

### N. J. GIRL KILLED IN FALL FROM AUTO

Miss Viola Dilks, Gloucester, Loses Life in Mysterious Manner on White Horse Pike

### FRIENDS CANNOT EXPLAIN

Miss Viola Dilks, 316 Somers street, Gloucester, N. J., died at 1:30 o'clock this morning at City Hospital, in Atlantic City, following a fall from an automobile in which she and several companions were riding last evening on the White Horse pike near Germanville, Atlantic County. Detectives are perplexed, for none of the young woman's friends say they can explain how she fell from the car.

An automobile party was made up yesterday in Gloucester by James Pollock, 209 South Seventh street, that city, Pollock and Gus Grater, 3093 Market street, and William Rigler, 232 Morris street, Gloucester, engaged a car at a garage in Gloucester. Miss Dilks and Miss Mary Becket, telegraph op-

erator of Paulsboro, N. J., accompanied them. The party first went to Cape May, where they had lunch. From there they proceeded to Ocean City, and later to Somers Point. From Somers Point they went across country to Absecon, thence swinging into the White Horse pike.

Whether or not the party had a quarrel, or whether some of them were seated on the sides of the machine in perilous positions, the detectives cannot ascertain. No one admits having seen the young woman fall out of the automobile. Miss Becket seems to have been the first to see her lying out in the roadway when the car reached Germanville.

The car was halted when Miss Becket gave the alarm. The men alighted, and, running to Miss Dilks' side, found that she was unconscious and bleeding from

the scalp. They carried her into the car and hastened to Atlantic City, where she was placed in the City Hospital. County Detective Nusbaum and City Detectives Casey and Taylor began an investigation. They have arrested all of Miss Dilks' friends, whom they are holding for investigation.

### CHILD BURNED BY CARTRIDGE

Franciska Wolotaiwez, five years old, of 1310 South Front street, may have her features disfigured as a result of being burned by a blank cartridge. Her brother Joseph, aged seven, in the absence of their parents, found a revolver in a bureau drawer, the police say. Pressing the point of it in his sister's face he fired, it was reported. He did not know it contained the blank cartridge. Franciska is now in the Mt. Sinai Hospital. Her brother was sent to the House of Detention.



**HAYNES**  
Immediate Delivery on Haynes Character Cars  
Five- and seven-passenger cars in the distinctive Tourist or Speedster, Brougham and Sedan models. Satisfied Haynes' owners everywhere.  
Henry A. Rowan, Jr., Co.  
905 N. Broad St., Phila.  
Phone, Spruce 4781

## Advertising Works Backward

Advertising a trademark has a curious reflex action on the advertiser.

When a man puts his name on a thing he assumes responsibility for it.

Its virtues are his virtues, its shortcomings his chagrin. Advertising forces a man to compete with himself for improvements because either praise or censure are unescapable.

People somehow realize this; they feel greater confidence with the known than with the anonymous.

Because the whole world is being shaken up and shaken down, we cling so much tighter to known values.

Whether on goods or service, a real trademark stands for the mutual Good Will of both maker and user.

Good Will sells goods—holds customers.

**Butterick—Publisher**  
The Delineator (\$2.50 a Year) The Designer (\$2.00 a Year)



# This year's ATLANTIC a still better GASOLINE

Atlantic has always been good gasoline. But in this season's product it is *better than ever*. Not only better in the mind of the technician, but noticeably better to any man who drives a car or truck. You can *feel* the difference!

On the hills, for example, where the demand for steady, sure-footed power is greatest—where positive fuel action and unwavering stability are needed as nowhere else. That's where today's Atlantic gets to your inner consciousness and proves to you that it is a better gasoline—farther ahead among motor fuels than ever before.

And you'll recognize Atlantic's superiority in other ways: You'll know it by the way it takes the spark—by the quickness and snap of every explosion. You'll appreciate it by the thoroughness with which it operates—by the concentrated force of every charge and the completeness with which it is consumed.

And in the recorder's visual evidence of greater mileage you have the clinching conviction that Atlantic is the finest gasoline on the market today.

# ATLANTIC GASOLINE Puts Pep in Your Motor

## WANAMAKER'S Sale Comes For

### usual Tricolette Dresses for \$25

brightens others, or silver threads or colored sashes. A few are coat dresses—skirt of white, jacket of pink.

There are a number of models, all unusually attractive. And \$25 is but a part of their earlier prices.

### Half-Yearly Clearaway of Lace Curtains

A large assortment of small lots, containing one two or three pair of a kind, the sample curtains in each lot somewhat mussed.

Also discontinued patterns in quantities of four to twelve pair of a kind.

An opportunity to pick up several pair of excellent curtains at a third to a half less than former prices.

### No Fastenings Mar This Sweater

So many women—particularly those of youthful, girlish figures—prefer a sweater that slips on over the head, fitting snugly to the form without openings or fastenings of any kind.



### With the Whole Country Interested in Tennis

It is timely to tell of the splendid collection of tennis goods here.

Bancroft, Slazengers Wright & Ditson, Spalding Lee and Reach racquets, \$10 to \$16.

### Women's Cool Cotton Frocks—Special at \$5.00

Voiles and ginghams in a fine assortment of styles and shades, many generously trimmed with the cool-looking, crisp white organdie.

### Clearance of the Fine Cotton Frocks at \$17.50

Voile, gingham, dotted Swiss—a choice of many lovely models in excellent shades. The model sketched is a summery combination of plain blue organdie and blue-checked ginghams.

### Foulard Silk Frocks Veiled with Georgette

Exceptional Values at \$21.50 and \$22.50

The foulards are in navy, Copenhagen blue and black with white figures; the over-drapery of plain crepe Georgette.

### Forty Handsome Baby Coaches Reduced to \$45.00

Bloch Coaches Heywood Coaches C. & T. Coaches

Handsome combinations of wood and reed, and of solid reed or reedine. Chiefly one or two of a kind—which is the principal reason for their reduction and an important reason for making early selection. They'll go quickly at \$45.00.

### Here's the Light-weight Coach Which Many Mothers Have Asked for—\$25.00

"Apartment size" they are called by many. Smaller gear than full size and designed along more convenient lines—therefore, very light and easy to push. With all their compactness, the body is roomy and comfortable for its tiny rider. In cream or French gray—\$25.00.

### Stroller Go-Carts Reduced. \$16.75

In cream, French gray or white enamel; adjustable back and front.

### Remnants of Cotton Dress Goods About Half Price

Nearly one thousand Remnants—the accumulated short ends left from the active selling during July. Voiles, ginghams, cotton suitings, batistes, and various other of the fabrics most in demand.

### White Cotton Dress Goods At Exceptionally Low Prices

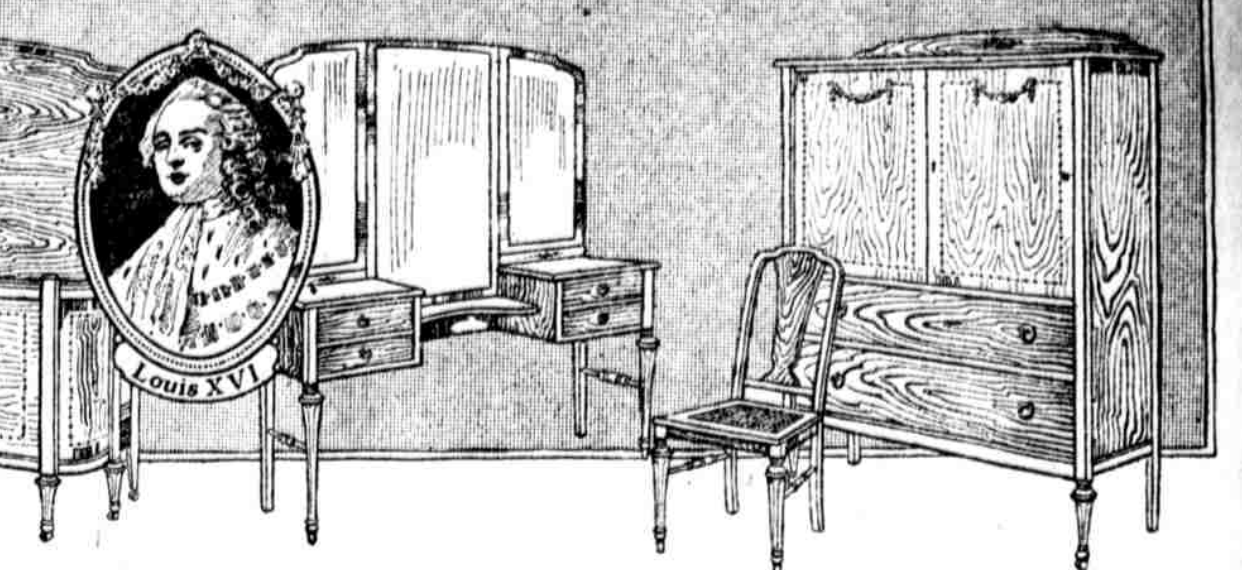
For the many women for whom this humid weather has recalled the coolness and daintiness of WHITE, this special showing of White Cottons at a little more than HALF LAST YEAR'S PRICES:

2000 Yards of 38-inch White Voile—28c a yard  
2000 Yards 36-inch White Novelty Voile, 68c a yard  
4000 Yards 36-inch Nurses' Uniform Cloth, 45c a yd.  
2000 Pieces 28-inch White Underwear Crepe, 28c yd.  
Three Hundred 10-yard Pieces of Long Cloth—\$1.35

### Misses' Wear Under Price

40 Silk Skirts Reduced—\$7.50 and \$10.75  
Our entire remaining stock of Silk Skirts, of white, flesh and gray crepe de chine and novelty sports silks—REDUCED ABOUT ONE-THIRD.  
40 Sports Coats Reduced—\$5.00 and \$7.50  
Many Worth Nearly Double  
Hip-length, belted Tuxedo Coats of tan and blue burella cloth and novelty striped cloaking. Sizes 14 to 18 years.  
Gingham Dresses, Special—\$5.00 to \$9.50  
Pink, blue, brown and green checked ginghams—straight-line, low-waisted sash models, with organdie collar and cuffs. Sizes 16 to 20 years.

## STRAWBRIDGE & CLOTHIER



## That the Furniture in your home is All New and Fine at the Lowest for Several Years

In this and other Furniture Sales, we wish to urge the importance of buying furniture upon superficial examination, until we suggested that they should be examined elsewhere marked at a lower price than ours, could of cabinet-work, and finish. Critical comparison almost invariably Store-to buy.

## Do Not Buy Until You Have Seen This Furniture

We are very sure this is the newest and best selected stock of Furniture in this city. Added to our own knowledge of the facts regarding recent transactions in the manufacturing market, is the opinion of observant friends and customers—experts as well as those who are guided only by their artistic sense and common-sense judgment of value.

Our store and warehouse are filled with a wonderfully complete stock, practically ALL NEW—bought within the past few months, and all bought at far below the prices of last year. Best of all, our watchfulness in the great Furniture centres was rewarded in the most extraordinary way—the most fortunate purchases we have made for several years!

The designs are handsomer than ever before—taking the collection as a whole. The best manufacturers of to-day are artists and students, and they have reproduced with intelligent discrimination the best of the Furniture of the several Periods which made their impression upon Furniture art for all time. The classic beauty wrought by the "Old Masters in Furniture" endures.

### The Summer Clearance of Boys' Clothing Continues

—With good assortment of all kinds of dependable summer garments, at reductions of interest to all parents who have active youngsters to provide for.  
Hundreds of Small Boys' Wash Suits are Reduced to \$1.00, \$1.50 and \$2.00  
Large Boys' Palm Beach Suits—\$8.75  
Suits of Gray Crash or Tan Linen—\$6.75  
Suits of Summer Chevriots—\$6.75 and \$9.75  
Suits with extra Trousers—\$6.95 and \$11.75

### Extra-Size Muslin Underwear

NIGHT GOWNS—of nainsook, with square neck and kimono sleeves, trimmed with lace, \$4.75; other styles—\$1.25 to \$8.95.  
ENVELOPE CHEMISES—of nainsook, trimmed with lace and embroidery, \$1.85; other styles—\$1.25 to \$2.50.  
LONG PETTICOATS—of long cloth, ruffled with embroidery, \$1.50; others—\$2.50 to \$7.50.  
CORSET COVERS—of nainsook with embroidery medallions and lace, \$1.75; other styles—65c to \$2.00.  
Trimmed Drawers, \$1.75 to \$3.50  
Pink Batiste Bloomers—75c  
Satin Bodices—\$3.25  
Tailored bodices, in black and navy.

### Men's Shirts Reduced Now \$1.65 Now \$2.50

Summer Shirts of fine madras in many smartly-colored stripe effects that are woven clear through the fabric and—therefore—impervious to sun or laundering. These are now—\$1.65.  
Summer Shirts of a very fine madras in distinctive stripe effects that will appeal to men of good taste. The stripes are skin-dyed—hence, absolutely indelible. These have been reduced to \$2.50.

## Now! All Our Men's Blue Serge Suits Are Reduced

Without a single reservation, every BLUE SERGE Suit in our entire great Clothing stock has been marked at substantially less than the former already-low selling price. There are about 1000 Suits in the collection, all assembled into three groups for easy inspection and marked for hurried clearance—

Serge Suits \$23.50 Serge Suits \$31.50 Serge Suits \$38.50

Men's and Young Men's Suits, tailored by a house noted especially for the excellence of its blue serge clothing. The fabric is of fine twill—and is all-wool. Practically a complete range of sizes, in regular, stout, short, tall and slender proportions.  
Several hundred Suits of the just-celebrated "A. L. C." make. Single- and double-breasted styles to meet every taste—as smartly new as any young man could want, or as conservative as any older man could wish for. Practically a complete range of sizes.  
Our very finest suits, including the famous Melburn serge. Melburn and lightweight fabrics, faultlessly tailored in the handsomest styles of the current season. Practically all sizes to choose from—in regular, stout, short, tall and slender proportions.

