

Uncommon Sense
Pity Ignorant Old Age
By JOHN BLAKE

TO THE young, ignorance is merely uncomfortable and embarrassing. To the old it is a tragedy. The man or woman under forty can live without books and without reflection and have a reasonably enjoyable time.

PROSPERITY as a rule is out of the question, for the world is more and more demanding trained minds, and refusing to pay good wages to untrained ones. But with youth and health there are ways to pass the time that make life tolerable.

In any amusement park the ignorant, as well as the educated, will be found on Sundays and holidays, and getting about an equal amount of fun out of the devices provided for their entertainment.

THE joy of love-making, of eating, of fishing and going to ball games, and wandering through summer woods, and bathing in the lakes or the ocean is a joy that does not require deep thought. That is a wise proviso of providence, for if all the world were steeped in continual gloom civilization would make no progress at all.

BUT youth does not last forever, which is a difficult thing for youth to understand.

And in the evening of life, when the ordinary pleasures have lost their savor, there are long and somber and monotonous days for man or woman who has nothing to think of; no understanding of books, and no appreciation of art or the fine things of life. This writer knows a man of past eighty, unable to leave his house because of ill health who gets more real pleasure out of his books and his contemplation of the world than the quarter of a million people who go to Coney Island on a Sunday get out of all the pleasure machinery in that famous resort.

LIFE for him is a continual happiness, because he is an educated man. But to the ignorant old, every day is sixteen or twenty more hours of dull monotony, to be lived through somehow till death comes as a release. And there is nothing so tragic as monotony. The youth who refuses education may not miss it as much in his busy years as his elders predict, but he will be sentencing himself to a very dull prison from fifty on to the end of his years.

Copyright, 1922, by Public Ledger Company

Everything About Cuticura Soap Suggests Efficiency
Sole Distributors: The Public Ledger Company, Philadelphia, Pa.
Address: Cuticura Laboratories, Dept. 2, 1111 Walnut St., Philadelphia, Pa.

July Clearance
Pure Linen Knickers, \$5.00
Value \$8.00
Flannel Pants, \$8.50
Value \$12.50
FLEMING of London, Eng.
1314 Walnut St., Phila., Pa.

After the hardest possible tests three large steamship lines have just decided to use

Kilpest
This new powder that kills roaches, ants, bed bugs, fleas, thousand-leggers, all insects a few minutes after they have the slightest contact with it. Drug and department stores are selling it; in the box that pours and sifts—15c, 25c, 50c and \$1.00.
Darlee Products Co., Inc.
1613 Chestnut St.
Locust 6862

Exide BATTERIES
To avoid battery troubles, get an Exide. To cure battery trouble, bring your battery—whatever make it is—to us for repairs.
THE ELECTRIC STORAGE BATTERY CO.
EXIDE SERVICE STATION
Direct Factory Branch
671 N. Broad St.
Phone Post 3385

Store Open 9 A. M. to 5 P. M.
Thinking of furniture? These cheering thoughts for your contemplation: Furniture costs less this year—furniture is being better adapted to apartment house spaces—the Gimbel Stores are foremost in furniture.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Wonderful time to gratify one's desires for pretty things for the home—money buys so much in July—at Gimbels.

Black Satin Hat with Soft White Facing—\$5
—Gimbels, French Room, Third floor.

White Pebble Satin—with a bow of the Satin—\$5
—Gimbels, Millinery Salons, Third floor.

Black Taffeta and Black Velvet—\$10.50
wide droop-brim—Gimbels, French Room, Third floor.

Arabian Turban of Soft Canna Silk Duvetyn—\$12.50
—Gimbels, French Room, Third floor.

Felt ready-to-wear Sports Hats—the soft kind you pull every which way. All colors except white. Value \$1.50
\$3—at—Gimbels, Sport Section, Third floor.

Greatest Millinery Sale in Years!
Shore hats—trousseau hats—traveling hats—dress hats—plenty of all-white—plenty of all-black—plenty of embroidered hats—all the show-case hats included—every color—pretty nearly every treatment—every size!

Entire Millinery Section—French Room
—Ready-to-Wear—All Trimmings

Mail Orders Filled **No-Charge Trimming Service**

All-White Horsehair Hats—with particularly lovely crowns. \$1.95
Value \$4—at—Gimbels, First floor and Ready-to-Wear Section, Third floor.

Semi-trimmed hats of hair-braid and Baronet Satin. Black, brown, navy, red. Values \$3 and 95c
\$4—at—Gimbels, First floor and Ready-to-wear Section, Third floor.

Showcase hats—mostly samples and models. Values \$7 to \$12—\$3
at—Gimbels, Ready-to-Wear Section, Third floor.

Garden or Flop Hats—chain-body or basket-weave. Black, brown, navy, rose, sand, white, purple. Value 75c
\$2 at—Gimbels, First floor and Ready-to-Wear Section, Third floor.

Ready-to-wear Hats of embroidered Crepe and Taffeta. Close-fitting dress shapes. Colors and black. Values \$1.50 \$4 and \$5—at—
—Gimbels, First floor and Ready-to-Wear Section, Third floor.

Women's Dresses
A Particularly Smart Lace Model—Combined With Georgette at \$29.75
The kind of dress any woman finds endless uses for. Black and brown—lace and Georgette, a most perfect "match."
And sizes up to 48.
Cool, Smart, Cotton Dresses—"Specialled" at \$12.75
Including perfectly stunning Anderson gingham dresses—yes, the famous "D. & J."
English chenille dresses—the smartest damp-day summer dress there is! Figured voiles. English ratines.
—Gimbels, Salons of Dress, Third floor.

\$2 and \$3 Hand-Made Waists at \$1—No mistake! We mean it!
Hand drawn. Sheer, fine, beautiful batiste. Hand-embroidered dots in some. Popular "vestee" models. Sizes 34, 36 and 38. And 1000 batiste and voile waists—not hand-made; and mostly lace-trimmed. In sizes 36 to 46.
—First and Third Floors

Filet-Trimmed Hand-Made Waists at \$2 Value \$3.95
Batistes. And some of the sweetest dimities—without lace, but hand-made, too.

\$3 and \$3.95 Organdie Waists at \$1.35
Including Swiss-Organdie Waists.

\$3.95 to \$5 Silk Waists at \$2
Blouses and overblouses. Crepes de Chine, Georgettes, and Mignonettes.
—Gimbels, First Floor

Club and Three-Piece Traveling Bags, \$9.95
Meant to Bring \$15.95 to \$17.50

But Gimbels fetched the price down—took all the maker had! All of hand-boarded surface cowhide; leather-lined; fine brass hardware. 18- and 20-inch sizes. Great bags, men!—Gimbels, First floor.

Tiny Folks' Rompers and Creepers, 50c
—Values to \$1
Pink and blue linens with "flower and wheel" embroidery hand-done on their smart white collars—pictured. And sturdy pink and blue striped ripplette trimmed with white. Ages 1 to 4.
—Gimbels Baby Shop, Second floor.

Getting the Corset Shop Ready for Inventory! Certain Groups of Fine Corsets \$3
Actual \$1 to \$10 Values
Prettiest vacation brocades—pink as a rose! And—better yet—some vacation satins. Fine pink coutils, too.
And sizes and styles for slim sixteen up to corsets for dignified matronly figures that require a somewhat firmer support comfortably and fashionably given.
Not every size in every style, and not many of a kind, but wonderful values!
—Gimbels Corset Shop, Second floor.

Indestructible Pearl Bead Necklaces, \$2.45
Kind Most Stores Ask \$5 For
Delicately graduated; solid gold clasps; beautiful luster; and guaranteed not to peel. The favorite 24-inch length.
Necklaces of Facet-Cut Beads, Very Special at \$1.50
Beautiful jewel colors—ruby-red, amethyst and sapphire; also jet. Facet-cut like real jewels—sparkling. The popular long chains with tassel pendants.
—Gimbels, First floor.

Fine Nainsook Costume Slips Double-to-Hip at \$2
White lace and embroidery trimmed.
And Fine White French-Sateen Petticoats Also Special at \$2
Shadowproof: Double-to-Hip
—Gimbels, Second floor.

Half-Price Sale of Women's Athletic Union Suits
Eiffel Maid Athletic Suits of sheer nainsook and fine novelty voiles in striped, checked and open-mesh designs. Pink and white, step-in styles with bodice tops, some lace trimmed; sizes 34 to 48. All first quality garments. } \$1.25 value \$2.50, at... }
—Gimbels, First floor.

MAIL AND PHONE ORDERS FILLED SAME DAY AS RECEIVED
10,000 lbs. Victory Blend Dry Roast Coffee—5lbs., \$1

ST. JAMES COFFEE
5000 lbs. "Pride of Philadelphia" High-grade Coffee, \$1.28
50c value, at 4 lbs.

TOASTED CORN FLAKES
Kellogg's Summer Breakfast Food—crisp Corn Flakes. Limit one dozen packages; 1/2 dozen or 3-pkg. lots, pkg. 72c

BEEF TONGUES (no waste)
Also boneless sugar cured Breakfast Bacon, at lb. 29c

FINE SALT
Lenox free running fine Table Salt, large carton, 15c value, dozen, half-dozen or 3-carton lots, at carton 10c

SWIFT'S CLEANSER
Sunbrite household cleanser, dozen, half-dozen or 3-package lots, at package 62c

PURE COCOA
Peter's, rich in butter fat; in bulk, special at 25c lb., or 3 lbs. for 75c

TOMATO SOUP
Lenox brand condensed rich tomato soup, dozen cans, 95c, or 3 cans 25c

VIRGINIA HAMS
Todd's genuine, cut from razor-back hogs and cured for one year, at lb. 55c

ORANGE PEKOE TEA
Tippy Keystone chop black tea, delicious hot or iced. 75c value, at 3 lbs. \$1.35, lb. 45c

ICE CREAM SALT
Grand for quick freezing. 35-lb. sack at 95c

REAL BORAX SOAP
Gimbels high-test white borax soap, box of 50 cakes, \$1.95, or 10 cakes at 55c
—Gimbels, Chestnut Street Annex.

Women's Silk Stockings \$1.58
Black Silk Stockings. First quality, with fascinating instep embroidery done in black and white. Full-fashioned hosiery, well reinforced; regular \$2.35 value, at \$1.58 a pair.
Colored Silk Stockings. Slight seconds of the regular \$2.50 to \$3.75 all-silk hosiery, in popular shades, at \$1.58 a pair.
—Gimbels, First floor.

Guimpes With Sleeves Remarkable for \$1
Ready to slip under vacation Jumper Dresses and Sweaters. Soft, fine net trimmed with Val, Venise, fillet and Irish pattern laces. Popular round "two-piece" collars.
Collar and Cuff Sets, 55c
Half Price and Less, at
Fine imported eyelet embroidery or embroidered linen. Two-piece round collars.
—Gimbels, Women's Neckwear, First floor.

Men's Shoes at Half Price

Dark Mahogany Patent Colt Skin Tony Red Calf Tan Patent
Not our loss—except to a few hundred pairs. Makers' loss—readjusting stocks—but saving them at least from selling expense. One small maker we cleaned out entirely.
\$3.65 for \$7.50 and \$8 Low Shoes \$4.85
\$9 and \$10 Shoes—low and high at \$4.85
Tan; Scotch-grain; Russia Calf; Vic Kid; Patent Leather; Gun-metal Calfskin; Norwegian Calf; Wine-color Calf; Box Calf
Over forty styles—we picture some of the largest lots—and can fill prompt mail orders. All sizes.
We secured the sample Shoes, \$3.65 too—they all to go at...
Sizes only 7 and 7½. More styles than in the lots above.
This is altogether new value-giving in men's shoes. Plenty of salemen—and we ask you to be perfectly fitted.
—Gimbels, Second floor.