EVENTNG PUBLIC LEDGER- PHILADELPELA: MONDAY, JUNE 21,1920

Doing Away With
Would Cive More Room-C
Be Replaced at Will
TO RENOVATE THEATRE






"Birds of a Feather Flock Together"
Years ago the New York Sun spoke of a certain
play as "the kind of a play that will be enjoyed by play as "the kind of a play that will be enjoyed by
the kind of people who enjoy this kind of a play." It is possible to judge hundreds of thousands of people in a rough, approximate way by studying
the publications they elect to buy and read. This is more often true in the choice of national
periodicals, , because in many cities a newspaper periodicals, because in many cities a new
must be taken without a range of selection.

For the purpose of commercial generalization,
study of a magazine itself is the best way of picturing the composite reader.
The familiar exception of the college professor
who finds mental relaxation in the shilling shocker or the anaemic bookkeeper who feeds on virile
tales of men inevitably described as "red-blooded" tales of men inevitably described as "red-blooded"
upsets a nicety of application as an invariable rule. However, no questionnaire or other method of
investigation of a circulation leads to as safe a generalization as may be made after a study of

Butterick-Publisher
$\underset{\substack{\text { The Delineator } \\(s 2.50 \text { \& } Y \text { Yoar })}}{ }$
Everybody's
Magazine
The Dealgner
cr.oo a Yart


Complete July List Now on Sale Columbia *Records
 *

Song Hits


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An Opportunity is yours if you desire tographs which appear in the Led
have on file.
The Ledger Photo Service was recently established (due to many requests for prints) and rates may be had prints
by wr

## LEDGER



Instrumental Music



# Prices That Add 20 to $\mathbf{3 0 \%}$ To the Value of Every Dollar 

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No place that we know of in the Furniture world has the public demand for prices been met with the savings that hundreds are taking advantage of at the touch with market conditions prompted the speeding up of our own factory, and touch with market conditions prompted the speeding up of our own factory, and


Sketched from Furniture in our galleries, this reproduction embraces those exquisite and delicate details originated by that


## Choose Suites 20 to 30\% Under Price LIVING ROOM <br>  <br> $\qquad$  Bed Roo BED ROOM  Loose cushions. Spring seats and back, 3 pieces, 8375.00 .  Mahogasy, finished frame Suite. Tapes- try-coverd 3 ppieves, 879.50 pring seats and back, Mahogany-and-Cane Suite, Blue Velour Covering. Spring seats, 3 pieces, 5225 , Furniture Suggeai <br> Clearance of High -Grade Rugs-Many Below the Prevailing Wholesale Costs <br> $\qquad$ Bed Room Suite, Ma hogany Anish XVI Style), 4 pieces, si94.50. Bed Room Suite, Walnut (Qum Style), 4 pieces, s345.00. Bed Room Suite, 4 pieces, 8365.0 Bed Room Suite Waint (Cale),  to $\$ 175.00$

## Stocks that were in great part contracted for months ago, before the heavier price advances at the mills, Much of it is now marked below present wholesale cost, and all of it far below retail prices anywhere. Perfect Rugs of standard weaves from our regular stocks. A good range of designs in

 Rugs of standard weaves rom our regular stocks. A good range of designs in handsome color effects. Theprices quoted here are on the $9 \times 12$ sizes, but the reductions are proportionately great on all sizes and grades, except the few weaves on which we are obliged to maintain prices. An opportunity to save ihat more than
meets the best price concessions of this price-readjustment movement. But, do not delay. $\mathbf{\$ 1 4 5 . 0 0}$ Royal Wilton Ruga, 9x12........ $\$ 94.50 \left\lvert\, \begin{array}{ll}\$ 94.00 & \text { Highest Quality Axminster, } 9 \times 12 . . \$ 72.50 \\ \$ 87.00 & \text { Best }\end{array}\right.$


## SavingsinSummerRugs,Some 331/3Off

 Wool and Fibre Rugs 33 $1 / 3 \%$ Off $\quad$ Grass Rugs at $\quad$ Formosa Rush Rugs


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