

### Bicycles Better Now. At Far Lower Price

Commenting on the bicycle as a factor in modern business a prominent local dealer says:

"It's odd how many people are unaware of the importance of the bicycle in every-day life. A man may walk up almost any of our streets and pass fifty bicycles. If you ask him how many he has seen he probably will tell you two or three. We're so used to seeing bicycles that they no longer register on the mind.

"From a manufacturing standpoint, the bicycles of today which retail for from \$30 to \$40 as against \$125 apiece in the old days, are much better than their ancestors. They are lighter, stronger, the tubing is far superior, the rubber better, the accessories much more durable.

"Bicycles are used extensively by farmers and farm hands in the oil fields by cotton pickers, by stores for quick delivery purposes—in thousands of places we never give a thought to. So you see the bicycle is still with us as a genuinely important cog in the complicated mechanism of the industrial nation. So long as people want to move faster than a walk and don't want to invest in a motor car, there will be a strong demand for bicycles. The steady improvement in our national road system augments this demand, and I predict a regular development in the number of good wheels manufactured annually.

"More new bicycles are sold today in many towns and cities and their surrounding territories than new automobiles. This fact will surprise many of our readers who have entertained the notion that the bicycle went out of favor as a pleasure vehicle a generation ago. As a matter of fact, hard facts show more and better bicycles are built in America each year than at any other period in the history of the industry."

#### PURDY'S PHILOS

"The feller who is afraid of being wrong once in a while will stay right—where he is.



### WHAT A BLESSING

to have an Executor who never dies, such as the Ventnor City National Bank, whose charter is permanent, and who faithfully executes the exact instructions of the testator, efficiently and economically. Drop in and talk the matter over with us freely.

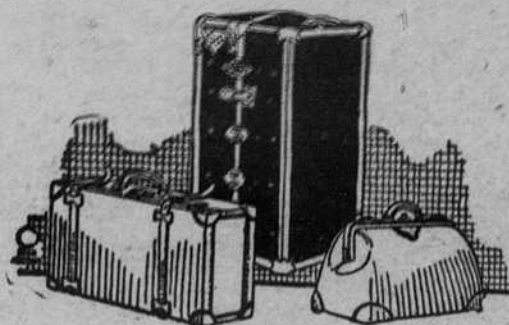
## Variety Shop, 1428 Atlantic Ave.

# Announcing a Christmas Sale to Begin Next Monday



Very Unusual December Bargains

We have discontinued retail business on the Boardwalk after purchasing an extensive Christmas stock We are forced to unload this new merchandise now



Trunks Bags Hat Boxes

Wallets, Hand Bags, Purses, Umbrellas, Lingerie, Compacts, Gloves, Handkerchiefs, Hose, Leather Novelties, Slippers for Women  
Hundreds of Other Items from Our Former Store Opposite Steel Pier



# VARIETY SHOP

1428 ATLANTIC AVENUE

Marine 4217-J

## GIFTS

As the great festival of Giving approaches, one's thoughts naturally turn first toward Jewelry and Silverware, for no Christmas Gift can be more immediately and permanently gratifying.

At this store you will find the right gift for every member of the family—for every friend and acquaintance—young or old. Come and see them. There is no obligation to buy—just look.

We will cheerfully reserve any article selected until wanted.

We specialize in remodeling your old jewelry in new and up-to-date mountings in solid platinum or 18-K white gold at very moderate prices.

Estimates and Designs cheerfully submitted

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