

C O R R E C T
THESE DAYS, it is néCessary for a man to
appear erect. to meet this need, our tailors at FASHION PARK HAVE DEVELOPED THE STANEREK treatment. it has a tendency to give a flat APPEARANCE THROUGH THE CHEST AND BACK
THE IDEA HAS BEEN COPYRIGHTED AND IS SECUR ABLE IN THIS CITY ONLY IN OUR ESTABLISHMENT.

```
USTOM SERVICE WITHOU
READY-TO-PUT.ON
MOR US BY OUR TAILORS AT
```

JACOB REEND'S SONS

Here's-a
Spring Topcoat
That's a
Friend!

| It's a KNITTED |
| :--- |
| COAT- not a dress | coat that you have to make a date with, but a hail-fellow-wel-met sort of coat hang about the social stuff, and yet can mix in any company

We have one ourwalking, riding, sit ting on the porch, and hanging around when somebody else the only thing we have against it. It's makes friends with everybody.
But outside of tha it's all right.
Hanging in the hall, left yying over night
on the porch, flung negligently over a chair, sat on and
abused, it stillcomes back like a two-yearold when we put it manship is basically sound.
And remember, knitted coats are only a
part of the topcoat part of the topcoat
story at Perry's.
$\$ 40$
Perry \& Co.

## Constructive Competition in Advertising

$T$ HE success of advertising . . . its the value of a properly worked-out advertising campaign for a sound product these appeal to us most potently
Because one success begets another, the legitimate practice of advertising exercises we are glad to take our hat off to another agency that shows a sincere and welldirected effort to give his client good ser

Not long ago a manufacturer and his ad vertising manager came into our offices and asked us to look over his plans and "copy" prepared by anQther agency
After a thorough understanding of his proposition and a most careful scrutiny of turned to this advertiser and said
"If we had done the work, we would


Business is the "mother lode" of rich ore hat we all can work
There is no possibility of exhausting this mother lode . . , as a matter of fact its surface hás hardly been scratched
Skilled, careful exploitation of business increases the value of each particular "claim" and all others of a similar character. Constructive or creative competition is a blessing to each concern that recognizes it We take this opportunity to say "hail" to
every advertising agency with vision big and broad enough to recognize this grea economic principle.

Our recognition of this principle influ ences our relationship with other advertis ing agencies, with publications and
dvertisers.
It assists us in securing most for our lients in the way of "good will" and co perative work of every character. It is one eason for our long association with our clients.

Our record of continuous service with an account is unusually long. We have served our present clients on an average of seve ears and six months. This record is get ing constantly longer. As a basis of com parison, the average life of accounts with agencies in general is eleven months
In 1919 our business increased 150 pe ent. over 1918. Ninety-six per cent. of ou otal volume of business in 1919 was from concerns that had been with us for more than one year and in some instances up to wenty-five years.
These are impressive figures for any manufacturer to study who is ambitious to pen up new markets for his product or in xecutivs sales; to careful and conscientiou careful methods. Please advise us if we may tell you more our methods. An interview will not obligate you in the least

Extra Trousers cut from Remainders

## Suit Fabrics

$\$ 9$ to $\$ 16.50$
We had bolt ends of suitings in a number of styles and pat terns left over after ompleting our as ortments and sizes of the last couple of seasons, so we cut them up into sepaMany a man finds hat a second pair of rousers just about loubles the life of is Suit of Clothes. Here, then, is the ther pair!
Blues, grays, dark and novel ty mix tures

Other
Attractive
Values in
Separate Trousers
$\$ 5, \$ 6, \$ 8, \$ 12$

All sizes, right up to
Perry \& Co.
"N.B.T."
16th \& Chestnut Sts

## Donovan-Armstrong

