GEPMANS IMPRISON HIGHWAY AS WAR MEMORIAL U.S. BOY YYEARS Essington Youth Condemned to Washington

SERVED IN ARMY AND NAVY

HIGHWAY AS WAR MEMORIAL
AGAIN URGED BY PENNELL GGAIN URGED BY PENNELL


Social Endeavor
IN CONVENTION JUNE 1.8

## RE



MORE PHILADELPHIANS SALE OPENS TO AID LANDED IN VIRGINIA CHILDREN OF POOR

Advertising Volapuk
In real life, the widely advertised brand is the
accomplished Esperante or Volapuk of many peoples. In this country, or abroad, you might have the greatest difficulty making your wants known or your
self understood. Charlie Chaplin, the Gold Dus wins. Bull Durham and Standard Oil, however, speak the same language in any
dialect and even to the illiterate.
All peoples' basic wants are for food, clothing and
Alt Alter. The most advanced taste simply amplifies is demand.
ial stratum, irre
guage, the wants are similar.
When your line is established in the life and language of all people, as is Victrola and Kodar, you will
have added one more international medium of ex have ad
change.
There is no stronger protection co
world-wide trade-mark of virtue.

Butterick-Publisher
The Delineator
Everybody's Magazine

## Det Mar

$\$ 5.00 \_{ }^{\$} 6.00 \_{ }^{\$} 7.00$
Are the Best Values
In Smart Footwear

tinctive in footwear that evert the dis-
woung dearies and yet purchashble at a
moderate price.
Mivixazaix
DelMaraCompany
1211Chestnut Street
For Unequaled Value-Givingis this smart Colonette
in the new shade of
tan black kid or paicent $\$ 6.00$

## 

## Commencing Tomorrow Speed-Up Sale

A Big Sale of Summer Shoes for Men, Women, Boys $\mathcal{G}$ Girls This is not a clearance of odd lots, but a big opportunity to get the finest footwear at bargain prices.
The backward Spring slowed down business everywhere and now, just to make two sales grow where one grew before, we have taken thousands of pairs of the season's most popular styles and Come Tomorrow The Biggest Bargains Will Go to the Earliest Comers

## Women's Pumps \& Oxfords

## Worth Up to $\$ 10.00$

 Whatever you may want is here. high, medium or low walking heels, with Louis heels and with weited or turned soles.In all leathers-maIn all leathers-ma-
hogany
metal alf, gunmetal calf, gray kid,
brown kkid, black kid, white buck, and
dozens of othersthey're all here

### 5.85



Men's Oxfords


Hundreds of pairs of the best of our new styles, grouped at this one price to speed
All sizes and all the wanted leathers. Come Get Yours Tomorrow
Boys' \& Girls' Low Shoes
 In our Juvenile De partments are good
shoes for boys and girls of all ages at prices that create wonerful values. For Instance Scuffers, of $\tan$ leather
with good substantial soles; long wearing
comfortable. According to S
1.25 to 1.50 Oxfords, of dark brown Russia ca with play shoe comfort features.
According to size, 2.25 to 2.75 Barefoot Sandals, ${ }^{2}$-buckle style of fine brown willow cali, with absolutel
the best quality Goodyear welt sole

Every Pair Worth a Dollar More 919-921 Market St. , 5604 Germantown Avenue 4028-30 Lancaster Avenue 2746-48 Germantown Avenue
60th and Chestnut Streets
All Branch Stores Open Evenings

DEAR FOLKS:
A Group of men and Atable in a private home recently. All of the guests commented on the splendid meal which the hostess served. It was a
very very simple meal but it was
splendidly cooked
and beas splendidy cooked and beau-
tifuly served.
The table linen, the dishes, the floral piece in the centre of the table-everything harmonized.
The meal started with a Then each tomato broth with pieces of steak at least two and a half inches thick and cooked just right. Baked potatoes, done to a "turn" were served with the steak. Hot biscuits, made by the hostess herself, were also served. There Yere ripe olives, tomato
ketchu, coffee and delicious butter which made the biscuits taste exceptionally fine. For dessert were served some wonderful
canned peaches and a large canned peaches and a large
Diece of choocolate cake, also made by the hostess.

I was privileged to be one
 night meal. I expressed my ypod
peceition of the ver youd
ond food and the splendi
and the hostess said:
"Thank you, but I have served you with a plain meal, as you
know. Jet somehow I take greater pleasure in serving a plain meal because my guests
usually like it better and besides I think THE ${ }^{\text {THES }}$
THINGS ARE PLAIN."
"Right," said I. "The simple,
substantial dishes are always the most satisfactory.
Ithen remarked to my hostess: The steak you servec tastes as Co., Chicago. You know I was
in Chicago several weeks, going in Chicago several weeks, going
through the Wilson \& Co. plant through the Wilson \& Co. plant
and I saw how they handle
their beef. The Beef Departtheir beef. The Beef Depart, saw how the beef goes through its several processes of treat-
ment before it is shipped, how it is carefully guarded and in-
spected before it is allowed to go to the public, and I want to
tell you that Inever felt so sure
of the quality of the steaks and of you that I never felt so sure
of the quality of the steaks and
roasts I eat as I did after my instection of the Wilson \& Co.
Meat Department. I assume Meat Department. I assume
that others in the packing
industry are equally careful, but I know what Wilison \& C
do to protect the consumers do to protect the consumers, so
I am naturally predisposed in their favor.
"And the ripe olives you served "And the ripe olives you served
and the butter and the canned
peaches and the ketchup all and the butter and the canned
peaches and the ketchup all
tasted to me like Wilson $:$ Co. tasted to .m
products."

Then the hostess gave me
very great surprise by saying very great surprise by saying
with a smile:
"You are right about the steak.
It did come from Wilson \& Co. I bought it from my butcher, who says the meats he gets
from Wilson \& Co. are splendic and that he finds his customers like $t$
"The butter is Wilson \& Co.'s
Clearbrook Butter, and it is very fine. The coffee is Wilson Co.'s Certified Blue Labe
Blend. Isn't it great? "I will tell you also that I used
Wiison \& Co's Majestic Lard in baking the biscuits.
"The ripe olives and canned peaches and the ketchup also
"I gave this dinner tonight in honor of you, because I know
how enthusiastic you are about and now that I have had a taste of them myself I want to tell you, hereafter I am going to
buy the foods that I see in the buy the foods that I see in the
butcher shops and grocery stores wearing that reassuring
guarantee. 'The Wilson Labe rotects


