

We Have Greater Stocks of "Palm Beaches" Than Ever!
Not only the genuine Palm Beach, but also the favorite crashes, mohair, good-looking stripes and patterned effects in suit colors and exceedingly dressy. And we can fit you, whatever your size; we carry
all sizes, including shorts and stouts. Include a cooler summer suit in your wardrobe and be fitted For Men and Young Men

## Mawson E DeMany ${ }_{1215}$ Chestrut Street



An Event in Perfectly Lovely Summer Hats! Tomorrow $\$ 5.00$
"What luck!" so many girls will say! The most charming styles, the very cream of our summer displays-on sale at the perfectly insignificant price of Five Dollars-for such alue
Each Hat of the Type Being Worn by Smartly-Gowned Women
Leok for the ribbon and crepe combinations of such
outhful smartness, the business-like hats of blue youthful smartness, the business-like hats of blue
taffetas, the patent Milans and Leghorns-all the endless effects. Tomorrow at $\$ 5.00$.

French-modeled Millinery in the Mawson \& DeMany Salon-to $\mathbf{1 8 . 5 0}$

# How a Packard Truck Can Show Economy for 8 Years-and Longer 

It Takes Two Ordinary Trucks, Each With a Life of Four Years, to Make Comparisons With One Packard

 HESE days of close figuring-no business man can afford to make his truck investment without considering what service he can expect from his trucks six or eight years hence-and what the operating cost is likely to be.
Uncertain trucking cost is the bane of the costaccounting and the auditing departments of many an otherwise well-conducted business.
How can a merchant figure on five cents per dollar for delivery if at the end of two years his trucking costs go up to eight cents and then to ten?
How can a coal dealer sell coal at a fixed price and a fixed profit if his truck upkeep per ton refuses to stay fixed?

Your expert accountant is an important man in your business and he must be given reliable figures to work with.
Packard sells transportation at a figure which can be determined before the truck is bought.
The relation of this figure to every other element in the owner's manufacturing and selling costs can be ascertained and depended on.

It takes the balance, design and stamina of the

Packard truck to deliver transportation at a definite reasonable unit of cost per mile.
Supposing an ordinary truck at a thousand or fifteen hundred dollars less than a Packard would last four years. And supposing the Packard lasted only eight.
It would take two such trucks to last as long as one Packard. And during the final two years, of each ordinary truck, maintenance costs would in crease out of all proportion-while service value would decrease in the same ratio.
Ten-year-old Packards are a common sight in America.
So by putting your transportation on the Packard 8 -year basis you might easily save one-half the cost of using ordinary trucks.
At the same time, you would be certain of the cost per week, per month, per year-you would eliminate guessing from your transportation problem.
To obtain the cheapest truck transportation is simple enough.
Get in touch with the Freight Transportation Department of your Packard Branch or Packard Distributor. Obtain from them the actual figures it should cost vou per mile.

## "Ask the Man Who Owns One"

Packard Motor Car Company of Philadelphia<br>319 North Broad Street

