Thomas A.Edison, 74 Today, As Robust As Man Of Forty
A


He knows good food. Keep a pound or so of Swift's Premium Oleomargarine in the ice box, and serve a pat or so 'at his place at dinner tonight.

## Swift's Premium Oleomargarine

## Spring Apparel More

 Beautiful Than Ever Before
## At The Tanenhaus Store

It seems that there is no limit to the beauty of women's outer apparel, and each season sees garments that are prettier than any we have ever seen before. This season is no exception to the rule and the one best thing about the present season, is the fact THAT PRICES ARE DOWN -WAY DOWN - and it has at last become possible to purchase really stunning suits and dresses at a very reasonable price. The Tanenhaus store has made a very special effort to select the very best of 'MEDIUM
PRICED GARMENTS, and this sea son you will find us ABSOLUTELY PRICED
RIGHT.

## Values Now

 ReadyVery smart.dresses at $\$ 19.75$ and 24.75 -included in these will be found all of the newest things in taffeta and crepes now so much in demand. Suits and wraps at prices that will carry you back to 1914. Also the very newest of the new styles in Young Men's Suits at prices that will prove to you that we

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## And "Charge Service" That

 Grows More Popular With Each Succeeding Season-Why?Simply because it is "SERVICE"-service that is intended to benefit the customer, and does benefit the customer to such an extent that TANENHAUS CUSTOMFRS ALWAYS COME BACK FOR MORE OF THE SAME KIND OF "SERVICE"- that is, after all, the best test of a policy, for it is the constant come back of the patron that proves whether or not a policy is successful. Ask any Tanenhaus patron about "Tanenhaus Service." Oür patrons, are after all, our only advertisement

## The TanenhausSystem <br> "Stores of Better Service"

205 EAST TRADE STREET CHARLOTTE, N. C.


