



They "Notice the Flavor" At Fashionable Events

HILADELPHIA'S unrivalled park and suburban districts furnish an ideal setting for sporting events that attract fashionable audiences.

At the polo tournaments, at the home shows, and the river regattas, the spectators are the class of people who know quality and insist upon it -whether purchasing a pair of gloves or a limousine.

The most luxurious motor cars, the best-tailored clothes, the best of everything-and only the best-is found at these gatherings of fashion.

It is significant that SUPPLEE ICE CREAM is found at nearly all of these functions.

It means that society folk realize that it is not necessary to seek an exclusive caterer to obtain rich. smooth, delicious ice cream.

This same good ice cream is always available, everywhere. And it costs no more than any other reputable ice cream.

SUPPLEE ICE CREAM SUPPLEE ICE CREAM notice the flavor One of the SUPPLEE-WILLS-JONES Products

seldom equaled never excelled



148 Styles of Dresses to Choose From at \$10 to \$15 Taking the census of some of the inexpensive Autumn

dresses in the Down Stairs Fashion Store today there are: 39 styles of dresses at \$10.



long skirts. Dresses with elbow or three-quarter sleeves. Dresses with wide or narrow skirts. Dresses of silk or wool, crepe de chine, satinback crepe, Canton crepe, crepe meteor, tricotine, Poiret twill and wool crepe. Blue, black, brown and some in taupe.

Dresses trimmed with braid, embroidery, beads, fagoting, kindergarten bands, pleated panels-or very beautifully plain. Dresses in sizes 16 to 44-and

some in extra sizes. Practically all these dresses

have come from the workrooms within the last month-and many within the last few days. (Down Stairs Store, Market)

Women's Gingham House Dresses, \$2

Fresh striped and checked gingham dresses in the popular Billie Burke style. Cut straight and full, with white linene or self-color collar, cuffs and pocket flaps. Another style dress, with gathered skirt and sash, has rickrack trimmed self collar and plain color vest and pocket flaps. Blue, brown, green, lavender and black. Sizes 36 to 46.

(Down Stairs Store, Market)

Fine Big Double-Bed Size All-Wool Plaid Blankets; \$8.50 Pair

Their maker assures us that at the present price of wool they would cost almost this price to manufacture. They were ordered when wool was a good deal cheaper,

and are exceptional at this "special" price. Blue, pink, black and tan plaids on white grounds or black on red

grounds. Mohair binding. '70x80 inches.

Unusual All-Wool Blankets, \$8 to \$10 Pair

\$8 pair for all-wool white blankets with pink or blue borders, 66x80 inches. Bound hems. \$10 pair for all-wool white blankets with pink or blue borders.

70x80 inches. Bound hems. \$10 pair for block plaid blankets that could not be replaced at so low a figure. 70x80 inches. Tan, red, black, blue, rose and gray.

(Down Stairs Store, Contral)

Separate Trousers, \$5 and \$7.50

Large assortment of separate trousers in patterns and colors likely to "match up" with a man's last year's coat and vest. All all-

(Down Stairs Store for Men, on the Gallery, Market)

Rather Different! Women's Tailored Suits at \$25 to \$38.50

Begin with a suit of good velour with a rich border of embroidery and a collar of nutria or moleskin. It comes in brown or black, and the price is \$27.50.

Suits with broad, loose panels elaborately embroidered also have nutria collars and pocket trimming at \$38.50.

Pretty broadcloth suits with long straight coats and rather wider skirts than usual are lined with crepe de chine at \$25. They are in either brown or dark blue.

(Down Stairs Store, Market)



Warm Negligees of Corduroy or Albatross Are \$6.50

Soft, warm and becomingly colorful, they combine the service and comfort of a bathrobe with the prettiness of a negligee.

Wide wale corduroy robes in full-shirred style, belted and pocketed.

Chenille corduroy robes in straight, coat-like lines, with a becoming rolled collar, sash and pockets. Lovely flower shadesorchid, rose, Copenhagen, cherry, purple and wistaria, with a velvety, shimmery-sheen luster like frost.

Wool albatross negligees, light and warm and graceful, elaborate with scallops and embroidery. Rose, Copenhagen and wistaria. (Down Stairs Store, Central)

9x12 Feet Is the Most Popular Rug Size—These Are Moderately Priced, Too

A 9x12-foot rug fits the average floor, either all the way to the baseboard or with allowance for borders. That is the reason there are more sold of this size than any other.

Good kinds are here in attractive patterns and colors.

9 x 12-ft. wool and fiber rugs, \$12.50 and \$15. 9 x 12-ft. velvet rugs, \$35 and \$47.50.

9 x 12-ft. Axminster rugs, \$33.50, \$42.50, \$47.50 and \$57.50.

9 x 12-ft. Wilton rugs, \$67.50, \$84 and \$92.50. (Down Stairs Stars, Chesing)