

Evening World's Kiddie Klub Enjoys Riotously Happy Day

Thousands of Delighted Youngsters Entertained to Their Hearts' Content From Morn to Eve With Attractions, All Free as Air.

Ten thousand kiddies of The Evening World's Kiddie Klub are to-day going over in their minds the glories of yesterday out at Starlight Amusement Park in the Bronx. It was Kiddie Klub Day and while it was impossible to count them all, there were 10,000 tickets issued, and everywhere the eye turned a glint greeted the vision.

Not only were there kiddies, but with them were their mothers and their big sisters and their aunts, or whatever guardians they brought along to show them about Starlight Park. And the park was a fairy-land, with all the attractions at their disposal—the theatres, the merry-go-rounds, the whip and the whirlpool, the carousels and the canals of Venice, swings and witching waves, racing coaster, giant coaster, captive aeroplane, Bernard's Theatre, Palace Theatre—both of which gave special shows for the Kiddie Klub—House of Nonsense, Bug House, Frolic, and other games and frames.

Most of the kiddies knew Starlight Park and what was in store for them in the way of entertainment. Hundreds were at the gates before 8:30 o'clock and the crush was so great that the gates had to be thrown open an hour before time. The rush kept up and the crowds kept coming until it didn't seem possible there was room for any more.

And how the kiddies did rush and take possession of the various features of the Park!

They crowded into the carousels, they swarmed into the giant and racing coasters and waded into the witching waves. The theatres were added attractions for them and oh, how the kiddies fell for the great pool with its water fresh from the sea! It's a wonderful pool, all the kiddies will tell you, with shallow spots and deep places and fine springs and platforms for fine diving. And the pool has a beach of fine, white sand just like the best of the beaches along the Jersey coast and Long Island.

Captain E. Whitwell, manager of the park, was in his element, and if those kiddies didn't keep him busy, then any sunny Sunday at Starlight Park is a quiet day. He had a band for them during the whole afternoon at the concert pavilion, led by the kiddies' old friend Vito Bavetta, the celebrated bandmaster. And the music of the band followed the kiddies wherever they went, from the dancing dolls to the dog-dog automobiles and from the pavilion to the pool.

While the kiddies and their elders tumbled and sported in the pool, expert diving girls, too big for the Kiddie Klub, but not too big to be delighted in entertaining the members, gave hair-raising exhibitions of high and fancy diving, crowding the fence around the pool and evoking shouts of glee and cheers from the kiddies. And the sight of them alone in their stunning swimming suits was sufficient for the fathers and big brothers of the kiddies.

Among the diving girls was delightful Elizabeth Becker, who in addition to being the champion diver of the country recently took the prize as the most beautiful girl in Philadelphia. Then there were the two beautiful Bricco water sprites, Helen and Florence, who did amazing stunts from high places, their evolutions in the air being most wonderful and tickling the kiddies pink. And last, but not least, was little Sophie Brandie, hardly out of the kiddie class herself, graceful as a swan in the water and lithe as an acrobat in the air.

Mrs. Adeline Trapp Muhlenberg, swimming instructor, was another who

graced the pool and there was also Fred, Sponberg, the former national high diving champion. The show in the pool was a great one. But with all the great attractions prepared for the entertainment of the kiddies by Captain Whitwell and his assistants, Cousin Eleanor had, which was specially trained for the occasion by Mme. Sonia Sejova, premiere and instructor in the ballet. The ballet was given in the open, out on the vaudeville stage of Starlight Park, the music being furnished by Bavetta's Band.

It would be difficult to imagine a prettier sight than those trained kiddies, dipping and bowing and swaying like rosebuds in a gentle breeze, then whirling, turning and swooping about like a rose garden in a gale.

In their lead was little Irene Ditel, one of the favorite and most advanced pupils of Mme. Sejova and a member of the Kiddie Klub besides. And while the kiddies were prouetting about the stage, delighting their fellow kiddies and their guardians, they were being snapped for the movies by the Federated Screen Review, and the kiddies will be able to see themselves again at their favorite movie picture houses within the next few days.

Dainty Diana Allen—you know her, kiddies—the beautiful star of the screen, helped in the grouping for the pictures. The kiddies who comprised the ballet are the following: Irene Ditel, fourteen, No. 814 East 167th Street, leading dancer; Rita Reynolds, nine, No. 3063 Fulton Street, Brooklyn; her sister, Gertrude, eleven; Pauline Lewengrün, ten, No. 119 St. Mark's Place; Audrey Berge, nine, No. 351 East 57th Street; Lillian Willing, seven, 1564 Prospect Place, Brooklyn; Dorothy Mutvhill, five, No. 3055 Villa Street; her sister, Teresa, twelve; Margaret, eleven and Kathleen Donovan, six, eight and eleven, respectively, No. 525 West 160th Street; Frances Markey, ten, No. 612 Sump Street, West Hoboken; Katherine Gamble, eight, No. 519 West 160th Street; Agnes Barnett, thirteen, No. 170 East 112th Street; Lola Bertran, twelve, No. 577 Richmond Street, Port Richmond, Staten Island; Marion Darbach, twelve, No. 192 Sump Street, Brooklyn; Helen Maguire, eleven, No. 222 West 122d Street; Dorothy Glen, fourteen, No. 845 Wiloughby Avenue, Brooklyn; Frances Mansback, thirteen, No. 1415 Franklin Street; Gertrude Reusser, fourteen, No. 822 Eighth Avenue, and Dorothy Miller, eight, No. 411 15th Street, Brooklyn.

Besides all these features there were athletic games and contests for the kiddies, boys' and girls' running races, jumping and other field events, and a baseball tournament to wind up the day. By and large it was a great day, from whichever viewpoint it is taken, and it was with reluctance that the little revellers heard the closing bell, which announced that it was over. The baseball feature was the closing event, Cousin Eleanor desiring that the kiddies get all the benefit of the generously donated attractions of the park, all of which were kept open for the Klub until 5 o'clock.

The August Sale of Furniture

Savings of 10 to 50 per cent.

Store Hours—9 to 5

Broadway at Ninth

John Wauwafery
Formerly A. T. Stewart

The News for FRIDAY

Store closed all day Saturday

Telephone Stuyvesant 4700

The AUGUST FURNITURE SALE Breezing Along Quite Merrily

"I haven't seen so much activity for a long time," said a visitor.

No, and you haven't seen so much new building for many years.

The two go together—new homes, new furniture.

"But I cannot get into my new home until the late Autumn," says some one.

All right! We'll hold the furniture for you until November 1.

You may choose from our entire stock on the fifth, sixth and eighth galleries; from the BELMAISON reproduction furniture on the fourth gallery; even from the entire office furniture stock on the seventh gallery.

More than a million and half dollars of furniture.

225 patterns of bedroom suites; 176 patterns of dining room suites; 224 patterns of living room suites; 379



separate upholstered chairs; all different.

Reductions in price range from 10 to 50 per cent.

The only criticism we have heard: "It seems too bad that the stock is so cramped; tables stocked on top of each other, and suites just crowded together do not tend to show the merchandise to advantage."

Guess we'll have to put up a new building just for furniture, or add to this one!

But crowding doesn't hurt the furniture—only its looks in the store. When it comes into your home it will be more beautiful than you expected.

That's the Japanese way of winning a happy wife—remember the story?

(Fourth, Fifth, Sixth and Eighth Gallery, New Building)

Women's fine Cotton Frocks

\$12.75 and \$16.75 Friday
for \$16.75 to \$22.50 grades

The sort of frock which may be duplicated successfully again and again in one's wardrobe—perhaps in different colors.

White voile, dotted in black and trimmed with Irish lace.

—embroidered in white with filet or Irish lace;

—with drawnwork and the lace in collars and cuffs.

Dotted swiss in blue or rose, cross-stitched in peasant fashion.

And other fabrics, too—linens, batistes, in one-of-a-kind models.

Second Floor, Old Building

Hidden treasure! The Women's Sports Shop cleans house Friday

Grade prices quoted are the original prices marked on the goods.

\$7.75 Sweaters—for \$3.75

50 Fibre silk slip-over models, in all colors.

\$16.50 Bucharest Sweaters—for \$5

50 in colors on white or tan.

\$4.50 to \$12 Sweaters—for \$2.95

50 one-of-a-kind.

\$6.75 Sports Satin Skirts—for \$3.75

Only six.

\$29.75 to \$59.50 Knitted wool and silk dresses

—for \$12.50 to \$39.50

Only ten.

Swimming suits of knitted worsted jersey

Black, navy blue, brown, and gay shades of green or red, plain or with contrasting stripes and pipings.
\$3.95 suits for \$2.75.
\$4.50 to \$5 suits for \$3.95.
\$6.75 suits for \$4.95.
\$8 suits for \$6.75.
\$9.75 suits for \$8.75.
\$10 suits for \$8.75.

Surf satin bathing suits and taffeta slips

Originally \$4.50 and \$5.95—Friday \$2.50 and \$3.75.

Second Floor, Old Building

Midsummer Hats, \$8

Light, soft hats. Smart and comfortable.

Creme de chine turbans with accordion pleated drapings—chic as can be.

Gros-grain ribbon hats, flutings and soft edges to the graceful brims.

Hair or lace straw, trimmed with glycerine and ostrich for formal wear.

White leads—but there are black and gay colors, too.

Second Floor, Old Building



Last Day but one of the July Sale of Toilet Water

65c to \$1.25—for our \$1 to \$2.50 grades

4 oz. size. Le Directoire, Violette Pourpre, Lily of the Valley, Rose—65c. Ma-Mie, Papillon, \$1.25.

\$1.25 to \$1.75—for \$1.75 to \$3.50 grades

8 oz. sizes of the same fragrance.

Street Floor, Old Building

Boys' Khaki Knickers, Half Price

800 pairs, fine khaki drill 75c—our \$1.50 grade.....

And khaki has gone up! But we got these before the rise. Sulphur-dyed drill. Well made knickers. Reinforced. Roomy. Adjustable buttoned knees. Strong pockets to carry the many tearable articles the average boy carries. Sizes 6 to 17 years.

If we may give advice to mothers, it is—take advantage of this opportunity.

Boys' Straw Hats—odd lots—now 50c

Sizes 3 to 8 years. Street Floor, New Building

A new lot of Wonderful Sports Skirts, \$5.95

WHITE predominates. Sports colors, too.

\$9.75 to \$15 grades

Sports silks, satins, crepes de chine, pongee and woollens—many from RODIER. Straight, pleated, and wrap-around models.

28 to 35 waistband. Second Floor, Old Building

Women's Silk Stockings, 85c

500 pairs first quality, 500 pairs seconds of our \$1.50 to \$2.55 grades

300 pairs first quality BLACK silk, full fashioned, and 200 pairs first quality WHITE silk, seamless foot, mock seam leg—both groups with mercerized cotton tops and soles. Sizes 9 1/2 and 10 in black; 8 1/2 to 10 in white.

550 pairs, seconds; black, white, and a few colors. Some ALL silk. Some with mercerized cotton tops and soles. Sizes 8 1/2 to 10 in the lot, but not in each kind or color.

Main Aisle, Street Floor, Old Building

Girls' Tub Frocks, \$5, \$8.50

Were \$8.75 to \$19.50

Dozens and dozens of the season's smartest styles in organdies, linens, plain and novelty voiles and dotted Swisses in every delightful summer color.

Second Floor, Old Building—Tenth Street Side

\$9 Hammocks for \$5.75

They have all the comfort-giving qualities any hammock has, regardless of price.

Colorful jacquard designs on red or gray grounds. Tufted head rest. Concealed spreader. Wide valance.

Third Gallery, New Building

75 Bead Bags at \$4.85

Same sort of bags we sold a year ago for \$10 and \$12.

Shell celluloid frames. Shell celluloid and bead handles. Silk lining with rosebud border. Pocket. Mirror. Street Floor, Old Building.

Maraschino Cherries, 50c lb.

Regular price, 80c

The most delectable sweets one could imagine. Fresh. The only had thing about them is you'll want to eat too many.

Street Floor, Old Building
Eighth Gallery, New Building

Metal and Wood Girdles—85c

Special. Blue, green, purple and red discs. Vivid colors, relieved by black. Some black and white. 50 at this price. Street Floor, Old Building

Corsets, \$1.95

180 FEMINA higher-priced corsets, of pink figured cotton brocade, medium long hip, elastic top.

Brassieres, \$1.95
120, same material, more elaborately figured. Third Floor, Old Building

Women's Lingerie—exceptional value

Radium silk envelope chemises, \$4.95 to \$5.95; night-gowns, \$5.95, \$8.95.

Flesh. White. Orchid. Blue. Tailored styles, well done in a very high quality of silk. Sizes 36 to 42. Third Floor, Old Building

Record Flannel Trousers Sale

562 pairs of our \$10 to \$12.50 grades

\$6.75

267 pairs of our \$14 to \$17.50 grades

\$10.75

Regular stocks. Plain white, and white with black, blue or brown stripes, in both groups. BEST American flannel at \$6.75. At \$10.75—white cricket cloth, white serge and English striped flannels. The cleverest trousers-maker in America made them.

Don't be at all uncertain about this opportunity. It is the record flannel trousers sale—record value. Sizes—waist measurement—28 to 46.



Shooing Good Shirts Out, Friday

3,000 of Our \$1.65 to \$3.50 Shirts—\$1.25
750—a miscellaneous lot—some prizes—\$1

Broken sizes in both groups. But big choice in every size, 14 to 17... In the \$1.25 group—English madras custom suitings, E. & W. woven and printed madras, tan and white poplin, white madras, self striped—all neckband shirts, with French cuffs... At \$1 woven and printed madras, some percales and printed madras with collar attached, and some white cheviot sports shirts with collar attached (the latter in size 14 only).

\$1 and \$1.50 Neckties—50c each, 3 for \$1

Get a dozen for vacation. Fine silks. Variety of colors.

All Straw Hats

Sennits, originally \$2.50 to \$6 including Lincoln, Bennett, London, Straw hats are now

\$1

In the Sports Shop—

Tennis rackets, \$6 grade.....\$4
An outfit of golf clubs for.....\$14.75
Motor restaurants, 4 service.....\$11.50
Motor restaurants, 6 service.....\$13.50
Bicycles, \$37.50 to \$57.50 grades.....\$29.50 to \$42.50
Tent with 2 cots, special.....\$25, \$32.50
\$225 Ner-a-car motorcycle.....\$195
\$1.25 to \$2.50 baseball gloves.....85c to \$1.50

Canoes—boats—swimming tubes—surf boards—camp equipment—motor robes. Street Floor, New Building

Stock Up on These Downward Revisions

A generous quantity of our summer mixture sack suits reduced to \$40 and \$35. Splendid opportunity of economically providing your vacation clothes requirements.

A July harvest—American and English straw hats, fine, medium, and rugged braids, revised from

\$3 to \$2.15
4 to 2.85
5-6 to 3.85
7 to 4.85
10 to 7.15

Store closes Saturday at noon

BROKAW BROTHERS

BROADWAY AT FORTY-SECOND STREET

FOUNDED 1856