GIIPGR LNGGO"
IS AIRMANSLANG Rickenbacker, American - Ace, Translates 'Cucko Bird,' 'Pink Tea,' etc. ZZOOM,' 'DIVE,' 'VRILLE' All Have Part in Exciting Game of Hunting 'Heinie' and Dodging 'Archie

${ }_{4} \mathrm{~S}:$
RIVET BOSSS CLERK has to ventllate hat
Harry Ranken Busy at Noon

SEES ACTION OVERSEAS
BAND PLAYS AT LUNCH HOUR
$\begin{gathered}\text { Noonday Concerts Twice Weekl } \\ \text { at Cheter Shipvard }\end{gathered}$


Planked Lobster A Treat-A Delicacy Hanover Sea Food is always the "talk of
the town." We buy. prepare and serve only one kind-"The Best.

## Packers' Profits -Large or Small

Packers' profits look bigWhen the Federal Trade Commission reports that four of them earned $\$ 140,000,000$ during the three war years.

Packers' profits look small-
When it is explained that this profit was earned on total sales of over four and a half billion dollars-or only about three cents on each dollar of sales.

This is the relation between profits and sales:
Profits Three cents on each dollar of sales.

If no packer profits had been earned, you could have bought your meat at only a fraction of a cent per pound cheaper!

Packers' profits on meats and animal products have been limited by the Food Administration since November 1, 1917.

Swift \& Company, U. S. A.

Seven Wholesale Distributing Marketa Central Office, 9 th and Girard Aves<br>F. M. Hall, District Manager

THE DOWN STAIRS STORE IS A BOON TO THRIFTY PEOPLE
be thrifty and devote all extra money to War Savings Stamps and Bonds,
but it is much easier when yous shop in the Down Stairs Store, for you are bound to
you buy.
If quality were sacrificed it would not be true thriftiness, hut as the
Down Stairs Store is bound fast in all the Wanamaker principles,
that quality is always first.

A Shower in the Morning


Little Socks Are Cool for Children

Theze are of merccrized white cotton with
gayly striped tops to match the frocks. In sizes
$51 / 2$ to 9 at 25 c a pair.
Fan Weather-eh?

Interesting Price Clipping in the Dress Store


