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EARINGS WIFE
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THE ETERNAL TRIANGLE


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## Beginning this Monday Morning

 for this One Week OnlyPerry \& Co. announce what is
bound to be the most Sensational

INTENSIFIED VALUE SALE
since the inception of their
Intensified Value Policy, consisting of
2000 FALL \& WINTER SUITS
of undoubted, unqualified and unquestionable
$\$ 25, \$ 28, \$ 30 \& \$ 35$ qualities at the

ONE UNIFORM PRICE
$\$ 20$
most of which are in the $\$ 28, \$ 30$ and $\$ 35$ grades, and not one of which has ever been offered for sale before this morning on these or on any other counters!

- This stroke is the finest achievement we have engineered for years. To get the full story of it we must go back to the first few days of doubt immediately following the Presidential Election of 1916. What seemed to be the first definite news flashed from the wires on Election night announced that Mr. Hughes was the choice of the Nation. Before noon next day there was grave question of its finality, and for several days, uncertainty as to the result was the general condition throughout the country.
- Uncertainty is the foe of business. In the face of conflicting forecasts, cancellations of orders and withdrawals from contracts are the order of the day. We got wind of just such a turn of affairs in a big woolen deal-fabrics that were already half loomed were thrown back upon a manufactürer's hands. We bought thousands of yards at the prices of two years ago!
- The fabrics thus bought we cut up and made into suits during a season when otherwise we should have had to reduce forces in our tailoring organization; and for that reason we cut down their manufacturing cost to much less than usual, and further to carry out our policy of giving a week of Intensified Values, we have also sacrificed part of our own legitimate profit.
- The sum total of which accounts for our ability to hold this genuinely sensational Intensified Value Sale of suits made from unquestionable $\$ 25, \$ 28, \$ 30$ and $\$ 35$ quality woolens and worsteds and offered for this One Week Only at


## One Uniform Price $\$ 20$

- Chiefly finished and unfinished worsteds, silk mixed worsteds in dark, conservative patterns; small fine stripes, neat checks and plaids; Cambridge and Oxford grays; beautiful browns in delicate patterns; blues, soft greens; blacks with alternating silk stripes of green and of blue -Single breasters, double breasters, young men's models, men's fashionable models, conservative models, all in all-just the type and character of suits that are wanted and worn by nine-tenths of our Philadelphia male population.
c This One Week Intensified Value Sala is bound to follow the cours of all similar Intensified Value Sales before it-each day's selling will ex ceed that of the day before! Do not wait; the crowds on each succeeding day may defeat your desire to take advantage of this sensational oppor-
tunity, so come in today! tunity, so come in today

PERRY \& CO. "N. b. T."
16th \& Chestnut Sts.

