# The Coming Week Will Certainly Have an Auspicious Start

Looking Upon a Map So Many Cities Seem Near Philadelphia ut get railroad timetables and count miles and

ours, and you will find it uses up the whole day to each Pittsburgh and takes nearly two days by most rains to land one in Chicago.

To get together most of the articles you see and ass in a short walk requires long journeys to select ad months of labor to produce before the vessels ing them to the ports of New York and hiladelphia at considerable expense.

Take notice that almost all the American anufacturers, whom we always prefer, are not making the quantities of articles they made before he war, and this adds to insufficiencies of supplies nd keeps up the prices.

Besides the loss of home productions, the stores foreign countries are bidders with the home merchants for large lots and at high prices.

It looks easy to start a store and to advertise alore, but it has taken from boyhood to old age to et agoing what you see here and all of us together your safe service, when you please.



## When the Sterling Silver Is Put Away for Summer

Then its understudy, the good d it is nearly time for this exusekeepers to take count of

Among the best patterns and the most likable are Adam, Hep-pelwhite and Cromwell. No mistake could be made by choosing any one. They come in both the larger table pieces and the smaller silver flat ware to match.

(Jewelry Store, Chestnut and Thirteenth)

## **Small Furs for Madame** to Wear Right Now

Little throw ties, small choker ollars, little novelty scarfsese are the things many women ke to wear in the early Spring. Just now we have quite an inesting collection of these furs, d one may choose from glossy

Hudson seal (dyed muskrat), the dyed squirrel or Australian opos-

There are many shapes and different styles, starting at \$45 for a smart little squirrel piece on up to \$75 for a moleskin neckpiece.

# New Camel's Hair Polo Coats for Young Women

This is a very much-liked style t is becoming to young women o find these polo coats useful no end of outdoor occasions. They are of soft, pretty tan amel's-hair cloth and are very il cut and tailored. There are

two good models, both with nar-row belts, one with circular pock-ets, the other with patch pockets. Both coats are lined throughout with lustrous peau de cygne.

14 to 20 year sizes. Price \$75.

# Women's New Camel's Hair Coats Bear Smaller Price Marks

me soft, beautiful grade of real smel's hair and both of the two models are very pretty and

Either the natural tan color or ew mouse shade may be had in

both styles. Both three-quarter length, with narrow strap belt. The difference is in the kind of sleeves and please in the back. But there are at least six other

styles here in real camel's-hair coats between \$75 and \$150.

### Chamois-Lisle Gloves in Fashionable Lengths and **New Styles**

One of the popular styles of the son is the slip-on glove, and ne good style in white or hamois has contrasting lined ham-back cuffs and is \$1.50 a pair. Another slip-on glove that is good looking has a contrasting off, lace edged. This is in white, chamois, beaver or mode and is

A slip-on gauntlet glove which

has straps of contrasting color to fasten the cuff is in white, beaver and chamois color and is \$2 a And an eight-button length

strap-wrist glove with contrast-ing pointed cuff is in white, chamois color and beaver and is \$2.50 a pair.
All these gloves are washable,

of course. (Main Floor, Central)

## The Woman Who Takes Intelligent Care of Her Hair .The best way to put the tonic on is with a hair tonic

s always repaid by the improvement in its appearance. First of all, it should be perfectly clean, and for that she'll need a good shampoo. The Queen Mary Liquid Shampoo is excellent for the purpose, and a generous size bottle is 50c.

After the shampoo a good hair tonic should be used-and the best we know is Phytalia. It is refreshing and pleasant to use, will keep the hair and scalp in good condition and stimulate the growth of the

comb-in that way it really gets into the scalp and the roots of the hair. This comb Frequent brushing is necessary, as every woman knows-

and a good hair brush is the first requisite. We have a fine collection of all kinds of brushes, starting at 85c and going up to a very fine English brush at \$21.50. And for the final brilliant

touch, to give that sheen to the hair which she likes, there is Queen Mary Brilliantine, in rose or violet, at 50c a bottle.

Fine Wool Serge

In two days the entire first

shipment of this serge had en-

tirely gone and women have been

asking ever since when we were

It is a very fine French weave,

all-wool, 40 inches wide and es-

pecially nice for dresses for

women and children or for sepa-

rate skirts. At the present time

Special at \$2.50

going to have more.

a Yard

hair. It is 60c, \$1 and up to \$3.75 a bottle. (Main Floor, Chestnut)

# Vomen's Pleated Serge Skirts,

All-Wool, at \$15 For some time we have been lying to get enough of these sixts to advertise. They go out o quickly. Now a new and

They are exactly the kind of adres that business women and women of conservative taste would choose and, as they come in both navy blue and black, the ther is much used for mourning. They fit well and are pleated all around except down the cen-ter of the front and back, where here is a box pleat. Sizes 24 to inch waist band.

(First Plour, Cantral)

it is one of the best investments we know.



## Women's Fine Gowns of Printed Georgette \$50 to \$185

Afternoon and semi-evening gowns of the novelty sort— which means that there are

scarcely two alike, except in being exceedingly graceful. One shows dark blue Georgette pleated and used to veil a blue and white foulard. Price, \$150. A black and white Georgette

combined with pure white and oddly finished with loops of black lacquered ribbon. Price

A very Japanesque effect de-veloped in a blue and white

T THIS moment the

A Store of Undermuslins

has an excellent assortment

of Philippine nightgowns-

both low and high. The low-

cut gowns are priced at \$5

to \$10.50 and the second at

					_
THE	Or	ient	al S	Stor	e i
had	a	fev	v I	piece	28
mandarir	1	an	d	casi	ım
embroide					
serving					
\$12.50					
pieces, no					
will be r	noi	inte	d. 1	f de	siz

(Third Floor, Central)

A 50c White Voile Of Particularly Good Quality

\$6.50 to \$10.50.

So much liked that we are sell-ing large quantities of it to women who are making up inexpensive summer dresses and blouses either for themselves or for school girls.

The width is 36 inches and the

quality so much better than can be bought and sold now for this price that we advise women to buy enough to last for several

(First Floor, Chestnut)

# New Books of Importance

"The Letters of Henry James," selected and edited by Percy Lubbock, in two vol-umes, \$10 a set. Books of intense interest for the James admirers, and worthily arranged and printed.

"The Superstition of Divorce," by Gilbert K. Chesterton, \$1.50. A book setting forth the main principles on which the orthodor which the orthodox attitude toward marriage is based.

"Learning to Write," being suggestions and counsel col lected from the various works of Robert Louis Stevenson,

"Harvest," by Mrs. Hum-phry Ward, \$2. An Autumn book with a background of the Great War.

"Masks," by George Middleton, \$1.60. A series of one-act plays of modern American life.

(Main Floor, senth)

#### Silk Petticoats and Others

In spite of all that is said about the favor in which bloomers are held, an astonishing number of petticoats are still being worn.

Silks Natural pongees, \$5. Messalines and taffetas in good street shades, \$7.50 and \$7.75. White Japanese silk, lined throughout and finished with hemstitching, \$7.50.

Cottons White sateen with tailored flounces, \$2.50 to \$3.85.

Firm cottons in street colors, Cotton jersey tops with taffeta flounces, \$3.85. (Third Floor, Central)

#### A New Lot of **Bungalow Aprons** at \$1.75 to \$4

Some are made of percale and some of gingham, but they are all practical, pretty little aprons that women like to wear over their dresses for protection when busy about household tasks, and often as dresses when the weather

grows warmer. There are round and square neck styles, some are trimmed with ric-rac braid, and all are in

good styles. \$1.75 to \$4 each. (Third Floor, Control)

Georgette with silver glass

A brown Georgette with pleated apron effect and inser-tions of brown and white fou-

A dark blue and white gown

veiled with dark blue has a charming bertha and a daring

purple girdle, \$185.

A gown of old blue and dull red with finish of blue taffeta

A surplice gown of enchant-ing shades of brown, ecru, green and blue, \$55.

(Fourth Floor, Chestnut)

#### Real Irish Lace Collars

And just landed on this side the

They are exquisitely done and in beautiful Carrick-ma-cross. Limerick and guipure patterns. Scarcely anything could be better on the Summer silk frock.

The collars are round and some have the longer rounded ends. will fit almost any shape neck. Some are in sets. Prices from \$6 to \$22.50. (Main Floor, Central)

#### **England Sends** Women New Silk Scarfs

Fine and beautiful things, comfor them is livelier than the sup-

Artificial silk, \$5, \$6 and \$7. Genuine silk, in plain colors, stripes and Paisley patterns,

(First Floor, Market)

#### Women's Riding Boots

now ready in the Exclusive Little Boot Shop are of black or tan Russia calf, cut with straight legs and having broad heels, one inch high, like those on a man's boot. Price \$32.

(First Floor, Market)

#### Fluffy Georgette Waists

White and pink both. One style has shallow neck, short sleeves and an interesting square inser-tion of imitation Venise lace; the other has a very broad pleated jabot and quantities of Valencien-

Price of either, \$10.50. (Third Floor, Central)

### **Envelope Handbags** Correct in Style

No matter how many other handbags a woman has, she always likes to own one of these smart, trim, envelope books.

We have a fine showing of them just now in top handle and back strap styles. They are in calf-skin, cowhide and seal leathers,

and in black, tan, brown and blue. Prices \$5 to \$35, with especially good selection at \$10.50 and

(Main Floor, Chestnut)

#### New and Narrow Are These Leather Belts

which women are using on Spring suits and cloth gowns. One of the newest belts is of brown patent leather, quite narrow as to width, lined with soft white kid and finished with a brown buckle. It is \$1.50.

Another new belt is just as narrow, comes in black patent leather stitched with white, and has a small white buckle. This is \$1.25. (Main Floor, Contral)

# A Customer of the Store Said:

"We like to have each day the information of exactly what is going on in your big market house, that we have dealt in satisfactorily for so many years."

T IS our purpose to make this page a window, through which the people can look at exactly what is going on. We never have on hand large lots of left-over goods, because we mark them at fair, low prices to begin with, and they are sometimes sold out in a single day, or certainly in a week.

#### Be it understood

that oftentimes we see "\$25 for a suit that was \$40," etc., etc., and yesterday one of our buyers, in referring to one of these things, stated that we had always sold a certain dress of the quality of that \$25 dress for \$18. We never tried to get \$25 for it, and it never was worth more than

There is no such manipulation of values going on in this house, and if this were our 5000th Anniversary Day, we would not be selling any cheaper than we would have sold yesterday or last week.

Whatever is the lowest price an article should be sold for is marked on it the first day that it is offered, and if it is cheap it sells, and it is our experience that it does, and when it is sold out we try to get something equally good, or better, if we can, to sell at a lower price.

Hosiery and Underwear at Very

Low Prices

Women's Hosiery

' At \$1.50. Women's black and white, full-fashioned silk, first

Children's Hosiery

(West Aisle)

Men's Half Hose

Men's Underwear

(Main Floor, Market)

At \$1.25 each. Ribbed cotton union suits.

At \$1.75 each. Madras athletic union suits.

At 35c, 3 pair for \$1. Ribbed black, mercerized hose, "seconds."

At 35c, 3 pair for \$1. Ribbed and silk-and-cashmere hose for

At 25c a pair. Black seamless mercerized and black cotton with

The goods in this particular movement, as shown by the price tags, are in some instances from one-quarter to one-third off, but we are not trying to catch customers by an advertisement of that kind. The goods are here for the customers to see themselves.

quality.

infants, "seconds."

unbleached feet, "seconds."

## Much Good Furniture at Remarkable Savings

Bedroom suits, dining-room suits and individual pieces, all of excellent and reliable grade and in a helpful variety, are offered at reductions that are really extraordinary in the face of prevailing costs.

Bedroom Suits, \$178 to \$650 Choice of mahogany, walnut and ivory and ivory and gray enamels, Queen Anne, Louis XVI and other styles.

Dining-Room Suits, \$260 to \$850 Choice of mahogany, walnut and oak in Queen Anne, Sheraton and Louis XIV styles. Single Pieces of Oak Dining-Room Furniture,

\$45 to \$90 Extension tables, serving tables, china closets, buffets of good, sound construction and likable appearance.

Fiber Furniture, \$10 to \$57

A large and very attractive selection, including armchairs, rockers, settees, tables, aquariums, ferneries, lamps, chaises longues and tea wagons in a choice of brown or ivory finish.

# White Kitchen Furniture

White Enamel Kitchen Cabinets, \$60, \$66.75 and \$72.75
These are some of the most delightful labor-saving, sanitary

kitchen cabinets made. White Kitchen Chairs at \$3.15 and \$7.50

One style is in white enamel hardwood, round backed, and the other is square backed. They are very fine goods. Solid Steel Folding Tables at \$2.50 These are good, strong, serviceable, small tables for kitchen use, ice coolers, bathrooms, hospital or camp use, and can be carried in an automobile. Choice of white enamel or maroon finish.

# Office Furniture at Large Savings

Revolving chairs, mahogany finished birch, from \$17.50 to \$25.

Stenographers' chairs in oak or mahogany, \$16. Office tables of oak, some all straight oak, some quartered-oak tops, some all-quartered oak, from a 4-foot table at \$12 to a 6-foot table at \$44.

(Third Floor, Market)

## Women's Good-Style Low Shoes at \$6.50

This is an addition to the extraordinary movement in women's fine

They are pumps in patent leather and soft, dull calfskin, with leather-covered Louis heels. They are fine shoes of the most fashion-

# Women's Low Shoes at \$4.50

This is the assortment that started out with nearly 9000 pair and the extraordinary demand has reduced the quantity until sizes are somewhat broken, but there is still good selection among the dull black and shiny leather pumps, as well as among the white duck

(First Floor, Market)

# In the Down

# Hosiery and Underwear

Women's Hosiery

At 18c, 3 pair for 50c. Black cotton, "seconds."

At 75c a pair. Black silk, "seconds."

At \$1.25 a pair. Fashioned black silk, plain. Seamless black silk

Children's Hosiery At 15c a pair. Fancy tops, mercerized socks, "seconds."

At 18c a pair, 3 pair for 50c. Fashioned mercerized socks, in white, "seconds."

Men's Half Hose At 18c, 3 pair for 50c. Black and colored cotton, "seconds."
At 25c. Black mercerized, and black cotton with unbleached feet,

Men's Underwear At 50c each. Nainsook athletic shirts and knee drawers. (Gallery, Market)

# Satin or Georgette Collars, 50c

White or flesh-pink satin collars are in roll and flat shapes that are pretty for suit coats. The Georgette collars are trimmed with tucking, hand-embroidery or lace.

# Printed Georgette Crepe, \$1.50

These crepes are all in light colorings that will make lovely Summer frocks and blouses. 40 inches wide. Organdie Flouncing, 50c

# **Stairs Store** Children's Shoes and Strap Pumps, \$1.60 to \$2.90 (Fittings for Children of 1 to 12 Years)

At \$1.60 a Pair (Sizes 1 to 5) Mary Jane pumps of patent leather. One and two strap slippers and Roman sandals of patent leather or of white leather much like buckskin. Patent leather barefoot sandals. (All of these have turned soles.)

At \$1.85 a Pair (Sizes 3 to 8)

These are the same styles, but in larger sizes, and all have wedge heels. At \$2.45 a Pair (Sizes 81/2 to 2) Patent leather strap pumps and Roman sandals of patent leather with

Also pumps and sandals of white leather like buckskin. At \$2.90 a Pair (Sizes 111/2 to 2) These are button or lace shoes with welted soles and wide, sensible toe

tops of white or champagne-color leather.

shapes. They are of -white leather like buckskin (button only). -patent leather button. -patent leather with tops of white or champagne leather,

### (Chestnut) 3500 Yards of Cretonne at 35c

-patent leather with cloth or dull kid tops.

Dozens and dozens of pretty patterns in all sorts of colorings, suitable for all sorts of uses. All 36 inches wide. They're splendid for Summer cottages.

# ATTRACTIVE NEW SPREAD-OUT OF ORIENTAL RUGS

Four groups, including hall-runners and mats, together with two lots of Khiva Bokhara and Mahal rugs in carpet sizes.

All are very moderately priced as values rule today.

8.11x6.8 Anatolian 375

Khiva Bokhara Rugs			Y				
9.5x7.10	\$255	8.5x6.7	\$245	Vai	rious Persian	Hall Runners	
8.5x6.10 265 9.8x8.2 182	9.0x9.0 9.10.x8.6	295 295	8.8x2.4	\$165	11.9x2.6		
J.0A0.2	8.10x6.8	\$250	295	10.2x2.8	165	11.11x2.3	225
	Mahals and Ot			11.6x2.5	200	10. 9x2.5	200
10 5 27 0	Makal 2007	10 10 0 1 11	ALC: COM		14 CA 14 CA 15 CA		

10.5x7.0 Mahal \$287 10.1x8.2 India 16.7x2.11

Anatolian Mats

3.2x1.9 to 3.6x1.7 \$18, \$19.50 to \$27.50 (Seventh Floor, Chestnut)

12.6x9.1 Anatolian \$575

13.0x9.0 Mahal 485 9.0x6.0 Anatolian 385

10.4x6.10 Mahal 295