

THE HIGHER EFFICIENCY
The question of cost only cannot be applied in any business to either operation or material. The question must always be, "What is the lowest cost, all things considered, that the material can be bought for or the operation be performed?"
When all things are considered it is found that the cheapest goods, the lo
always the highest efficiency.
The difference between the dollar watch and the hundred dollar watch, the five-hundred dollar car and the five thousand dollar car, is the part that cannot be entirely standardized, the human element, the hand work: the personal inspection.
No house can afford to ask its purchasing agent "What is the very cheapest paper we can get for our stationery
And when the road is closed that way, there is the other alternative, "What is the best paper can profitably use?

## 120 years' experience

Bank notes of 22 countries
Government bonds of 18 noo peop

## Crane's

REED'S Clothing Business is Steadily Growing-W hy:


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$\qquad$ Irthandide and sericie?

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JACOB REEDS SONS 1/224-1226 Chestmut Streed

## MacDonald \& Campbell

The Best Christmas Gifts for Men

Send a man a gift for his very self-not for his house, or the family. We have an almost endless variety of things that will minister to his bodily comfort, and personal
appearance, and whose style and quality he considers appearance

Handkerchiefs $\mathbf{2 5 c}$ to $\mathbf{\$ 2 . 5 0}$ Silk Shirts \begin{tabular}{ll|lll}
Knitted Silk Mufflers \& $\$ 5.00$ to $\$ 16.50$ \& Silk Half Hose \& $\$ 7.50$ to $\$ 11.00$ <br>
\hline \& $\$ 5 \mathrm{c}$ to \& $\$ 5.00$

 

Gloves \& $\$ 3.00$ to $\$ 6.00$ \& Sweater Coats \& $\$ 7.50$ to $\$ 25.00$ <br>
Lined Gloves \& $\$ 4.00$ to $\$ 10.50$ \& Lounging Robes \& $\$ 6.00$ to $\$ 75.00$
\end{tabular} $\begin{array}{lrlll}\text { Lined Gloves } & \$ 4.00 & \text { to } & \$ 10.50 & \text { Lounging Robes } \\ \text { Silk Neckwear } & 75 \mathrm{c} \text { to } & \$ 4.00 & \text { Dress Waist Coats } & \$ 7.50 \text { to } \$ 75.00 \\ & \$ 15.00\end{array}$ Knitted Neckwear $\$ 2.50$ to $\$ 4.50$ Traveling Bags $\$ 12.00$ to $\$ 32.00$

1334-1336 Chestnut Street
1320 Walnut Street


## Manufacturer's Sale! <br> It Is Our Business to Sell at Wholesale

 ready-to-wear clothes, woolens and trimmings. We are compelled to turn our stock into cash. This is not a reduced retail sale price, but a reduced Whole
## Men'sWinter Suits and 0VERCOATS

At Less Than Cost of Making!
This Is the Greatest Clothing Sale Ever Held in Philadelphia Don't Miss It At Our Factory

Suits \& O'coats
 Reg. $\$ 25$ Val. Reg. $\$ 30$ Val.

In Our Custom-Tailoring Department $\$ 35$ to $\$ 40$
Suits \& O'coats

$\$ 45$ to $\$ 50$
Suits \& 28.75
O'coats
Orders Placed for Custom-Tailored Clothes up to Dec. 15th Will Be Delivered by Christmas.
$\qquad$

## Styles and Patterns Are Too Num crous to Mention. Come in and See

J. Salsburg Sons \& Co. Mfrs. of SALCO CLOTHES s.E. Cor. NINTH \& SANSOM STS. 2nd Floor
and I'll See Perry's SUPER-VALUES Before Buying"

THAT'S all we ask you to do or say. We're so SUPER-VALUES ${ }^{5} 28^{5} 33$ s 38 \& ${ }^{5} 43$
cannot be matched
anywhere - we urge you to Stop! Look Around! Compare! before you spend your hard - earned dollars. You won't be doing yourself justice unless you give our SUPER-
VALUES a look at least.

How Much Do You Weigh? 175 lbs., 200 lbs., 225 lbs., 250 lbs . and over your build is - we can fit you out in a Suit, Overcoat or Evening Clothes "right off the remodeling. Our big men's clothes are made for big men (up to 56 breast measure). The same variety of patterns, styles, fabrics
and colors their more and colors their more
slender brothers have to choose irom. All sold at Super-Value prices.

WARDROBE Must in-
fortable E ve n in g
Clothes. He can't afford
to take any chances-
they must be the very
feel right", and "look
And our SUP UR R.
VALUE prices are very

PERRY \& Co. 16th and Chestnut SUPER - VALUES in Clothes for Men

## FINE FRAMING

Etchlngs-Prints
Water Colors-Palnting
THE ROSENBACH GALLERIES

## FREE

Stenographers and Typists
$\mathrm{T}_{\text {has changed its }}^{\mathrm{HE}}$ Oliver Typewriter board and you its key dially invited to the first public demonstration of
this NEW COMMER. CIAL KEYBOARD to be held
Wednesday, Thursday,
Friday and Saturday
Dec. 7, 8, 9, 10
Walnut and Tenth Sts.
tractive souvenirs. free
Attractive souvenirs free typits.
OLIVER
TYpEwRITR company

