW YOUR CITY

And How?

Not by spending a lot of money, and wasting a lot of time. Just spend a little bit of money, rent a car from Kissel-Skiles Company, and drive it yourself, then save time while you and the family pleasantly take in the beautiful, interesting, and educational centers of Pittsburgh and surrounding lands. Drive out to Forbes Field to enjoy the ball game, then to Schenley Park to see the flowers, then out to Kennywood Park for a little amusement, then out to Homestead to learn all about the world's largest steel mills, then back to Highland Park to see the splendid zoo, then stop off at Carnegie Museum, also Carnegie Library. From there, go to the South Side to see the Liberty Tubes and the various inclines, then down to the Monongahela River to see the Point and the Old Blockhouse, then to the North Side to see Monument Hill, then to West View Park and - Home again. What a day for pleasure, education, observation, relaxation, - and economy, through the splendid business of

THE KISSEL-SKILES COMPANY

125 - 7th St.                      555 - 6th Ave.  
3923 Forbes St.                6107 Broad St.  
Pittsburgh, Pa.



GAINADAY WASHING MACHINES.

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GAINADAY ELECTRIC WASHING MACHINES

MADE IN PITTSBURGH

FOR WORLD WIDE DISTRIBUTION

The GAINADAY Washing Machine is THE BEST electric washing machine on the market. Being one of the first companies to build an electric washer, we have improved upon our machine until today it is the PERFECT PRODUCT. Absolute safety for clothing, - no moving part inside of tub. THE GAINADAY does not get out of order, - nothing mechanical about it to break or stick. The copper tub is built for generations. Mechanically safe, all gears enclosed. Price, surprisingly low, and easy terms.

GAINADAY is now enjoying universal sales distribution.

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Let GAINADAY gain Time, Money, Ease,  
Steady and Pleasure for you.



**SAM'S UMBRELLA SHOP**

(Ad below)

-----

"What a beautiful day!" The sun shines so brightly, the air is so balmy, - but in time of sunshine, prepare for rain. Call at Sam's Umbrella Shop, and see the most complete line of umbrellas in Pittsburgh.

"My, how miserable, such a torrent of rain!" In time of showers, prepare for sunshine. Call at Sam's, and see the beautiful array of sun-rain umbrellas they carry.

"The promenade will be a gay and colorful event, ladies in afternoon dresses of the latest Parisian creations, gentlemen with boutonnieres and canes." In time of leisure, prepare for social events. Visit Sam's Umbrella Shop, and see the novel and chic lines of canes they carry. Nothing like it in Pittsburgh.

**FOR RAIN OR SHINE  
SEE OUR GOOD LINE**

--

**SAM'S UMBRELLA SHOP  
635 Penn Ave., Pittsburgh, Pa.**



MAUSOLEUM CONSTRUCTION COMPANY.

---

"We have loved them in life, let us not forget them in death," said the pious Romans when interring their martyred dead in catacombs. Just as the Romans erected their magnificent buildings to stand forever, so is Westminster Abbey of Pittsburgh, in beautiful Mount Royal Cemetery, built to stand forever. This modern catacomb is a shining example of an old world splendor in a new world setting. Constructed of bronze, marble, and granite, it has fittingly earned the title, "Cathedral of Rest," - and so it is, and will be forever, for our beloved dead, - and a convenient burying and visiting place for us, the bereaved living.

MAUSOLEUM CONSTRUCTION COMPANY  
Empire Building,  
Pittsburgh, Pa.



Oct. 17, 1930.

I'd Buy a Plymouth Because:

I turn every dollar over twice before spending it, and in buying a car, I'd simply follow my natural bent and buy a Plymouth. It is the Perfect Car in Construction, Quality, Design and Price. A Thing of Beauty. Another great economical advantage is its remarkably low gasoline and oil consumption. I ~~know~~ know that its many outstanding engineering achievements, such as hydraulic brakes, (which same type of brake is found in cars of other manufacture costing thousands of dollars,) safety steel body, most powerful four cylinder car, etc., have made it the Masterpiece of Motors in the ~~field~~ field of ~~low-priced~~ low-priced cars. It is ~~so~~ easy to handle and steer; this feature appeals greatly to me. Its motor is sufficiently powerful to ~~carry~~ carry the entire car of passengers up the beautiful, but very steep hill where I live, and don't intend to move. Its remarkable sales record speaks for itself. The enthusiasm and satisfaction displayed by its owners is convincing to me. Reliable ignition, spare parts, and service can be obtained all ~~over~~ over the United States and many foreign countries. This feature is in accord with my time-saving ideas. --- In summing all the above, what more can I ask?

How heard about this  
contest:  
Through a young man in our office.



E.S. Carpenter - Graham-Paige Cars.

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- - - - -

History's Pages  
Have Perfected  
GRAHAM - PAIGES!

And TODAY we find the Graham-Paige  
"The Masterpiece of Motor Cars."

Why experiment? Get that which is  
known to be THE BEST - - - -

GRAHAM-PAIGE MOTOR CARS.

-----

E.S. Carpenter, Inc.  
4615 Baum Boulevard,  
And Associated Dealers.



GAINADAY ELECTRIC WASHERS.

---

GAINADAY ELECTRIC WASHERS  
Pittsburgh First                      First in Pittsburgh.

Without hesitation, we say that our electric washer is THE BEST that money can buy. Why? We are pioneers in the washing machine industry, being one of the first companies to put an electric washing machine on the market. Our years of experience have enabled us to build a PERFECT PRODUCT. Ours is the only machine which does not have any moving part inside of the tub, thus insuring ABSOLUTE SAFETY for clothing. Our large copper tub will last not only for a lifetime, but for many generations. The GAINADAY does not get out of order, as there is nothing mechanical about it to break ~~or~~ stick. And how it works, at least sixty pounds of dry clothes in one hour! Absolutely safe, - all gears enclosed. And last, but not least, the machine is self cleaning.

Although manufactured in Pittsburgh, we have a nation wide, rather a world wide distribution, just this week receiving a large European order.

52 DAYS IN THE YEAR,  
Let GAINADAY gain Time, Money, Ease,  
Study and Pleasure for you.



OF INTEREST TO WOMEN

To be fashionably dressed is always a matter of deep interest to every woman, but to be fashionably dressed on a moderate allowance is a matter of two-fold interest to every woman. Pittsburgh women are indeed fortunate in this respect, for they have the advantage of enjoying the business of LEWIN-NEIMAN COMPANY, - the only Pittsburgh Department Store devoted entirely to Women's Wear. It is the policy of this store to handle exclusive models, also never to misrepresent prices or qualities. It is this assurance which has given them the confidence of their thousands of enthusiastic customers.

Of sundry interest to every woman also is their FAMOUS BARGAIN BASEMENT, - made famous by retailing quality materials at the lowest prices in the City.

CONVENIENT CHARGE ACCOUNTS                      -                      EASY TERMS TO SUIT CONDITIONS

Smithfield St.,      Opposite Post Office.

WE SPECIALIZE IN WOMEN'S, MISSES' AND CHILDREN'S COATS



MAX AZEN

-----

FIRST IN FINEST FURS!

-----

Little Minks and moles and squirrels,  
How they all thrive for us.  
Papa buys them like a man,  
Mama sports 'em like a fan  
And MAX AZEN is THE ONE PLACE without guess  
"Where Better Furs Cost Less."

-----

Max Azen  
705 Penn Ave.



REYMER & BROS. Inc.

---

CHRISTMAS  
IS  
COMING!

"Oh! What shall I give Her, Him, Them?"

THE UNIVERSAL GIFT -- CANDY!

BUT

Be Sure It's - REYMER'S

Then The Gift Will Be Doubly Appreciated.

REYMER'S

The Aristocrat of Candies

Made fresh every day, - and right here in Pittsburgh

REYMER & BROS., Inc.,  
Pittsburgh, Pa.



1932  
For Furniture

C. REIZENSTEIN & SONS

-----

FOR PALACE TALL  
OR COTTAGE SMALL

REIZENSTEIN'S

Have the appropriate gift. Ours is the selection  
of critical judges, connoisseurs in the arts and  
crafts of the finest workmanship obtainable in  
china and glassware. Palatial art objects in  
these wares, - from distant kingdoms, are right  
here in Pittsburgh to grace your home, be it ever  
so humble, -> BECAUSE -

OUR PRICES ARE RIGHT

----

C. REIZENSTEIN & SONS  
625 Liberty Ave., Downtown,  
Pittsburgh, Pa.



KELVINATOR-LEONARD CO.

-----

"WHAT IS HOME WITHOUT A KELVINATOR?"

*(Handwritten note: check for flaws)*

Ever since domestic electric refrigeration was discovered and perfected by Lord Kelvinator, we have been constantly working and improving on our models until today, Kelvinator stands out as the King of its Kind. Our product is the result of years of pioneer research work.

A Kelvinator in a home means NO ICE BOX WORK, it automatically turns its own current on and off, - ECONOMY, no spoiled food, no ice bills and lowest service record, - HEALTH, no rancid foods, - CONVENIENCE, all foods in one place, - COMFORT, no ice to carry or shift, no drain-pans to empty.

All dealers will be pleased to demonstrate the superior qualities of KELVINATOR.

----

KELVINATOR-LEONARD CO.,  
205 N. Highland Ave.,  
Or any Kelvinator Dealer.



ARGO SPECIALS

-----

KEEP THAT YOUNG MAN EXPRESSION!

Step lively, and smoke

*Drawing*

*Arco*

*Special*

Really, they give, -

"ALL THE JOY OF A GOOD CIGAR."

How exhilarating is the step and stride of youth, and how <sup>invigorating</sup> enticing when the walk is accompanied by the <sup>smoking</sup> of a good cigar. To insure perfect ease smoke, "ARGO SPECIALS," - Not a <sup>prod</sup> prick in a puff. Made of Finest Quality Tobacco, That's Why.

ASK THE MAN WHO SMOKES THEM.



S. HAMILTON COMPANY

-----

"AND THE NIGHT SHALL BE FILLED WITH MUSIC"

So wrote Longfellow years <sup>long</sup> ago, and today this prophecy  
comes true in radio. When buying a radio, why not get THE BEST?  
We have seven different makes from which to select, including that  
best-of-all-make, the HAMILTON De-LUXE-NINE-IN-LINE.

When it comes to pianos, consult us first, because we are  
FIRST IN QUALITY, handling such well known makes as Welte, Hazelton,  
Milton, A. B. Chase, Behning, Emerson, etc.

Our Victrola and Record Departments are the largest in  
the city. We have the last word in Orthophonic Victrolas, in  
either walnut or mahogany cabinet.

Owing to our large sales, our cost prices are exceedingly  
low. Our customers enjoy this advantage.

EXTENDED CHARGE ACCOUNTS - LOWEST TERMS IN THE CITY.

HAMILTON MUSIC MAKES HAPPY HOMES

S. HAMILTON COMPANY  
6008 Penn Ave., East Liberty  
722 Wood St., Wilkinsburg.



1932  
Groceries

P. H. BUTLER COMPANY.

-----

ALL ALONE IN THE FIELD!

BUTLER'S

King of Retail Grocers.

Our Qualities are THE HIGHEST  
Our Prices THE LOWEST!

We carry ALL the Nationally Ad-  
vertised Goods.

We are without competition. Our years  
of FAIR and SQUARE DEALING have enshrined  
us in the loyal hearts of our customers.

For Your Convenience,

"THERE IS A STORE NEAR YOU."



GLICK AUTO SUPPLY COMPANY

-----

THOUGHTFULNESS

Ours is the busy day and age. Continuously, new thoughts, new ideas and new inventions surpass already well proven standards. Life is too short to do a lot of thinking unnecessarily. Don't worry or think one second where you will buy your tires or batteries. Let GLICK AUTO SUPPLY COMPANY do this thinking for you. It is their thoughtfulness for their customers which has enabled them to operate on a large scale within a few years time. It was their thoughtfulness which decided that they would handle only THE BEST TIRES, and BATTERIES, - for your convenience and pocketbook. It is your thoughtfulness which will enable you to participate in Quality, Service and Profit Unequaled when you buy at GLICK'S.

FOR ECONOMICAL TRANSPORTATION

Call on

GLICK AUTO SUPPLY COMPANY

Willard Batteries,

United States Tires,

U. S. Royal Cords

3534-3542 Bigelow Blvd., --

Pittsburgh, Pa. -



HARRIS AMUSEMENT COMPANY

-----

OUR BUSINESS IS PLEASURE

With some firms, business means a hard, cold proposition, - and they treat their patrons accordingly. Not the HARRIS AMUSEMENT COMPANY. Our business is a pleasant one, - amusement, entertainment, recreation, relaxation and rest, - and we give it, the highest type, in a clean way, at a low price, and in a pleasant manner. That's why it was necessary for our company to expand and build many theaters, instead of remaining dormant in only one place.

PITTSBURGHERS ~~WANT~~ PROMOTE OUR PROGRESS

HARRIS AMUSEMENT COMPANY

Harris Theater, Harris South Hills,  
Sheridan Square, Wm. Penn  
J. P. HARRIS THEATERS, McKEESPORT

"WHERE THE SHOW IS ALWAYS CLEAN."



PICKERING'S

-----

Our Credit is a Credit to your Character

Newest  
Ultimate  
Furniture  
—

Cost  
Exceptionally  
Drastic  
—

Before you buy the wedding ring, see

PICKERING  
10th & Penn. -



GENERAL HOMES CORPORATION

---

RIGHT IN LINE WITH THE SPIRIT OF TODAY!

We Build  
G O O D W I L L

Our Business Proves This.

A House Beautiful and Price Reasonable  
to Every Buyer.

To Convince Yourself, Visit The Model Home  
2439 Brighton Road.