

THE ALLENTOWN MORNING CALL, TUESDAY, JAN. 22, 1918.

257

THE BETHLEHEMS AND VICINITY

Joseph Brennan, of Third street, a helper in a machine shop, was struck by a trolley on Monday...

In the custody of Grecks at Northampton Hotel, on Tuesday, Justice Kahan, aged 11 years, and Nora...

At a largely attended meeting on Monday evening at the residence of...

At a meeting of the board of directors of the Bethlehem Rotary club...

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Madam! Don't Let Prejudice Blind You! As "Purity" Margarine offers you a fine food product that is as pure, as sweet, as delicate...

The reason that "Purity" Margarine looks, tastes and smells exactly like the butter is that it takes an expert to tell the difference...

It is not fair to you as a substitute for butter. We offer it as "Purity" Margarine, a product that you will be glad to use regularly...

Philadelphia Branch 41 S. Delaware Ave.

THE TEST OF TASTE WILL SAVE YOU THE PRICE OF PREJUDICE

Thursday at the League Valley Hotel, Allentown, Pa. The board of directors of the...

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Another of Dorothy's Letters About Buying Wedding Presents at WANAMAKER'S

PHILADELPHIA, N. C. JAN. 19, 1918. My Dear Home-Folk: Here I am, rested, and having a good time...

Now I've time to tell you everything. But first of all, be sure to tell Uncle that that was a jingly suggestion of his...

It was so funny. (Don't show him this part, or tell him that I was going to Philadelphia, a n-y-h-o. Where else, as Mrs. Wiggs said when she started for home after seeing the first...

"I haven't been in Wanamaker's since last time I was in Philadelphia, in 1899; but I bought the best overcoat there I ever had in my life."

"So don't trip me all over town looking for bargains; the way women folks do. I'm sure you'll do best by Kitty and the rest of us by trading at Wanamaker's. They say it is bigger now than Bill Henderson's store and Andy Watson's at the corners put together."

And by the by, tell him that I did not forget to select the fire place fixings and Aunt commissioned me to buy as their contribution to Kitty's happiness. The salesman was so nice about arranging the different fixings for me to see in their proper setting.

The Flemish hammered iron things looked disconcertingly good to me, but I surrendered to a hammered brass outfit consisting of a spark arrester...

Another spot and wonder-ed if a Wanamaker Standard Rotary sewing machine would be too small-able. (Not for us at home, Mother dear; you were talking of getting a new machine that would do chain-stitch, and this chain-stitch and chain-stitch and costs \$40 to \$65.)

It was Gollanes' edition, cost only \$17.50, and looks exactly like Father's. And now I must tell you a very good joke on your Dorothy. I had finished everything (I thought) and was about to complacently leave the store by way of a Chestnut Street door, when my eye chanced to glance at a case filled with...

DO YOU KNOW WILLIAM AND MARY from Louis XVI, when it's a matter of furniture? Do you know what kind of furniture you have in your own home? Many persons, otherwise well informed, admit frankly that they haven't found time to become judges of different styles and periods of furniture...

pillow it must be," was carried out! Yes, dear, it was. And it's a lovely shade of rose velvet, with a tapestry center filled with corner of Juniper and Chestnut Streets, and is maintained expressly for the accommodation of people who want directing or suggestion regarding their shopping.

The lady in charge was too sweet to me for words, and in a minute she put me on the right track. She said, "Is your cousin fond of books?"

I said, "I don't know, but she ought to be. Father bought at Wanamaker's you'd better come to—I'd almost written Philadelphia-maker's, the two ideas are so connected in my mind—and buy it yourself. Not because the Store is so interesting. Your devoted DOT."

P. S. Notice the absence, for once, of a postscript.

JOHN WANAMAKER PHILADELPHIA

STIEFF advertisement featuring a piano illustration and text: "IT PAYS TO PAY FOR QUALITY". Includes details about piano quality and contact information for Chas. M. Stieff, Inc.

DO NOT SLAVE YOUR HAIR advertisement for EXELENTO hair cream. Includes an illustration of a woman's face and text describing the product's benefits.

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