

Lost Motion



EVERY business executive today realizes that the big problem is to supply the demand—not to create a demand for the supply.

The Solution Is "Production"

It is impossible to increase the labor force to any great extent but—it is possible to increase the productive powers of the present workers.

Must Eliminate Lost Motion

Lost motion is the cause of most business failures. It is doubly dangerous because it is an invisible expense. It is usually not detected until it has grown to dangerous proportions and is strangling output. You, Mr. Business Man, are called upon in all your power to prevent this inefficiency rather than to cure it when it is once established.

Service of the Great Manufacturers

You are not asked to do this unaided. The greatest manufacturers and distributors of labor-saving devices—who are themselves oversold—realize now more than ever before that it is their duty to extend their service and demonstrate to every business organization the methods, machines and administrative equipment that will result in greater production.

Your Part

There lies within your grasp—and without cost—valuable information. The consummate knowledge of the best brains in the country, demonstrated by experts—will reduce your overhead cost; increase your production, and multiply your yearly profits.

At the First Regiment Armory, Broad and Callowhill Streets, Philadelphia, you can learn in a few hours what would otherwise take weeks, yes months, of individual visiting. America's greatest exponents of business efficiency will be there in full force to help solve your problems and speed up the production of the country—a Great Patriotic Service.

*Today at 7 P. M.
Tri-State School
Typewriting Championship
Contest*

*Executive Sessions
1 to 6 P. M. Wednesday
and Friday*

1 to 10 P. M. Daily

NATIONAL BUSINESS SHOW

The Exposition of Administrative Methods and Equipment

FIRST REGIMENT ARMORY, PHILA.

APRIL 19-24

Broad and Callowhill Streets