

Movie of a Man Buying a New Suit of Clothes : By J. P. McEVoy

SEES ad in paper showing a dapper young man in swell new suit. Tries to imagine how he would look in it. Tries to remember when he bought last suit. Gives it up. Decides he will drop in at noon and look them over.

GOES into store at noon. Tells floorwalker he wishes to look at a suit—probably won't buy one, but would like to look around. Notices floorwalker is faultlessly dressed. Notices all clerks are faultlessly dressed. Notices them all looking at him. He begins to feel shabby. Hastily realizes his cuffs are soiled and reaches inside his coat sleeves and pulls them up.

FINDS himself conducted in front of a large triple mirror. Notices old trousers are terribly baggy. Gets first look at the back of his coat that he has had for a long time. Sees that the coat collar is too low and that the whole thing wrinkles frightfully under the arms. Salesman deftly removes his coat and slips new one on of a most atrocious pattern. Man protests, but is told that he is merely "trying it on for the size." Man wonders why they always pick the worst one to try on for size and run the risk of giving him heart failure.

SALESMAN begins to try on all kinds of coats. Man finally finds one he thinks he likes. Discovers the price is too high. Discovers another one priced right, but not quite satisfactory. Is continually troubled by the idea that his shoes need shining. Never noticed it until he came in here. Also heels are run down, and he needs a new necktie. During trying on notices his hair is tangled and frizzy.

Needs a hair-cut. Gets terribly discouraged.

LOOKS at his watch. Mumbles something about engagement—business conference. Avoids looking salesman in the eye. Tells him he will be back later. Blushes guiltily. Grabs old coat. Puts it on with a shame-faced hic and sneaks off to elevator.

Child Walks Into Auto
Edna Walkowski, six years old, of Camden, was slightly injured yesterday about 5:45 P. M. when she walked into the mud guard of a passing automobile at Market street and Delaware avenue. The child was accompanied by her mother. Edna was treated at the Jefferson Hospital.

Plants roses in children's cheeks

Victor Bread

Big Loaf 6c

At all our Stores

AMERICAN BREAD CO. AMERICAN



Frechie's Fixtures

Brackets or Sconces, Which?

So call them one name, some another, but whatever name you give them, they make a fine wall light, as well as a handsome decoration, when used in the dining room, bedroom, or bathroom, with a center light; or when used in conjunction with table lamps or floor lamps in the living room or parlor.

We have a hundred kinds of brackets and fifty sorts of table and floor lamps together with an endless variety of center light fixtures.

All at moderate, fair and reasonable prices; delivered in perfect order at the time promised; ready to install.

Our showroom is open until 5 o'clock and you are very welcome.

JOSEPH E. FRECHIE & CO., INC.

27 North Seventh St., Phila.

Between Market and Arch Sts.

The Butcher
The Baker
The Candle-stick Maker

—or any other person desiring to dispose of his or her business can find an open market-place in the "Business Opportunities" columns of the

Public Ledger and Evening Public Ledger with their many thousands of wide-awake, intelligent, progressive readers. Lots of our folks, men and

women, are eager to "go into business" for themselves; and YOUR business might be just the kind they would like.

Why not find out? Phone your ad to our Classified Advertising Dept. tonight. Bill will be mailed later.

Bell—Walnut 3000
Keystone—Main 1601



A Plain Statement About Our Prices

The undisputed fact that Blauener prices are regularly lower than goods of equal quality sell for elsewhere in Philadelphia is causing this business to grow with rapid strides.

The general public, ever alert to note comparative prices, are wondering how we can offer our exceptional values continuously at such low prices. It is understood, of course, that any concern could put on an occasional special sale at sacrifice prices, but when a store maintains, day after day, such moderate pricing, it becomes a source of wonder. Yet, indeed, the reasons are few and simple and we wish you to know them:

FIRST, then, we manufacture many of the garments we sell. Bringing them directly to you from our own workrooms cuts out all middleman's profits. Our manufacturing plant is in the New York garment centre, Capital Building, 37th Street and 7th Ave., pictured below, of which our Mr. Julius Blauener is treasurer.

SECOND—the purchasing necessary for our establishments in New York, Philadelphia and Atlanta, Ga., gives us tremendous buying power. That means that the volume of our buying (both manufacturing and retailing) gives us a commanding position in obtaining low prices and also brings to us many unsought opportunities which we pass on to you at bargain prices.

THIRD—Our percentages of profit we believe to be lower—taken throughout our entire establishment—than any other store in town. We depend upon volume for our ultimate profits, and not upon large percentage on individual sales.

FOURTH—Efficient management and low overhead charges keep our expenses down to the lowest possible point. Blauener's is a family of buyers and store keepers (there are ten of the firm in New York and Philadelphia), and the expert merchandising knowledge of four generations has been handed down from father to son, and each generation has added to it.

We make the foregoing statements in order that you may clearly understand the reasons why for our low prices. Need we add that we handle no undesirable merchandise of any kind. Our goods are always up-to-date in styles and materials, and we always stand back of them with our strongest guarantee that they are exactly as represented in every particular.

Sidney Blauener

ADVERTISING DIRECTOR

BLAUNER'S
833-35 MARKET STREET

