

The Marriage Trifler

By HAZEL DEYO BATCHELOR
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Things You'll Love to Make



Ribbon Trimmings Applique

THE DAILY NOVELETTE

Changing Suits

By KITTY PARSONS
It was a scorching hot day in July, and the thought of a cool bath in the ocean was the pleasantest thing in the world to Janet.

Facts vs. Theories

Genius itself never got a man anywhere—it's the fulfillment of the genius' ideas that has made the world progress—the transformation of "theories" into action.

Making More Money

Squeezing Dollars From Lemons
Some one in referring to a man who refused to be downed, once remarked: "If you hand him a lemon, he'll make you a profit."

What would Groceries be costing today were it not for the American Stores Co.?

These Prices in All Our 169 Sanitary Meat Markets
Milk-Fed Stewing Chickens lb 45c
Genuine Spring Lamb
Genuine Wether Mutton

Fresh Beef Liver lb 18c

Stores conveniently located all over Philadelphia and in the principal cities and towns of Penna., New Jersey, Delaware and Maryland



A Smashing Blow!

We are making a slashing cut of 5c per pound in "Asco" Blend Coffee as the latest triumph in our vigorous campaign to give the public "the most of the best for the least."

"Asco" Blend Coffee lb 35c
Direct from the coffee plantations to your table—that's our method and explains why we do not have to charge a high price for "Asco" Blend, even though it is a blend of high grade coffees, roasted by a special process that gives it that delightful aroma and satiating flavor that have made it so tremendously popular.

"Asco" Blend Teas lb 45c
There are four blends in our Teas—Black, Mixed, India Ceylon and Old Country Style
Why pay 60c to 80c per lb. when you can't buy better Tea at any price?

Bang! goes the price of flour at every "Asco" Store. This price very special—everyone will buy a bag Gold Medal Flour 12-lb Bag 90c or your choice of any brand in stock.

Best NEW Potatoes 1/4-pk (3 3/4 lbs) 12c
Another new shipment of potatoes just arrived—fresh from the farm. Our low price keeps our stocks moving rapidly, thus insuring you always fresh goods.

Wash-Day Helps
Washing Soda lb 3c
Pearl Borax Soap Chips, 10c
Snow Boy Powder, pkg 4 1/2c
Crystal White Soap, cake, 6 1/2c
Rinso pkg 7c
Ivory Soap Flakes, pkg 9c

Preserving Needs
Mason Quart Jars doz 80c
Mason Pint Jars doz 75c
Jar Tops doz 27c
Jar Tumblers doz 45c
Jar Rubbers doz 9c
Parowax 1-lb pkg 17c

Granulated Sugar lb 21c
More evidence of our ability and determination to give you "the most of the best for the least"

Again We Slash the Price
Our Peas cut to 12c Our Corn cut to 12c
14c Peas cut to 12c 14c Corn cut to 12c
Very choice quality—This price is extremely low. It will pay you to buy them by the dozen or even by the case.

"Louella" Butter lb 65c
If every housekeeper knew as much about the quality of Louella as we do, no other butter would ever be sold. Finely-bred cattle produce the cream from which Louella is made.

Richland Butter lb 62c
Pure creamery prints of exceptional merit.

"Asco" Bacon pkg 25c
Lean, sliced thin—the very finest mild cured bacon to be had.

"Asco" Dried Beef pkg 16c
Very tender, sliced very thin—a dainty sandwich filler.

You Know Good Bread!
Quality is always its own salesman—that's why we have to keep our three large bakeries busy baking more than two million loaves of Victor Bread every week to meet the ever-increasing demand.

"Victor" Bread 9c
These Prices in All Our 169 Sanitary Meat Markets
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WANAMAKER'S

A Sale of 200 Men's Suits in Wanamaker's Down Stairs Store

All-Wool, Finely Tailored, Wanamaker Standard at \$23.50

Many of these suits are actually below wholesale cost and none of them could we replace at the market price today.

They are chiefly single-breasted, semi-conservative suits of all-wool chevots, half or quarter lined; the weights that men want for wear right now, and some men wear no heavier all through the Winter.

This is not a clearaway of odd or mussed suits, but a sale of good suits—all sizes from 34 to 42 in the lot—of Wanamaker quality.

All right, sir, you know the straightforward facts—if you want to save money you know how to do it—and it's now up to you!

An August Sale of Fresh House Dresses at Lowered Prices

A generous quantity assures good choosing among voile, gingham and chambray dresses that every woman needs for the house—many are quite pretty enough to wear shopping or on the porch, too.

At \$2.25

At \$3.85

At \$5.75

The voile dress that is sketched—in navy blue figures on white ground—has a white organdie collar and cuffs to match.

At \$2.25

At \$3.85

At \$5.75

The gingham dress sketched is of fine checked gingham with a white organdie collar which merges into panels, trimmed with gingham.

500 Aprons at 55c

Gingham band or bib aprons are trimmed with ricra, braid or boned with white.

White band aprons, some that are slightly soiled.

Great Reductions Prevail on Women's Summer Frocks

Plenty of Styles for Young Girls

Now \$3, \$3.85, \$5 and \$6.50

Hundreds of voile dresses are in scores of styles and patterns—coin dots, plain colors, dark and light figured voiles, plain voiles with embroidered white dots, etc.

Organdie Dresses Reduced to \$7.50, \$10 and \$15

A Group of Fine White Voile Frocks Reduced to \$10

A Small Lot of White Beaded Georgette Dresses Reduced to \$8.75

They are in white, in pastel shades and in flowered designs and some of them are mussed—but a pressing will restore their prettiness.

The Charm of Autumn Goes Undisguised in the Newest Dresses

Serge frocks, cut on the straight, slender lines that are so becoming, show some pleated skirts and trimmings of narrow black braid. \$22.

New wool jersey frocks in coat effects are embroidered with silk and wool. \$22.50.

The other new models are marked \$27.50 to \$55.

Crepe de Chine \$1.65 a Yard

A good quality, 38 inches wide, is in white, beige, turquoise blue, pink, taupe, brown, light blue, Wistaria

Pretty Neckwear \$1 to \$2.50

Collars and fichus, collar sets and vests of sheer, crisp organdie or of net.

Made in many styles—dainty hemstitched, edged with lace, ruffled, trimmed with lace or tucked.

Such neckwear is an important item in the vacation trunk.

Boys' Khaki Knickers, \$1.85 7 to 18 year sizes

They are a good, heavy quality in the olive drab shade.

Extra-Size Double-Panel White Petticoats, \$2

They are of fine white long-cloth with scalloping at the bottom and elastic at the top.

Other White Petticoats

are made of fine white long-cloths. Those with embroidered flounces are \$1.50 to \$3; with lace flounces, \$2 to \$3.

500 Yards of Fish Net at 25c a Yard

Plenty of curtains and panels will be made of this! In ecru or white, 27 inches wide.

Marching Down the Aisles of the Down Stairs Store, the Great Wanamaker Furniture Sale Is Well Worth Seeing—Even Though You Have No Intention of Buying