
$\mathrm{ME} \mathbb{N}$ ！

## Fion $\mathbb{D E}$ MANUEL Back to Old Prices with no change in quality or size

Last To Go Up－ First To Come Down


THE MANUEL prices were the last
to go up some months ago，and are
 the first to come down now．
You know that reduction is of value only when it is on established，standard goods of known quality．Reduce the price of any cigar not known for its value and pleasing quality and it means little to smokers．
Lower the price on a cigar like Manuel， and it means a great deal to smokers．
Because Manuels are known，the de－ mand for them has gone forward by leaps and bounds since the announcement was made of the price reductions．
There is no better time to try Manuels than right now．You will like＂the Blend that makes Havana Mild．＂
allen r．CRESSMAN＇S SONS Cigar Manufacturere
Philadelphia

## And Now－Gentlemen <br> YOU Have the Opportunity to Buy the Nation Wide Famous Sifhaffner Clothes Direct From the Manufac－ turer at Less Than Wholesale Cost <br> > Drastic conditions necessarily call for drastic actions. That's what we are up against, men-we have been forced to open wide the doors of the big cfaff ner factory and sell direct to the retail consumer. For years we have manufactured high-grade clothing for the best retail merchants. Business has been badcanceled orders has been the result-therefore we find ourselves with an enormous stock that we must sell to you direct. Won't vou come in? <br> <br> Drastic conditions necessarily call for drastic actions．That＇s <br> <br> Drastic conditions necessarily call for drastic actions．That＇s what we are up against，men－we have been forced to open wide what we are up against，men－we have been forced to open wide the doors of the big（ffaffner factory and sell direct to the the doors of the big（ffaffner factory and sell direct to the clothing for the best retail merchants．Business has been bad－ clothing for the best retail merchants．Business has been bad－ canceled orders has been the result－therefore we find ourselves canceled orders has been the result－therefore we find ourselves with an enormous stock that we must sell to you direct．Won＇t with an enormous stock that we must sell to you direct．Won＇t <br> WhatItMeanstoBuyDirect from the Wholesale Manufacturer

When you buy from the 身chaffner corporation you not
only save the middleman＇s profit－which in itself is a big factor only save the middleman＇s profit－which in itself is a big factor
－but you also eliminate the retailer＇s profit，the wholesaler＇s －but you also eliminate the retailer＇s profit，the wholesaler＇s
profit and many other items that add to cost．Remember，you profit and many other items that add to cost．Remember，you
buy here for less than actual cost of wholesale production．What buy here for less than a

For an Immediate Clearance We Have Arranged About 4675 All－ Wool Srhaffurr Hand－Tailored

##  <br> 

By All Means Come Here First－Let Us Show You Genuine Clothing Bargains－Every Garment Bears the Srlyaffirr Guarantee－Absolute Satisfaction Or Money Refunded
The Schaffner Corporation
Manufacturers of Schaffner Designed Clothes

## 1015 Market Street

3d Floor $\begin{gathered}\text { Look for our name and number．} \\ \text { Be sure you are in the rikht place．}\end{gathered}$ Take Elevator

