

Sam, Trouble Shooter For a Bumbershoot

The superstition that opening an umbrella indoors will bring ill luck does not hold true for Sam Cohen, owner of Sam's Umbrella Shop at 109 Sixth Street, for Sam has thousands of umbrellas he will open at the drop of rain or a customer's suggestion.

Of the many styles at Sam's which is the only exclusive umbrella store in Pennsylvania, Mr. Cohen likes to talk about the new full size collapsible model that folds into a compact carrying piece small enough to fit inside a lady's purse. And if the lady so desires, Sam's well trained staff will make an umbrella of material to match her dress.

In addition to a large selection of new umbrellas, Sam's shop is a regular hospital where no umbrella is too bad to be repaired. In a modern workroom where four girls and one man are kept busy all day are machines for sewing seams, a tea-kettle-like steamer for taking out wrinkles in the new covers, and all the parts needed—ribs, ties, buttons and boxes of tips to match every umbrella.

If it's only a broken rib, they will do that small job in a half hour. They'll make shank repairs, put new wires in the notch and runner, and replace lost ferules. In addition, if you have a beloved handle, they will put on a new umbrella for you.