## EVENING PUBLIC LEDGER-PHILADELPHIA, THURSDAY. JANUARY 17. 1918

## SHAKESPEARE FOR THE YOUNG-MYTH OF THAT POPULAR GIRL-HOUSEHOLD NOTES-FASHIONS

A HOMILY FOR WALL FLOWERS OR THOSE WHO THINK THEY ARE
The Young Men Who Crowded Around the Heroine in the Book Are Still in the Book
And Most of Us Buy Our Own Orchids!

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THE WOMAN'S EXCHANGE
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## TETLEY'S India and ceylon TEA <br> $\qquad$

## LUIGI RIENZI 1714 Walnut Street

## Final Clearance

Before Inventory, Balance of Winter Stock, Regardless of Cost
15 Suits
70 Dresses 16 Coats

60 Winter Hats, $\$ 5$ each

## Why ArmourisinSoMany Lines of Business

O
NE of the most fortunate things possible for your pocketbook is that the Armour business is not confined to the preparation of livestock solely for food. Armour and Company understand much better than almost anyone use its edible portions. Consider it. Would you want to pay perhaps twice the present price of beefsteak?

## By-Products Reduce Meat Costs

$W_{\text {curled hair, glue, fertilizer, sand-paper, soap }}^{\text {ERE it not }}$ banjo-strings, and many other inedible by-products. you probably, could not afford to acat beef.
For, if the livestock were handed on a purely meats and hides basis as in olden days, nearly $30 \%$ of a steer would have to be thrown away. Can you not
see how the price of meat would have to be in see how the price of meat would have to be in creased?
But to you, the important part of it all is that Ar-
mour and Company factor these by-products themmelves.
By so doing, the greatest possible economy in manu-
By so doing, the greatest possible economy in manu-
facture is obtained and the expense of handing is
much ess than if the raw by-products were sold to much less than if
some other firm,

Meat prices do not have to go up to cover any by
More, by factoring their own by-products, Armour and Company materially assist in stabilizing the byessed, and so have a direct infuence in maintaning

## Protecting You on Price

$\mathbf{B}^{\mathrm{Y}}$ meat would be coritrolled entirely by outsider who, being under no responsibilities to by outsiders ing public, would have nothing but their own interests to conside
Therefore, it becomes obvious that for doing what some others do not do, Armour and Company de-
serve the support of the ultimate serve the support of the ultimate consumer to a very
considerable degree.
For, by tremendous investments of capital in plants
and equipment, for these various related lines, and equipment, for these various related lines,
Armour and Company give you a protection that is
as real as it is unusual.

ARMOUR ATMDCOMPANY chicago

