

## It's "weeding-out" time in your factory

Time to eliminate the failures-to keep only those men and that equipment that full measure of service for the rs they cost you!
The time has passed when the employment office cries, "any man will give us more production than no man -hence the incompetents crept in. "No longer does the purchasing agent cry, any belts that will furn the pulleys! and the the in efficient belts were installed.
Now is the time to save every penny in the shop; to stop leaks of precious power; to see that every beltin the place is delivering very possibleounce of power to the wheels.
We can help you to find out if they are or not. Our engineers will survey your belt transmission, make reports and recommendation to you-gladly and freely. That is a part of Ladew service to belting users.

Phone Market 5263, or write
George Yeaman, District Manager
EDW. R. LADEW CO., Inc.
Third and Cherry Streets, Philadelphia, Pa.

# LADEW A은 BELTING <br> 86th Year 

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## There's always nom at thetop

## "Well, I'll Be

Switched"-
exclaimed the chap who had just heard the why and wherefore of Spur Cigarettes. It didn't take him long to say, "Switch me to Spurs."
Notice that rood old-time tobacco taste in Spurs. Trace it down and you will find it comes from the blend of choice Turkish, fine Burley, and other home-grown tobaccos. Rich -refreshing-right.
Finger Spur. It's fat and full-rolled. Note the crimped seam-no paste there. It's a new wrinkle in cigarette making-and Spur owns it all. You'll discover that crimping means easier drawing, slower burning, better taste. Spur is a well-dressed cigarett-the richlooking, brown and silver package of twenty, with its threefold wrapping, suggests good aste as plain as day
Ring out the old, ring in the new. Start fresh with Spur.

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