

THE DAILY NOVELETTE

As Elsie Heath entered the Wilford... To Elsie a spirit of peace and quiet... seemed to surround her. Here, after a long, tiresome day, was peace for the weary mind and sore heart.

Things You'll Love to Make



An organdie frill needs no other trimming than these decorative embroidered ribbon flowers. They are particularly pretty on a scalloped hem.

And the plaster, placing the bricks in position and attending to the purely manual labor is concerned—that is a man's job and women are not fitted to do it.

It is all tucked away in a hope chest, this little kitchen apron, but it should not be allowed to hide away like that without letting other people know about it.

Mary Ellen's Apron... It is all tucked away in a hope chest, this little kitchen apron, but it should not be allowed to hide away like that without letting other people know about it.

About Colors... Yellow is the symbol of the sun, God's goodness, marriage, faithfulness. On the color of royalty, it denotes deceit, inconstancy, and malice.

WANAMAKER'S Wanamaker's Down Stairs Store

More of Those Good Tricolette Frocks at \$10... Lines are long and becoming to any figure. The overskirts are embroidered in self-tone silk and the dresses can be had in navy blue, black and brown.



Center Aisle Opportunities... Effective Round Sofa Pillows, 75c and \$1.50. Children's Ribbed Cotton Stockings, 15c. Unbleached Muslin 12 1/2c Yard.

AMERICAN STORES CO. ASCO ASCO ASCO

More Good News

Our customers know that they can always deal more economically at the American Stores than anywhere else, hence the reason why our stores are always busy, why they are real, live centers of activity in every community.

- Special for One Week Only Campbell's Soups Cut to 9c Can. 22c Can Sliced Peaches Cut to 16c. Uneda Biscuits, pkg. 7c. Rich Creamy Cheese, lb., 29c. 20c Can Calif. Apricots Cut to 15c.

- Del Monte Marmalade Can 15c. Sweet Juicy ORANGES 27c, 35c doz. A Bargain in Brooms! Palmolive Soap 9c cakes; 3 for 25c. Victor Bread 8c Big Loaf. Asco Teas lb. 45c. Long-Stem Macaroni Spaghetti 9c pkg.

- Best White Potatoes (30 lbs.) 35c. Best Yellow Globe Onions 3 lbs. for 5c. Asco Coffee 29c lb. Another Tuesday Special!

- These Prices in All Our 181 Sanitary Meat Markets Whole Cut Chuck Roast, lb. 10c. Fresh Beef Liver, lb. 14c. Lean Hamburg Steak, lb. 20c.

- Sliced Lebanon Bologna 1/4 lb. 8c. Sliced Luncheon Roll 1/4 lb. 12 1/2c. Sliced Large Bologna 1/4 lb. 12 1/2c.

Asco Stores all over Phila. and throughout Pennsylvania, New Jersey, Delaware and Maryland. We are especially agents in Phila. for "Reliable" ranges.

Protect Yourself! Horlick's Malted Milk. Used successfully for over 1/3 century. Made under sanitary conditions from clean, rich milk, with extract of specially malted grain.

See a whole meal cooked in the oven at one time! The RELIABLE gas range equipped with Lorain oven heat regulator, takes the guesswork out of baking and cooks the entire meal in the oven without watching.

Asco Coffee 29c lb. Another Tuesday Special! Our Special Tuesday Sale last week was an unqualified success because it was the means of introducing many new customers to the money-saving possibilities in dealing at the Asco Meat Markets.

Unusual New Poiret Twill and Tricolette Frocks—Special at \$20 to \$39. A new tricolette dress, just brought out, is \$20. It is in navy blue with rows of black silk braid with a piping of brightly colored Georgette crepe trimming the top of the skirt just below the long waist.

350 New Suits of Tweed and Wool Jersey for Young Women and Junior Girls \$17.50, \$18, \$22.50, \$25. Practical suits in every sense of the word. Smart and youthful, as well!

Women's Lighter Wraps Respond to April Sunshine. What delightful wraps April has called forth—new wraps with the charm of distinction, capes with the becoming grace of flowing lines, sports coats as smart and breezy as Spring weather and tailored coats with the correct air of conservatism.

Window Shades 75c and \$1. The shades are water color and the 31 shades are oil. Each is in white, two shades of green and two of tan, mounted on good spring rollers.

Girls' New Plaid Gingham Dresses Special at \$3. The plaids are in lovely combinations of yellow, blue, pink or green, and the square neck is trimmed with a poppie collar that shows a touch of hand embroidery.

Reversible Wool Chenille Rugs. Soft, thick rugs that you can feel under your feet and that have years of good service in them, for they are reversible. They are made of selvaige chenille in the darker mottled or striped effect.