

## FORMER FUNERAL CAR NOW ONE-STEP COACH FOR SHORE REVELERS

Pleasure Seekers Seem to Think Atlantic City No Place to Die—New Hotel Projects Rumored. Many Play Golf.

ATLANTIC CITY, July 8.—Now that the bathing season is in full swing, with the surf black with bathers every day,

cases of severe sunburn are frequent and cause much pain to visitors who are unaware of the havoc caused by the sun's rays. Many are surprised when they go into the ocean on a murky day, to find that their arms, shoulders and neck are reddened and blistered as much as when the day is sunshiny and clear. Many preventives and cures are advised by people who say they know. Bathing in the arms, neck and shoulders with vinegar before taking a bath, or smearing the unprotected portions of the body with cocoa butter or comoline are the favorite remedies prescribed, but the only safe and sure way to avoid sunburn is for bathers to wear suits that are cut high in the neck and have sleeves.

The porch sitters are now out and on the job at all of the smaller hotels and boarding houses. They generally travel in trios, usually two children and a man, and they are satisfied to take a collec-

tion, either as a reward or as a bribe to move on.

**CONVERTED FUNERAL CAR**  
Some time ago the street railway company built a funeral car, sufficiently large to accommodate 60 persons, expecting it to be much used, inasmuch as the cemeteries are all on the mainland. This car did not prove profitable and has not been used for months. Now it has been put to a new use, that of a pleasure car, and yesterday a merry crowd of young folks chartered it, installed a small phonograph, and during the time it was running to Ocean City they passed the time by dancing and playing bridge. Afternoon teas, followed by dances, are the rage now. Many of the larger hotels are holding these affairs twice a week, admission being only by invitation. Every day parties are made up for a trip to Sea View, where the big golf links are.

Rumors about the building of new hotels and the enlargement of old estab-

lished plates are flying thick and fast, and in several instances there seems to be much truth in the published or spoken statements.

**TALK OF NEW HOTEL**  
The latest story is that the owners of the McAlpin, in New York, are to build a huge hotel on the site formerly occupied by the Hotel Windsor, adjoining the Traymore. The old Windsor was torn down three years ago after the site had been purchased by P. A. B. Widener. He had plans drawn for the erection of a huge hotel, but the project was abandoned and the site has since been used as an open-air moving picture theatre, but this has not been successful. The Hotel Rudolph will be rebuilt this winter and the Shelburne will have many additions and improvements. The St. Charles Hotel will be brought out to the beach line, the foundations already having been laid for this improvement.

Atlantic City politicians are pulling wires and trying to influence voters for the nomination of certain men for the

New Jersey Assembly, the election taking place in the fall. The favorite slogan of the prospective candidates seems to be "Bare Sunday Amusements," although some of the more radical are talking of an "open Sunday" with saloons.

The Franciscan Sisters, of New York, were here today and gave an exhibition of beautiful lace, made by members of that order, at the Lippincott cottage, on States avenue. It was a social event, attended by many society people from hotels and private cottages. Many of the laces were sold, bringing good prices.

George H. Broadhurst, playwright, has been here for a week and will remain for the rest of the month. He is at work on several new plays scheduled for New York production early next season.

George B. Mansfield, who will manage "Sweethearts" when it goes on tour next season, will linger here until the season opens.

Joseph Morris, music publisher of Philadelphia, splits each week between New York and the shore.

Mrs. Emma W. Bach, formerly of Philadelphia, but for the last five years a resident of Hamburg, Germany, will spend the greater portion of July and August here.

Mr. and Mrs. Benjamin Booth, of West Venango street, are here, and expect to remain until October 1.

F. Wayland Ayer and his daughter, Mrs. Wilfred W. Fry, will remain for several weeks.

Mr. and Mrs. Samuel Winterbottom, of Philadelphia, are here for a two weeks' vacation.

Mr. and Mrs. Ralph Edmunds, of South 16th street, are here for the season at their own cottage on Winchester avenue.

Albert E. Barry, vice president of the Philadelphia Rotary Club, attended the banquet of the Atlantic City Rotarians, and was accompanied by Guy Gundacker. Both delivered addresses. Ex-Congressman J. Washington Logan also spoke. In their apartments here Mr. and Mrs. Daniel J. McLaughlin, of North Broad

street, are receiving congratulations on the birth of a son on Independence day. Mr. and Mrs. D. Clarence Gibbons, of Philadelphia, have arrived in Chichester and will remain some time.

Mr. and Mrs. Henry J. Larkin and family, of Toga, will remain until September.

In their own cottages on Monmouth avenue Mr. and Mrs. John Hunter, of Philadelphia, are enjoying life.

**Plan to Restrict Jitneys in Lancaster**  
LANCASTER, Pa., July 8.—City Councils last night instructed the clerk of the Police Committee to investigate the jitney regulations in Philadelphia and other cities, with a view to restricting the activities of this new form of transportation. The Conestoga Traction Company is said to be losing patronage and has found it necessary to improve the service on several of the routes.

Gimbel Brothers

Store Opens at 8:30

Gimbel Brothers

Store Closes at 5

Gimbel Brothers

Thursday, July 8, 1915

STORE WILL BE CLOSED ALL OF SATURDAY DURING JULY AND AUGUST

# Make the Most of It! Simpson-Crawford Bargains In Every Section

## Money Does Double Duty in Buying Goods You'd Gladly Pick Even at Full Price

It means much to Philadelphia—this taking over the stock of a big, fine New York Store and handling it right at the dulllest time of year!—it means thousands of dollars

paid out to helpers, new positions for many hundreds with opportunity to qualify for our regular store family. And for you—

### A Wonderful Collection of Seasonable Goods at an Average Half Price

There's style and nifty goodness to the garments—for the Simpson-Crawford Store was famous and careful, and kept on buying goods till within a week of the

closing. All floors—and the Subway Store—packed with good things.

### Women's Coats—

#### Save Double

Corduroy and sunshine Sports Coats at \$6.90 to \$12.50, values \$12.75 to \$25. Feather-weight tweed Travel and Auto Coats at \$5.90, value \$7.90. Bengaline, poplin, moire silk Street and Restaurant Wraps, in black and colors, at \$8.90 to \$10, values \$15 to \$19.75. Pure linen Dust Coats at \$1.95, value \$3. —Salons of Dress, Third floor.

### Women's and Misses' Bathing Suits

500 satin, taffeta, messaline, silk poplin one- and two-piece Bathing Suits at \$4.85, value \$7.50. 1500 fine quality black or navy mohair Bathing Suits at \$2 to \$4.85, values \$3 to \$7.50. —Salons of Dress, Third floor.

### RIBBONS

Roman-stripe and Warp-print Ribbons at 20c a yard, values 28c, 30c and 35c. Satin Taffeta Ribbons, 5/4 inches, at 25c, value 35c. Warp-print Ribbons at 25c, value 35c. Roman-stripe Ribbons, also Warp-print, at 30c, values 42c, 50c and 95c. Fancy Jacquard Sash and Hair-bow Ribbons to match at 22c and 30c, values 30c and 45c. Hair and Sash Ribbon to match at 28c and 40c, values 50c and 75c. —First floor.

### GLOVES

Women's \$1 to \$1.25 Lambskin Gloves, 2-clasp, at 68c. Women's \$1.50 to \$2.75 Kid and Suede Gloves, at 88c. Long: Short. Women's \$2 16-button-length Milanese Silk Gloves, at 95c. Women's \$1 (12- and 16-button) Milanese Silk Gloves, at 88c. —First floor.

### Dress Trimmings

All are marked at half price, some 'way below half; the collection includes cotton, silk, bridle, silk or beaded passementerie, silk fringe, tassels, coat loops, etc., in black or colors, at 2c to \$2.50, values 5c to \$5. —First floor.

### Boys' Clothing

Boys' \$6.50 shepherd-check and fancy cheviot Norfolk Suits at \$3.75; ages 6 to 17 years. Boys' \$10 Norfolk Suits at \$5; and fancy tweeds; ages 6 to 18. Boys' \$12.50 and \$13.50 Norfolk Suits at \$7.50; fancy tweeds and fancy worsteds; ages 6 to 18. Boys' \$15 and \$17.50 Norfolk Suits at \$8.75; fancy worsteds and velours. Boys' \$1.50 washable Suits at 75c; ages 3 to 8 years. Boys' \$2.50 Washable Suits at \$1.35; ages 3 to 8 years. Boys' \$3.50 and \$4 wash Suits at \$2.50; ages 3 to 8 years. Boys' \$1 Blouses and Rompers at 50c. —Third floor.

### Women's Tailored Suits

#### Silk Suits at \$20 and \$24.50 for \$32.50 to \$65 Suits

High-class models; all clever up-to-date styles, of poplin, Chinese shantung or taffeta.

#### \$15.75 for \$27.50 to \$45 Suits

The finest kind of cloth suits—spend a little time to inspect these—\$15.75 would not cover the cost of materials.

#### \$8.90 values \$15 to \$22.50 Suits

It is unusual to find the most wanted and spic-span new Suits for \$8.90. Hairline striped Palm Beach Suits, at \$8.90.

#### Natural or Jasper Palm Beach Suits at \$8.90.

#### Corduroy sports Suits at \$8.90.

#### Salons of Dress, Third floor.

### Misses' Tub Dresses and Tailored Suits

Tub Dresses at \$3.65, \$4.85, \$6.95 and \$8.85, values \$7.50 to \$14.85.

#### Misses' Coat Suits all worth Much More

Lot 1 \$4.85, Lot 2 \$8.85 to \$14.85

Values \$25 to \$45

#### Salons of Dress, Third floor.

### STATIONERY

Boxed Stationery at 10c to 25c, values 25c to 50c. Desk Accessories at 35c to \$1.50, values 75c to \$3.

Greeting Cards at 5c a dozen to 10c each, values 10c a dozen to 25c each.

Dennison Paper Articles at 5c to 25c, values 10c to 50c.

Autograph Albums at 50c and 75c, values \$1 and \$1.50.

Perfection Typewriter Paper at 45c, value 60c. —First floor.

### Baby Coaches, Toys, Dolls

\$22 to \$35 Baby Coaches at \$12 to \$20. Folding Sulkies at \$1.25, \$1.75 and \$2.50, values \$2.50, \$3.50 and \$5.

Children's golden oak-finish Rocking Chairs at 78c, value \$1.39.

Reed Doll Coaches at \$2.50, \$3.98, \$4.95 and \$5.95, values \$3.98, \$5.98, \$10 and \$12.

Dishes, in china and tin, at 40c to \$1.35, values 75c to \$1.98.

Iron Toys at 15c to \$1.25, values 25c to \$1.98.

Mechanical Trains at 35c to \$3.50, values 50c to \$5.

Undressed Dolls at 10c to \$2.50, values 25c to \$4.

Dressed Dolls at 48c to \$2.50, values 75c to \$4. —Fourth floor.

### Untrimmed and Ready-to-Wear Hats

Ready-to-wear and trimmed at 75c, values \$1.50 to \$2.95.

Ready-to-wear and trimmed at \$1.50, values \$2.95 to \$4.95.

Leghorns, trimmed with lace, ribbon, flowers and silk, for children up to 16 years, at \$1.25, value \$2.95.

Tailored sennits for street or sports wear; very mannish, all out-door wear, at 50c, values \$1.50 to \$2.

The children's hat stock was some of New York's finest merchandise, and this is next to giving it away, at 95c, values \$1.95 to \$3.95. —First floor, Millinery Section.

### Women's Waists—Thousands!

\$1.35, values \$2 and \$2.50—lingerie Blouses of voile, lawn, organdie and batiste.

\$1.85 and \$2.65, values \$3.95 to \$8.90—silk lace and chiffon Blouses. Also tub silk Waists.

\$3.95, value \$5.90 and \$6.90—striped satin Blouses.

\$3.95 to \$13.75, values \$5.90 to \$29.75—hand-made sample French Blouses. —Salons of Dress, Third floor.

### Separate Skirts

\$1, value \$1.50—washable Skirts of cordaline, pique and Panama.

\$2, values \$3 and \$3.95—washable Skirts of imported gabardine, Bedford cord, ratine and linen.

\$2.65, value \$3.90—corduroy Sports Skirts.

\$3, value \$5.90—tropical-weight worsted checked Skirts.

\$5, value \$7.50—black taffeta Skirts, three new and very effective styles. —Salons of Dress, Third floor.

### Women's Summer and Silk Dresses

\$18.95, values \$27.50 to \$65—beautiful afternoon and evening Dresses of taffeta, chiffon and radium satin.

\$2.95, \$3.65 and \$4.85, values \$6.75 to \$19.75—Dresses of embroidered net, lingerie, linen, flowered crepe and voile; sizes 32 to 48. —Salons of Dress, Third floor.

### CORSETS

High-grade \$5, \$6 and \$7.50 Corsets, including Binner, La Vida and Madame Lyra Corsets, at \$2.50.

\$3 C. B. a la Spirit Corsets at \$1.35. All sizes in the lot.

\$2.50 La Markette Corsets at \$1.

\$5 to \$10 high-grade Corsets at \$2.90; French and American makes.

\$1.50 Bust Corsets, dainty styles, 75c. —Second floor.

### Infants' Wear

\$1.50 to \$2 Dresses at 85c; white and colored, 2 to 6.

\$1.50 to \$5 Dresses and Petticoats at 85c to \$2.50.

\$1 to \$1.50 Sweaters and Sacques at 50c to 75c.

\$1 to \$1.50 Caps and Hats at 50c.

\$3 to \$5 Carriage Covers at \$2.

\$2 to \$6 Lingerie and Straw Hats at \$1 to \$3.

\$5 Wash Coats at \$2; sizes 1 to 4 years. —Second floor.

### Underwear : Aprons

75c to \$1 Petticoats at 38c and 55c; 12 to 16 years.

\$1 Nightgowns at 50c; 6 to 14 years.

40c to 85c Aprons at 25c to 50c.

50c Rompers at 35c. —Second floor.

### Umbrellas and Parasols

Children's Parasols at 35c, values 65c to 85c.

Silk Umbrellas, colors and black, at \$1.55, values \$3 to \$5; slight imperfections.

Silk Umbrellas at \$2, values \$3 to \$3.75.

Silk Umbrellas at \$2.65, values \$3.75 to \$5.

Silk Umbrellas at \$3.75, values \$5 to \$7.50.

Silk Umbrellas at \$5, values \$10 to \$17.50.

Women's silk Parasols at \$1, values \$1.50.

Women's Parasols at \$2.15, values \$3, \$3.50 and \$4.

Women's Parasols at \$3, values \$5 to \$10.

Women's Parasols at \$3.75, values \$12 to \$15.

Men's Walking Sticks at 65c. —First floor.

### N negligees : Dressing

### Sacques : House

### Dresses : Japanese

### Kimonos

\$14 to \$25 crepe de Chine Tea Gowns and Negligees at \$9.75. Lace trimmed.

\$1 to \$3 Dressing Sacques at 50c to \$1; lawns, swisses, batistes and other summer fabrics.

Imported \$7.50 Japanese Mandarin Coats at \$3.95. Good shades.

Imported \$1 Japanese Kimonos at 65c, \$2 and \$2.50 House Dresses at \$1. —House Dresses, Third floor.

### Buttons at Half Price

The assortment includes black and colored ivory, white crochet and pearl Buttons; prices 10c to 45c a card, values 20c to \$1. —First floor, Grand Aisle.

### Toilet Goods

50c Toilet Waters, sprinkler tops, at 12 1/2c.

50c Florida Water and Bay Rum, 12 1/2c.

50c Kismet Face Powder, all shades, at 21c.

75c Kismet Toilet Water at 25c.

Ivory Toilet Pieces, assorted, at one-half and less.

A few high-grade Perfumes at half price. —First floor.

### BRUSHES

Hair Brushes, Tooth Brushes, Nail and Military Brushes, much below half. —First floor.

### Hand Bags

Beaded Bags, in various color combinations; light and fancy, dark and fancy, white, white and gold, at 25c to \$1.95, regularly 50c to \$5.

Silk Bags, variety of silks and styles, at 50c to \$2.50, values \$1 to \$5.

Leather Hand Bags, in wide range of styles and leathers—pin seal, goat seal, vachette, morocco, long grain and saffian, at \$1 to \$5, values \$2 to \$12.50.

Small Leather Goods—card cases, purses, wallets, bill books and various other necessities; in alligator, seal, pin-seal, morocco, long grain and vachette, at 25c to \$2.50, values 50c to \$5. —First floor.

### Art Needlework

Miscellaneous lots of stamped pieces at 2c, value 10c, up to \$1.75, value \$3.75.

Assorted Embroidery Materials at about one-third their value.

Finished models in Scarfs, Center Pillows, children's Dresses, Towels and others, at 75c, value \$2.25, up to \$4.50, value \$13. Many prices between. —Third floor.

### \$35 Howe Sewing

### Machines at \$18.50

Drop-head model with automatic lift; on terms of \$2 cash and \$1 weekly. —Fourth floor.

### Men's Hats

### Boys' and Little Boys'

Men's Straw Hats, sennets and rough braids, at \$1, values \$2, \$2.50 and \$3.

Men's Panama Hats, newest shapes, at \$3.50, values \$5 and \$6.

Men's Soft Felt Hats, newest shapes, at 75c, values \$2 to \$2.50.

Men's Silk and Tweed Caps at 38c, values 75c and \$1.

Men's Outing Hats, in silk and mohair, at 50c, value \$1.

Little boys' Straw Hats at \$1, values \$2 to \$3.

Boys' silk and tweed Caps at 38c, values 75c and \$1.

Little boys' Duck Hats, in various shapes, at 50c, values 75c and \$1. —First floor, Market and Ninth.

### Men's Clothing

Men's \$20 and \$25 Suits at \$12.50.

Men's \$20 to \$35 Suits at \$15 and \$17.50.

Various worsteds, tweeds, cassimeres, unfinished worsteds and serges, in the foregoing three groups.

Men's \$8.50 Palm Beach Cloth Suits at \$5.

Men's \$35 Full-Dress and Tuxedo Suits at \$17.50.

Men's \$15 Summer-Cloth Suits at \$8.50. —Second floor, Ninth street.

### Sporting Goods

Couch Hammocks, cotton-and-straw filled mattress, strong frame and springs, adjustable back rest, at \$4.90, value \$8.

Men's Coat Sweaters, for seashore and camp, mostly shawl collar, all-wool, at \$3.50, values \$5 to \$9.

Harry C. Lee (some slotted throat) Tennis Racquets, all high-grade, at \$3.25, value \$8.

Mission Porch Swings, with arms; strong and durable, at \$3.50, value \$5. —Fourth floor.

### House Furnishings

25c to \$3.75 Kramer Tinware at 12c to \$1.85.

\$8 Vacuum Cleaners at \$4.50.

\$3