

Billie Burke says: Mineralava has kept my skin in a state of radiant health.



Bright, Cheerful Stores Attract Buyers. SNELLENBURGS set an example to stores large and small with paints and painting that will stand the test of time.

WILSON'S Painters since 1851. 2039 Arch Street. BRUCE 8577-8578. BRUCE 4998-4997. James S. Wilson & Son, Inc.



We Have

A LARGE variety of Commercial Lighting Units, so that your particular requirement may be adequately met.

COMPETENT and courteous service will also be yours for a visit to our showrooms, and we will be glad to make suggestions for the proper illumination of your store, office or factory.

Your inspection is invited. Morris Sklar Co. ARTISTIC LIGHTING FIXTURES Residential-Commercial 1018-1020 Arch Street Saturdays till 5:30 P. M.

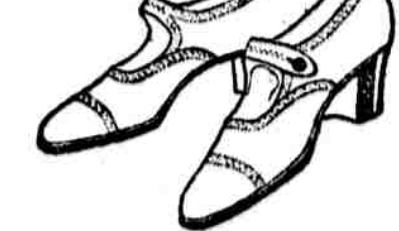


A Flexible Shoe for Your Flexible Foot

A wonderful mechanism is the foot—twenty-six bones, held in arched shape by muscles, and providing that flexibility which absorbs the jars of walking. These muscles, in order to perform their work of keeping your foot arched and well, must be strong. Foot muscles, like any other muscles, need exercise to keep strong.

Normal exercise for foot muscles is allowed by the flexible Cantilever shank, which is made to support your arch at every point without hampering its movement. This, in conjunction with a trim yet roomy toe, and a well-placed low or medium heel, makes the Cantilever a most comfortable shoe. Finely made, of high-grade leathers, giving splendid service.

Widths AAAA to E



CANTILEVER SHOE SHOP 1300 Walnut Street Over Cunard Office

Cantilevers are also sold in nearby cities: Allentown, Bethlehem, 1802 Eleventh Ave. Albany Park—East River Co., 907 Cookman. Camden—Murray's Shoe Store, 110 Broadway. Canton—Murray's, 27 Northampton St. Chicago—Murray's, 27 Northampton St. Cincinnati—Murray's, 27 Northampton St. Cleveland—Murray's, 27 Northampton St. Detroit—Murray's, 27 Northampton St. Erie—Murray's, 27 Northampton St. Hartford—Murray's, 27 Northampton St. Kansas City—Murray's, 27 Northampton St. Little Rock—Murray's, 27 Northampton St. Louisville—Murray's, 27 Northampton St. Memphis—Murray's, 27 Northampton St. Miami—Murray's, 27 Northampton St. Milwaukee—Murray's, 27 Northampton St. Minneapolis—Murray's, 27 Northampton St. New York—Murray's, 27 Northampton St. Philadelphia—Murray's, 27 Northampton St. Pittsburgh—Murray's, 27 Northampton St. St. Louis—Murray's, 27 Northampton St. St. Paul—Murray's, 27 Northampton St. Toledo—Murray's, 27 Northampton St. Washington—Murray's, 27 Northampton St. Wichita—Murray's, 27 Northampton St.

Col. McCain Gives Campaign Close-Ups

Continued from Page One as its record of a generation in power demonstrates.

Wants Own Party to "Clean Up" Having throughout his political career been identified with that element of the Republican Party which believes in, has contended for, and, when in office, has given the people good government, Mr. Pinchot insists that it is unnecessary to invite the Democrats to do a job which the clean-cut and unbosomed element of the Republican Party can do itself.

The Republican nominees has announced as the leading fundamental plank of his platform that the saloon must go; that the obnoxious Woner law, which permits the continuation of the licensed bar in this State, must be repealed.

His opponent, when discussing this issue, contents himself with the declaration that personally he believes in the enforcement of the laws on the subject of prohibition. He does not explicitly commit himself to any definite line of action on the subject of the Woner act, should he be elected Governor.

Each nominee in his campaigning tour of the State daily pledges himself to economy in the administration of the government and a comprehensive reform in the management of the State's finances.

Next to the liquor question this is the outstanding feature in the campaign pledges of both men. Mr. Sparran's "centralization-of-power" issue comes next.

Irrespective of party, the people of the State recognize the necessity for change in our State fiscal management. The scandals at Harrisburg in connection with the State Treasury and Auditor General's offices under former officials, some of which are shortly to be aired in the Dauphin County Court, are crying evils that demand a remedy.

Both Pinchot and Mr. Sparran have pledged themselves to apply a remedy. Mr. Pinchot, however, has already inaugurated a movement with this purpose in mind which he may be able to attack the issue intelligently the moment he is elected.

Immediately following his nomination he appointed a commission of experts, along specific lines, to investigate every department of the State Government at Harrisburg.

This commission has been at work for months. Upon its report, following the November election, bills will be drawn for submission to the Legislature that will, it is believed, eliminate as far as humanly possible many of the conditions that have contributed to wastefulness, extravagance, fraud and chicanery.

Mr. Sparran has not withheld his voice from denouncing the Republican Administration as a whole. He particularly designates certain departments which he charges have been wasteful, mismanaged and corrupt, and the abiding places of a multitude of employees, the parasites and favorites of political bosses.

His reiterated promise is that if elected Governor he will combine duty with pleasure in abolishing the abuses to the betterment of the public service and the financial benefit of the taxpayers.

Particularly vulnerable, according to Mr. Sparran, is the Department of Public Instruction, under Dr. Thomas E. Finegan; the State Highway Department, under both the late Commissioner Lewis S. Sedler and Commissioner George H. Biles; the Department of Public Welfare, the Department of Agriculture, and, in fact, practically every bureau and department at the capital.

Admits Need for Reform In his addresses to the people, Mr. Pinchot declines to pre-judge any department head or bureau chief. He frankly acknowledges that there is need of reform; that Harrisburg is "a mess." He points out, though, that neither Mr. Sparran nor himself, for lack of definite knowledge or acquaintance with the subject, is competent to form a correct and unbiased opinion of conditions.

Mr. Pinchot insists that with a commission composed of impartial and skilled investigators, above reproach in point of integrity, the public's interest can best be served by awaiting their report and acting accordingly.

Fiery denunciation of men or conditions, he points out, based on superficial knowledge and incomplete or indefinite figures, accomplishes nothing. The treatment of the Department of Public Instruction by each candidate can be taken as an example of the method of the two campaigners.

The increased salary and his resignation and reappointment were suggested as the way out of the difficulty and at the same time complying with the law.

Today Pennsylvania leads all other States in forestry, due to Mr. Pinchot's skill and enthusiasm. The campaign throughout the State has been conducted with a marked absence of the enthusiasm that has characterized past contests for Governor.

There has been a lack of interest, except in sporadic instances, on both sides. This is reflected in a largely reduced registration. It is emphasized by the neglect of voters to rally for campaign meetings.

There is apathy in the Republican ranks. There are bitter dissensions and recriminations among the Democrats. A thoroughly unbiased view of the situation convinces me in this respect neither party has any advantage.

In succeeding articles I shall take up in detail the campaign work of Mr. Pinchot and Mr. Sparran, dealing with the issues they present but in greater detail.

Tomorrow's article will describe Mr. Sparran's campaigning methods and his manner "on the stump."

Good Reasons why it is served in hundreds of thousands of homes. Try it and You'll taste the difference! ASCO Coffee 29c lb In all our Stores AMERICAN

Infants' Shoes



Sizes 2 to 6; no heel Tan Russia \$3.25 White Buckskin \$3.75

Sizes 5 to 8; wedge heel Tan Russia \$4.00 White Buckskin \$4.50

The finest little shoes that can be made.

CLAFLIN, 1107 Chestnut

The Blum Store Spector's 1310 CHESTNUT STREET FOR TOMORROW A One-Day Reduction Sale Fur-Trimmed Coats and Capes 89.50 Regularly 99.50, 115.00 and 125.00 Real Savings on Smart Coats of Beauty and Quality—developed in finest pile fabrics and showing high-class workmanship in their tailoring and silk linings. This price for Wednesday only. MATERIALS Gerona Marvella Lustrosa Fashiona Panvelaine FURS Fox Wolf Beaver Squirrel Caracul Mole Models with large fur collars—fur collars and cuffs—some with self-color embroidery—none of which can be duplicated at the price. Thursday original prices will prevail. No Exchanges No Credits No Refunds

TODAY'S AID TO BEAUTY

Hair is by far the most conspicuous thing about us, and is probably the most easily damaged by bad or careless treatment. If we are very careful in hair washing, we will have virtually no hair troubles. An especially fine shampoo for this weather, one that brings out all the natural beauty of the hair; that dissolves and entirely removes all dandruff, excess oil and dirt; can easily be used with trifling expense by simply dissolving a teaspoonful of canthrox (which you can get at any drugist's) in a cup of hot water. This makes a full cup of shampoo liquid—enough so it is easy to apply it to all the hair instead of just the top of the head. This chemically dissolves all impurities and creates a soothing, cooling lather. Rinsing leaves the scalp spotlessly clean, soft and pliant, while the hair takes on the glossy richness of natural color, also a softness which makes it seem much heavier than it is. After a canthrox shampoo, arranging the hair is a pleasure.—Adv.

YOUR FEET NEED THEM YOUR FEET WILL WELCOME THE NEW A.E. LITTLE SHOE this new idea in footwear. At last you can have shoes especially designed through patented methods to give unequalled comfort. But more!—the new A. E. Little Shoe in no way sacrifices style to accomplish this. Fashion was consulted and obeyed in its construction.

SOROSIS Shoe Company 1314 Chestnut

GOOD TASTE DEMANDS THEM

Wanamaker's Down Stairs Store Remarkable \$5 Shoes for Men and Women

When we ordered them months ago we knew they were remarkable in quality at \$5. Since then the wholesale price has advanced. It's only because we are ordering so many of them—and that they come in and sell out so fast—that we can keep the price down this Autumn. For they are remarkable shoes at five dollars. Soft, good leather, flexible, comfortable shoes. Fashionable and conservative styles. Many already have rubber heels attached. It's no wonder that men and women are talking about them all over Philadelphia. Customers are buying two and three pairs at a time. More than that, they are sending their friends and neighbors in to see them. We are proud to sell them because they are far and away the best five-dollar shoes we have seen since before the war. They are well made, they do fit well, and they look well on the foot. All the styles pictured come in all sizes. The women's shoes are in the Down Stairs Shoe Store, direct entrance at Chestnut Street. The men's shoes are in the Down Stairs Store for Men, on the Gallery, just inside the door from the Subway and one flight down from Market Street.

Black and Tan, \$5  
Black and Tan, \$5  
Black and Tan, \$5  
Black and tan, \$5  
Tan and black, \$5  
Tan \$5  
Tan \$5  
Black, \$5  
Black, \$5

Mrs. Careful-Housewife Will Like These Moderately Priced Linens!

There is a smooth, close, even weave to them which augurs well for their wearing qualities, and a satiny finish gives them a decided air of richness. All-Linen Luncheon Sets \$6 Consisting of a 57x57-inch cloth and half a dozen 16x16-inch napkins to match. Both cloth and napkins are silver-bleached and the hems are nicely hemstitched. Three attractive floral patterns. All-Linen Damask Luncheon Cloths, \$2.75 Very nice all-linen satin damask cloths with hemstitched hems. Size 36x36 inches in pretty circular patterns. All-Linen Towels 25c to 75c At 25c and 40c, guest towels of all-linen huck with hemmed ends, priced according to size, 13x21 and 13x25 inches. At 50c and 75c, heavier, finer quality all-linen huck towels with hemstitched ends, 14x22 inches. At 45c and 65c, heavy, absorbent, all-linen huck towels; size 18x36 inches. All-Linen Damask Table Cloths, \$3.75 Pure silver-bleached linen damask table cloths with hemstitched hems, in several very pretty designs; size 55x56 inches.

These \$10 Hats Are the Kinds One Sees on Other People and Longs to Possess

Little soft velvet ones with adorably indefinite lines, embroidered all over with gay silks and unusual leather-like appliques. Big black plushy ones that turn up definitely in front—or in back—or at one side; trimmed with cockade-like swirls of tinsel and with ornaments that look like the fashionable monkey fur. And felts! Fine soft felt hats and stiff tailored ones. Large and flaring—or small and drooping and demure. Sometimes with a wide band of burnished ribbon looped on one side and caught under the brim. Sometimes with a huge splashing bow of it drawn through a slash in the crown.



Women's Sport Coats Begin at \$12—"Dress Coats" Begin at \$25

Tweed coats, polo coats and chin-chilla coats, half lined, fully silk lined or lined with suede cloth are \$12, \$16.50, \$25 and \$27.50. Velour and bolivia coats, plain or with collars of beaver-dyed coney or caracul are \$25; lined with peau de cygne. More elaborate models—straight-lined or blouse-back styles—of bolivia or velour, plain or with collars of fitch-dyed opossum or caracul are \$32.50 and \$38.50. Fine deep-pile bolivias in distinctive plain styles or with deep nutria collars and crepe or peau de cygne linings, are \$42.50. Exceptional coats of bolivia and other beautiful pile fabrics in the unusual blues and soft tans and browns, with collars of platinum wolf, squirrel and beaver, crepe or peau de cygne lined, are \$58.50.

About Some Attractive Rugs That Are \$3.85 to \$35

Rugs selected with an eye to the tastes and needs of Philadelphia homemakers. Serviceable kinds—and the most serviceable quality of each kind. Good colors and patterns. Often-asked-for sizes. Seamless Velvet Rugs 8x9 ft. rugs \$20 8x10.6 ft. rugs \$32.50 9x12 ft. rugs \$35 4x7 ft. Plain Chenille Rugs, \$11.50 Dull rose and a particularly soft, pretty blue, with darker borders. Thick and nappy—they will give literally "no end" of service. 27x54 in. Axminster Rugs, \$3.85 Lowest price we know about for this quality. Woven in copies of desirable Oriental patterns and colors.

Colonial Hit-and-Miss Rag Rugs, 55c to \$1.50

Here a dash of deep blue, there a snatch of glowing orange or rose or green intermingled with fleckings of black and white, and forming a cheery sort of rug that has an individuality of its own. All made of clean, new rugs that are strong enough to wear well. 24 x 36 in. 55c 27 x 54 in. 90c 25 x 50 in. 75c 30 x 60 in. \$1 36 x 72 in. \$1.50

Serviceable Clothes for Schoolgirls Low Priced

\$7.50 for girls' stout warm polo coats, lined from collar to hem. Belted, pocketed, button trimmed, with big collars that are excellent protection against Jack Frost. Blue, brown and green. Sizes 6 to 10 years. \$2 for plain or checked gingham frocks with matching bloomers. Variety of colors, many of the styles with white or plain contrasting collars and cuffs. Sizes 6 to 10 years. Sportswear for Girls \$3.50 for velvety corduroy knickers in dark brown and green; cut full with firmly strapped knees. \$5.50 for tweed knickers in a large variety of novelty mixed effects. Sizes in both styles up to 20 years. \$4.50 and \$4.75 for flannel middie blouses in scarlet and navy. With straight regulation or cuff hems, white braid trimming and sleeve emblems. Sizes up to 20 years.

Women's Underclothes in Well-Cut Extra Sizes, 55c and \$1

Nice, well-made ones, amply cut from white lingerie cottons that wear satisfactorily. At 55c Corset covers with beading-embroidery edge, ribbon run; sizes 46, 48 and 50. Drawers with lace-trimmed ruffles. Bloomers of pajama-check cloth with ruffles stitched in color. Short white petticoats with tucked and hemstitched ruffles. At \$1 Long white muslin petticoats with ruffles of embroidery and underlay. Slip-over gowns finished with ribbon-run embroidery edging.

Striped and Plaided White Lawn 19c Yard

Light stripes, heavy stripes, big blocks and little ones in patterns that people like for crisp white aprons or kitchen and bathroom curtains. 27 inches wide. New Cotton Dress Crepe, 55c Yard Colors that are new, and not easily found, in this material—soft russet, beige, gray, as well as brilliant flame, turquoise and jade. Coral, orchid, honeydew and peach that suggest lovely negligees.

Sale of Twelve Styles of Apron Dresses, 85c

Sizes 36 to 46 on the Down Stairs Store Central Aisle Manufacturer's clearaway of odd apron house dresses—five, six, a dozen and more of a kind—and all of better qualities than usual at 85c. Every dress fresh and new and amazingly attractive. Pink ones and lavenders, clean black and whites, crisp tans and greens and there are even some navy blues among them. Most of them are of percale, though a few are of gingham. Blocks, stripes, checks, rose printed ones and solid colors with square and round necks and the comfortable short sleeves that do not get in one's way. The biggest 85c worth imaginable—especially when one thinks of the amount of material in them and the time it would take to make them!

Any Woman May Choose An Entire Dress Wardrobe Between \$23.50 and \$38.50

Tailored cloth frocks for the street; more elaborate cloth frocks for afternoon occasions; silk dresses for daytime wear under a coat or more elaborate ones for functions; real afternoon gowns, formal and informal evening costumes—all are within this low price range. Heavy silk crepe dresses with horizontal tuckings, side draperies and fagoting are \$23.50. Satin-back crepe frocks with circular side panels and fet and red-head girdles are \$25. Smart Poiret twill dresses with elaborately braided cuirass and sleeves are \$33.50. Combinations of gay printed crepe bodices with plain dark crepe skirts are \$38.50. But this is only the beginning! There are exceptional Russian crepe frocks in styles for larger women in the group. There are richly simple gowns of dull black charmeuse with unusual girdle ornaments. There are extremely "wearable" wool crepes and twills and tricoots in more or less tailored styles. There are lace-and-velveteen, all-velveteen and silk and chiffon velvet frocks for formal and informal evening wear. Yes, the whole wardrobe is practically here at these moderate prices.