

NEW GAUNTLET CUFF IS ON THIS FROCK



By CORINNE LOWE

According to the designers, organdy should be not only seen but heard. Hired it certainly is—and with all sorts of companions. One is likely to find a blue serge redingote made over white or colored organdy, and many of the twill and gabardine frocks are fast with organdy details, the organdy being repaired perhaps at neck and sleeves.

This latter is not, of course, a practical mode, but yet when the cotton fabric is in color—say scarlet—and then overlaid with soutache or embroidery, the mode is not much more taxing than many others. Above we show a stunning black taffeta frock with huge gauntlet cuffs, and he is mentioned that these cuffs are now extremely smart—of white or colored organdy, repeated in tiny circular circles on the skirt and on the facing of the collar. It also is used for the exquisite ties at the wrist. For the rest, a peculiar lattice work effect of white and Nantier blue embroidery is employed on the corsage.

Making More Money

A Matter of Location
But the place must have some value to itself. It should be off the beaten track of business, and it has a ramshackle old barn on it. But here's possibilities.

That was what Robert C. Byers, of Columbia, Mo., said to virtually every real estate man in town in connection with a piece of property which his father had left him—a slice of ground, which all the men who posed as experts in real estate told him wasn't worth the price which already encumbered it. Byers, however, felt otherwise. He was convinced that the land could be made profitable, provided he could connect it up with the proper idea and make the prospective purchaser see that the abandoned barn did not, by any means mark the full possibilities of the plot.

If I had the money," Byers told himself, "I'd improve the property and then I'd sell it at a good profit. But neither the capital, what am I to do?" Finally, after turning the matter over in his mind for some weeks, he stumbled upon a solution which promised much. The barn, while far from being the best, would be excellent for an establishment like a furniture store, particularly as the depth of the soil would insure plenty of space for a garage or stable and the postage was sufficiently small to afford a battery of display windows. Accordingly, he approached one of the growing concerns in the town, and offered to erect it in accordance with their specifications. The firm, which had already outgrown its quarters in the town, and was in need of a store, decided to build and erect it in accordance with their specifications. The firm, which had already outgrown its quarters in the town, and was in need of a store, decided to build and erect it in accordance with their specifications.

Poe's Mother
An imposing monument is soon to mark the grave of Mrs. Elizabeth Arnold, mother of Edgar Allan Poe, who is buried in St. John's Churchyard, in Richmond, Va. Mrs. Arnold was a noted actress in her day, and the Actors' Equity Association of America has taken the initiative in raising a fund for the memorial.



85c "Keep Mother's Heart Singing"

On Mothers' Day May 8th Remember Mother with

Brunswick Records They play on all Phonographs

Bring music into her life the year round. Ask any Brunswick Dealer for "Little Mother o' Mine," Brunswick Record No. 13001, and other appropriate selections.

Order now with special Gift Boxes for delivery anywhere in the United States on or before Mothers' Day, May 8th.

The Brunswick-Balke-Collender Co. Chicago

AMERICAN STORES CO. ASCO ASCO ASCO

Again We Lead the Way! 25% Reduction in the price of Victor Bread

Constantly we are giving you tangible evidence of how our Producer-to-Consumer Plan is working in your interest to bring down your table costs. Almost every week sees new achievements in the Asco Stores' lowering of prices.

Several weeks ago we made a drastic cut of 4c per pound in the price of our high-grade Asco Coffee. Last week, we were able to bring down the price of sugar to 7 1/2c lb. and Louella Butter to an actual pre-war level.

Today sees another triumph for us in our reduction in the price of the popular Victor Loaf to 6c and a further cut in the price of Louella Butter and Gold Seal Eggs. It pays to trade "Where Quality Counts."

Victor Bread Big Loaf 6c. There will be no change whatever in the size or quality of this big, wholesome loaf. It will be the same big loaf "like mother used to bake."

Best Granulated Sugar lb. 7 1/2c. Best Potatoes 1/2 bu. 35c. New Bermuda Onions Cut 6 1/2c lb.

"Gold Seal" Flour 12-lb. Bag 63c. Best Pure Lard, lb. 12 1/2c.

The Finest Butter in America! Louella Butter lb. 47c. Richland Butter; lb. 43c.

Gold Seal Eggs carton 35c. Strictly Fresh Eggs doz. 30c.

This Is Clean-up Week! Our Stores Are Well Supplied With Everything Needed to Make Your Home Spic and Span—At the Very Lowest Prices.

ASCO Coffee lb. 25c. "TASTE THE DIFFERENCE" "Asco" Brand is not really a low priced coffee—it's a quality coffee through and through.

Peninsular Condensed Milk can 17c. The quality is too well known to need mention. Big value.

Big Tuesday Special!

Tomorrow we will run another of our regular Tuesday Special Sales. Come early and take full advantage of the wonderful values we are offering.

City Dressed Pork Shoulder, lb. 16c. Milk Fed Country Veal Breast lb. 15c, Neck lb. 18c, Shoulder lb. 18c.

Fresh Beef Liver, lb. 12c. Asco Stores all over Phila. and throughout Pennsylvania, New Jersey, Delaware and Maryland

WANAMAKER'S DOWN STAIRS STORE WANAMAKER'S

Wanamaker's Down Stairs Store

Sixteen Brand New Lots in the White Sale at 25c to \$2.90

5000 Yards of Fine Silk-embroidered Voiles Special at 85c a Yard 38 Inches Wide

60 different patterns and each pattern in several different color combinations! The loveliest dress materials that we have had this season and the best values! Voiles like these would ordinarily sell for two or three times this price and, even now, if we were to mark these twice this price we should probably sell every piece.



\$1.50 55c \$1 \$1.50

Tomorrow, Tuesday, the White Sale has a fresh beginning. All sorts of new "specials" just arrived have been marked ready for a happily busy day.

Women's Nightgowns, 55c, \$1, \$1.50

55c gowns are of white cambric with blue stitching. \$1 nightgown nightgowns have silky broad frogs and are piped with blue or pink.

Envelope Chemises, 75c and \$1

Cotton crepe with ribbon-run casings at \$1 and fine muslin with quantities of lace at 75c and \$1. All are trimmed at the knee.

Pink or White Bloomers, 75c

Not only are they good bloomers, well made and plenty full, but they are quite elaborately trimmed with Valenciennes lace.

New Corsets, \$1.50 and \$2

Five different models for slight to average large women. Pink or white coutil heavily boned or with only a few bones. One model has two elastic side breathers.

Women's Blouses, \$1.65 and \$2.90

One style at each price is pictured. At \$1.65 the blouses are of pink or blue checked voile and corded, striped and plain cream color voile.

The Children's White Sale

Process slips for 2 to 6 year girls are 75c to \$1.50, 10 to 16 years are \$1.25 to \$1.50. Mothers will find the materials uncommonly soft and good.

White Sale Towels, Napkins, Tablecloths and Pillow Cases

25c for the best white bath towels we have seen in two years. They are 17x32 inches and are as heavy and springy as they are away beyond the best we have seen at 25c.

Almost the Entire Center Aisle will be given over to the White Sale again tomorrow and, of course, the regular sections will be full of it.

Light, Summery Hats

For the Festivities of May and June

are gathered together in a veritable flower garden of delicate shades. Many of them would be lovely for bridesmaids. Combinations of tagal straw and taffeta, Georgette and fine straw braid, hats of Canton crepe and hats of organdy are all of the becoming, wider-brimmed, more feminine sort.



Women's New Wool Jersey Sports Jackets \$10

Ever so smart with plaid skirts now or with tub skirts later on! These are all-wool jersey jackets, in four different styles in four colors—navy, black, brown and tan.

Dozens of Different Styles in Delightful New Frocks \$10 to \$20

A charming little frock in navy blue has a tricot skirt and an embroidered bodice of tricotette, \$10. A navy taffeta dress, quite simple of line, has organdy collars and cuffs, \$10.75.

Wide Choosing at \$16.50 and \$20

Printed Georgettes and foulards are made in the most charming and summery ways, \$16.50. Plenty of navy blue dresses among embroidered or beaded Georgette crepes, \$20.

Window Awnings, in 4 Sizes Complete at \$3.60

All ready to put up and every needful is included. Of serviceable, weather-resisting khaki cloth with 12-inch scalloped skirts, cut full throughout. In sizes 30 to 48 inch.

For \$2, \$3 or \$5 a Variety of Nice Things for Girls 6 to 14

For \$2 —fine white jean middie blouses, all white or with blue collars and cuffs; —fresh new lawn dresses with small figures of lavender, green, blue or rose; —hand-embroidered collar and cuffs, (sketches); —dresses of plaid gingham or white voile with ribbon sashes; —middie dresses with blue gingham skirts and white jean bodices.

Still Good Choosing Among Women's Pumps and Oxfords at \$2

Black kidskin, black dull leather and patent leather pumps and oxford ties in a variety of styles. Sizes are incomplete, but it's worth while to look for your size.

