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We announce a Special Repricing Sale of a numMen's Fine Furnishing Goods.

This merchandise is thoroughly high class - the usual Reed standard-and presents an especial advan-
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 Silk Refers, Wool S. Notor Scarfs, Underwear, Sweaters, House
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Jacob Reed's Sons 1424-1426 CHESTTNUT STREBT


Distilled water at its best. All harmfu minerals and germs removed-the natural water taste retained. Drink six glasses o Purock a day and build a barrier betwee ourself and sickness.
Puroch Woter is delivered to offices and home in
terilised, tealed bottles or five.gallon demijohn. HECHARLESE. HIRES CO

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## New Telephone Toll Rates

Effective January 21, 1919

New schedules of rates for telephone toll calls (to points outside the local service area) under which all toll calls throughout the United States are placed on a uniform basis, become effective 12:01 a. m., January 21, 1919.

Under these new schedules the "station to station" rate is the base rate upon which all rates for the various classes of service offered are computed. This rate is determined by the air line distance between toll points and is computed, for the initial period basis of 5 c for each 6 miles up to 24 miles and 5 c for each 8 miles beyond that distance.

For toll calls where the calling party does not specify a particular person to be reached at the called telephone, "station to station" rates are charged.

For toll calls where the calling party does snecify a particular person to be reached at the called telephone and the connection is established and conversation held with that person, "person to person" rates are charged. As this service requires a greater "station to station" rate. The minimum "person to person" rate is 20 c .

Toll calls involving an appointment to talk at a specified time, or involving the use of messenger service to secure attendance of a designated person at a public tele phone at a distant point may be made at rates usually about one-half greater than for such calls is 23

For all toll calls other than those made on the "station to station" basis, where con nection is established but the conversation is not held because the calling or called party is not present or will not talk, a "report charge" is made, equivalent to about one-fourth No Report Charge is made if the call is completed before midnight of the day it is placed.

Night rates, applying only to calls made on a "station to station" basis are quoted between $8: 30 \mathrm{p} . \mathrm{m}$. and $4: 30 \mathrm{a} . \mathrm{m}$. The rate between $8: 30 \mathrm{p}$. m. and 12 midnight is about one-half the "station to station" day rate, and between 12 midnight and 4:30 a. m . about one-fourth the "station to station" day rate. The minimum night rate
"Station to station" calls must be made as far as possible by giving the telephone number
of the called telephone. When the number is not known and telephone directory infor mation is not available the number should be obtained from "Information," or if the called telephone is at a distant point, the name and address of the called subscribe should be given to the Toll Operator or to the Long Distance Operator, as the case may be, stating that it is a "station to station" call.

The "station to station" rates are substantially lower than the "person to person" rates. In order that patrons may effect the greatest economy in their charges for toll service and also maximum speed of connections, they are urged to study their toll service requirements and to make the widest possible use of "station to station" calls.

