APPROVED BY CARDINAL



## REID FORT

 Reductions of $1 / 4$ to $1 / 2$ in Men's Fine Furnishings

All Straw Hats $1 / 2$ price

## REID FORT



## "Hello, SUPPLEE,

## Fresh Peach-Fresh Peach-"

comes the constant call from several thousand dealers in SUPPLEE ICE CREAM from the Delaware Peninsula to Long Island; from the Seashore to the Lehigh Valley.

Carloads of plump and juicy peaches from Georgia, Carolina and our neighbor Delaware are rushed to the mixers where rich, pure, wholesome GOLD MEDAL CREAM is added to make

## SUPPLEE Fresh Peach

Seldom equaled never excelled. Make it your daily treat and your Sunday dessert. Look for the big $\boldsymbol{\Xi}$.

## FurnitureThatExemplifies the Greatest Valuesin Years

IT The opening of this Great Sale marks an event in the Furniture world that we believe is without precedent. We never welcomed so many people and never sold so much or heard such expressions of delight with the Furniture and the savings. II It would be little credit to us if it were otherwise. This Great Store, more than any other in America, should rise to heights of grandeur and values without parallel. We have accomplished these things in this Sale-even better than we hoped, better than our best and oldest customers expected. And we simply say, let the public judge us by our accomplishments.
TIFurniture as fine as ever met the approving eyes of womankind. Not for the magnificent home only, but for the simplest dwelling and home-like cottage as well. See this display if you would know the manufacturing facilities, the buying power and the economies of this Great House. As we study the needs of the people and the home, we strive with equal ardor to effect savings that bring our prices down to the lowest level in the trade, just as we strive to bring the quality and appearance of our Furniture up to the highest


This handsome Suite, fashioned after the Adam style, with its chaste and classic lines, gives an air of restful distinction
o the bedroom. The ornamentations add to the grace and harmony of the rroup. Here is simpe elegance that cannot fail to
oppeal to the discriminating judge of those fine and exquisite points in Period Furniture. One of handreds of beautiful Suites appeal to the discriminating judge of those fine and exquisite points in Period Furniture. One of hundreds of beautiful Suites
priced at incomparable savings.

## WONDERFUL REDUCTIONS IN FLOOR COVERINGS

Extraordinary savings on alk goods with the exception of Whittall Anglo-Persian Rugs. The reductions
range from 10 to $331-3$ per cent. Standard weaves from the best Foreign and Domestic mills with many exclusive designs and colorings. Practically every stock size rug is represented in this Sale, from a $221 / 2 \times 36$-inch mat to a $111 / 4 \times 15-\mathrm{ft}$. rug. As these Rugs were nearly all purchased at prices that were lower than prevail
today, the savings mean an unusual opportunity, especially as the future is likely to see an increase in floor today, the savings mean an unusual opportunity, especially as the future is likely to see an increase in floor
covering values. Managers of hotels, clubs and institutions, as well as homes, are taking advantage of these
THESE RUGS REPRESENT SAVINGS DF 25 to 50 Per Cent.




ALL ORIENTAL RUGS INCLUDED IN THE SAVINGS

 quisette, Scrim, Filet and Net Curtains, Sunfast Fabrics, Shades, Cretonnes, Couch Hammocks, Window Shades, Blankets,
 J.B. Van Sciver Co. MARKET STREET FERRY, CAMDEN, N. J.


