

OVERALL GERM HITS PENN.; STUDENTS URGE ADOPTION

Wharton School Professors, However, Say Movement Will Hurt Business—Broad Street Parade Attracts Attention

The overall germ has reached the University of Pennsylvania. Students are discussing an organized effort to wear denim to school to offset the high price of clothing.

Professors of the Wharton School are opposed to the overall plan. They declare that it is too radical and not economic. They say that fathers of some of the students are clothing manufacturers and the use of overalls instead of the usual tailored suit would seriously interfere with business.

An interfraternity meeting has been held at the nation's newest fad.

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called for tomorrow afternoon to consider the overall question.

Thirty-three members of the Young Men's Hebrew Association walked down Broad street yesterday afternoon and attracted more attention in \$2.75 suits of overalls than Beau Brummell in the sartorial heyday of his era.

Photographs of the denim detachment of big boulevardiers were reminiscent of kitchen police detail at the farmhand scene from the "Old Homestead."

Some of the clerks, bookkeepers and salesmen were mistaken for railroaders,

and scores of women clung to their arms.

A number of the Camden police have expressed themselves as anxious to wear a uniform of denim. Contracts for summer uniforms have not yet been awarded and overalls will be urged.

A petition is also being circulated among clerks at the Camden City Hall, and scores of names are being procured of men anxious to be included in a large order for the dungarees.

Ever many moons it will be difficult to determine whether a man is on his way home from work at the roundhouse or

hurrying to fulfill a dinner-dance engagement at one of the roof gardens.

Memorial Service in Camden

So large was the crowd in front of the Towers Theatre in Camden yesterday afternoon that several hundred men and women were unable to enter the building to attend the annual memorial services of Camden Lodge No. 111, Loyal Order of Moose.



The Foundation Principles on Which This Business Rests Were Laid With the Thought of Permanency, Endurance, for a Long Run

Growth naturally follows when the basic factors are fundamentally correct—viz: Quality merchandise at consistently low prices, backed by sincere desire to render complete and satisfactory service—the keystone of the arch of public confidence on which this business securely rests.

Success consists of more than mere dollars and cents—its greatest achievement to realize the confidence of our fellowmen, to feel as co-workers we have contributed something to the world's advantage.

WHAT WOULD GROCERIES BE COSTING TODAY WERE IT NOT FOR THE AMERICAN STORES COMPANY?

"Cold Seal" Eggs Carton 53¢ Fresh Eggs doz 48¢ Eggs and butter are two of our lines for which our stores are particularly noted.

"Victor" Bread Unmatchable 9¢ The Every-Meal Bread of Which One Never Tires. We repeat our many times stated contention that Victor is truly "the loaf without a fault."

Choice Tomatoes can 10¢ Sanitary tins of red-ripe tomatoes, remarkable value. Sweet Sugar Corn can 12½¢ Crushed corn of exceptional quality—delightful for fritters.

"Asco" Blend—(Our Very Best) Coffee lb 42¢ Economy and satisfaction in every bean—economy because of extra strength and body; satisfaction because of its distinctive character and flavor.

Economy Pointers: Pride of Farm Catsup, bot. 17c American Maid Catsup, bot. 10c India Relish, bot. 15c Sour Pickles, big bot. 15c "Asco" White Vinegar, bot. 12c "Asco" Cider Vinegar, bot. 17c

"Asco" Blend—(Our Very Best) Teas lb 45¢ Our Teas are all selected with the greatest care. We test them in the cup just as you do in your own home.

Why Eat Lamb?—The Price Is Too High Use More Beef, Veal and Mutton This is the season of the year when we get the Best Corn Fed Beef, Choicest of Mutton and Milk-Fed Country Veal.

Rump Steak lb 42¢ Best Sirloin Steak lb 48¢ Finest Rib Roast lb 35¢ Thick End Rib Roast lb 30¢ Genuine Wether Mutton Lean Soup Beef lb 15¢ Milk Fed Country Veal Breast . . . . lb. 25c Neck . . . . lb. 28c Rack Chops . . . lb. 32c Shoulders . . . lb. 25c Rib Chops . . . lb. 35c Loin Chops . . lb. 42c Fresh Beef Liver lb 14¢

WANAMAKER'S WANAMAKER'S

Wanamaker's Down Stairs Store

Women's Springtime Hats

As light and airy as breezes from the Southland, more and more of them come flocking in each day to fill the gray rooms of the Millinery Store with freshness and color.

Perhaps it would be better to say "flying in," for so many have wings of one sort or another, at least soft curls or fringes of ostrich if not the more rigid feathers.

A Shipment of Imported Ratine Has Just Arrived

For skirts, Summer suits and frocks, it is soft and pretty, and women planning their Summer sewing have been asking for it.

SPORTS COATS AND SKIRTS Serviceable as Well as Smart

The last two weeks in April are hand-in-hand with May and Maytime offers brighter, warmer weather—all of which means that sports coats and pleated plaid skirts will be more in evidence than ever.

Women's Dresses

And, we might add, a price for every purse, for it is true! Taffeta \$7.50, \$15, \$22.50, \$25, \$27.50 and \$29.50

Wool Jersey \$9.50, \$11.25, \$13.25 and \$18.75

Serge \$9.50, \$13.25, \$15 and \$17.50

Fine Sample Frocks of Serge and Tricotine, \$29.50 to \$55

Throwing the Windows Wide to Spring Cheer



Into a New Suit, Mr. Man—And It Needn't Be Overalls!

—not when good, all-wool Wanamaker suits may be had for \$32.50.

There are splendid suits for men and young men at \$42.50, and some have extra pair of trousers, about doubling the wear of the suits.

April Showers have a trick of turning into downpours and a raincoat's a mighty good thing to have handy.

The Skirts Pleated Plaid or Gleaming Silk

Plaid skirts begin at \$4.85 and there is quite an opportunity of choosing between that price and \$9.75.

Between \$16.50 and \$37.50 about every variety of pleating known is represented—and plaid skirts are especially effective when pleated.

Much of Real Beauty is to be seen in the fine texture, novelty weaves and lovely colors of the silk skirts.

Women Are Asking for Brogue Oxfords Now, Here They Are!

Good-looking brogues with medium or low heels are of light and dark tan calfskin. The applied wing tips make them very smart.

Tan Oxfords at \$7.50 Serviceable, neat Oxfords of tan leather have imitation tips with center perforations.

It's Instep Ties for All the Dances Watch them as they dance! See all the little butterfly bows on the twinkling feet?

Light Pumps at \$9.50 Pumps with turned soles are of tan calfskin with baby French heels or of brown kid-skin with high heels.

Cretonnes at 35c a Yard Cretonnes of every description; small, all-over patterns, large striking designs and almost every color tone—are 36 inches wide and were much more in price.

Chair Cushions at \$1.50 Shaped chair cushions for porch and house chairs are good to see, as well as making for comfort.

Flowered Scrim at 35c a Yard White scrim with blue, pink or green flowered borders is 36 inches wide.

And—Couch Hammocks —last, but far from least—they'll add pleasant wonders to your summer.