

PRESIDENT AND MRS. HARDING THOROUGHLY ENJOYING SOCIAL SIDE OF WHITE HOUSE LIFE

Despite Exacting Demands Each Maintains Smiling, Unruffled Demeanor and Gives Evidence of Lively Interest in Everything.

WASHINGTON, D. C., May 14. It was a solemn and ceremonial reception which "the Ambassadors Ministers and Chargés d'Affaires of the Republics of America" gave for the President and Mrs. Harding on Wednesday night at the Pan-American Building. It was about the most formal, exclusive and generally important event Washington has seen in a decade, with the possible exception of the Pan-American ball for President Wilson and his bride the winter of 1919.

This week's party was so formal that the Pan-Americans found it advisable to get out a blue print diagram showing just where everybody was to stand or sit, and a book of explanations and instructions, and the goats being carefully separated from the sheep. At 10:30, when the President and Mrs. Harding were making their entry, the doors were shut to every one else. They were received every few feet by a different group of Ambassadors, Ministers and Chargés and their wives. Mr. Harding was handsome and dignified as usual, and his wonderful smile was on duty all the evening.

And Mrs. Harding certainly was almost regally handsome. America may well be proud of its First Lady. Her gown was of ivory satin, the bodice almost covered with embroidery of crystals and pearls, and there was a long scarf of black tulle forming a train and similarly embroidered. The waist line was marked by one great black velvet flower with a centre of brilliant arranged to form a shield and stamens. It was a wonderfully effective costume, and more than one remarked "bore the unmistakable stamp of Paris," which, in view of the fact that Mrs. Harding has made a patriotic point of having her wardrobe of the "all American" variety, was amusing to say the least. The wrap, which of course she discarded before ascending to the great ballroom, was of a lovely shade of green brocade crepe, with a trimming of orchid toned ostrich—a difficult combination which had to be, and was, handled with the utmost deftness.

Of course the select of the official and diplomatic world was there—the heads of every diplomatic mission in Washington—except the British, which was represented by the counsellor, Henry Getty Chilton, and Mrs. Getty, and Mr. and Mrs. Robert Leslie Craigie, and Mrs. Craigie, and several other attaches, the Ambassador and Lady Geddes being out of town. Their hosts, Coolidge were the most conspicuous absentees.

In a Tropical Garden. You would need a diagram of the building to understand, but there are two stairways, one on the north side of the building, the other on the south, with a wonderful "patio" held in their embrace—a tropical garden place with a fountain flected from underneath, and a conservatory with the poor goldfish swimming around in pitiless publicity all night, and palms and tropical plants in which macaws and parrots were seen to be at it, and restless monkeys swing and chatter. The roof overhead—a long way overhead—can be rolled back, so that the stars or the silver moon get an occasional look in. It was not Wednesday night, but it might be pouring rain, and roofs were very much in demand.

The two fine stairways bring up at the two ends of a fine corridor which overlooks the patio, a fine conservatory, the great "Hall of the Americas," known as the Hall of the Flags, since the flags of all the American republics are hung in it. This on Wednesday night was reserved for the heads of the various diplomatic missions and their ladies, each having two chairs allotted to them and placed in the exact order of their precedence, that as the President and Mrs. Harding, accompanied by the Vice-President, Mr. Coolidge, and the Speaker and Mrs. Gillett, and a choice selection of honor guests including Secretary and Mrs. Hughes, Pershing, Christiani and his wife, the Foreign Relations and Foreign Affairs Committees of Senate and House, and other especially distinguished persons, was "all set" for action.

One might reasonably have expected that the Chief Executive would have been a trifle weary along about midnight, when the long line of greeters had finished greeting, and the younger and more energetic portion of the group was dancing happily at the other end of the big hall. But not President Harding! When he was quite sure that he had finished his whole duty as a greeter—and that some for recreation had arrived—he decided to join the dancers. It was only for a turn or two, to be sure, but it couldn't quite see, to be certain, that the dancers all stopped and crowded up against the roped off space at the far end of the room where the "line" had been—but I think it was de Mathieu, both because the President's partner suggested her lovely costume, and because she was the ranking hostess in the composite group which was giving the party.

President Takes a Turn. President Harding! He seemed rather abashed at the "gallery" that immediately gathered to watch him dance himself, and he was up and off a few turns. Gen. Pershing could have sympathized—for he, poor man! is always a centre of interest when he is in the place—and he just loves to dance. However he knows perfectly well from bitter and amusing experience that the chances are that rumor will immediately engage him to the lady he happens to be dancing with, if she happens to be maid or widow. However he's probably hardened to that sort of thing—and by the way, he danced quite a little with Mrs. Borden Harriman, who looked handsome, as she always does, in a pale blue gown with a curious arrangement of purplish pink roses, a lovely costume, as far as it went! There were so many lovely costumes—and as far as they went—there that night, but a very great many of them honestly didn't go far enough. And while there

were a few beautifully coiffed heads, like Mrs. Harding's and Mrs. Gillett's, there were a whole lot of weird "fuzzy wuzzies" who looked as if they had laid awake nights trying to think of some way to build their hair out which would produce a new and strange distortion of their heads. One cannot but wonder why women do it. No use trying to tell you about the cloth or the jewels—it would take a column. For society was out in its war paint for this first big party in honor of President and Mrs. Harding.

The Hardings are to be hosts themselves at their first big party next week. Cards are out for the first of their expected garden parties next Wednesday from 4 to 7, and there are to be two more, one on Thursday of the following week, May 25, and one on Wednesday, June 1. Evidently there is some engagement for May 25, since for that one week they are switching from Wednesday to Thursday. In fact, come to think of it, I know they "regretted" for a big Southern Society function that night, pleading a previous engagement.

Naturally there is keen interest in the series of garden parties. The President or Mrs. Harding—in many instances the President and Mrs. Harding—have received practically everybody entitled to White House hospitality, singly or in small groups, and now they are going to receive them "all in a bunch." And as it is the first time society has had a chance at the gardens since May, 1916, it is naturally looking forward to the event.

The Hardings certainly do seem to be enjoying the Presidency. You will note that the plural is used. Mrs. Harding is working just as hard at running the White House as her husband does. Somebody told me that last Saturday afternoon the President and Mrs. Harding, motoring on the Speedway, watched the end of an army polo game and heard part of the Marine Band's concert, when Mrs. Harding sent word over to Santelmann, its leader, asking him to play "The End of a Perfect Day"—her favorite air. That rather hit my funny bone. For the President and Mrs. Harding had had a most strenuous day.

Washington has had indefatigable Presidents before—at least it had one—but Mrs. Harding is its first experience with an apparently tireless First Lady. And it has had Mr. Presidents who obviously and admittedly enjoy the Presidency, but their Mrs. Presidents didn't seem to be having such a perfectly wonderful time. Mrs. Taft apparently enjoyed the position more than any of the others—and she broke down completely trying to put through the brilliant social campaign she had mapped out for herself. Mrs. Harding approaches the end of a different angle. She seems to have no special desire to make social history, but the liveliest interest in the great human panorama which her position spreads out before her. Coolidge were the most conspicuous absentees.

Two styles from many, fashioned of tricotine, velveteen, serge, velour and other materials; in black, navy, malfa, blue, brown, wine and gray; many of them having a long roll Tuxedo cape and throw collar, finished with silk tassels, silk stitched and button trimmed; tie or cross-over belts; lined with fine plain or fancy silk; \$29.75.

Two of the many styles are illustrated. Beautiful frocks for women and misses, fashioned of Canton crepe and plaited Georgette, lace trimmed. Other styles in taffeta, foulard, crepe de chine and Canton crepe in many models variously trimmed; black, navy, brown, gray, henna, porcelain, jade, peach, white, orchid, honeydew, are the shades of garments illustrated.

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BROOKLYN ADVERTISEMENTS. BROOKLYN ADVERTISEMENTS. BROOKLYN ADVERTISEMENTS. BROOKLYN ADVERTISEMENTS. BROOKLYN ADVERTISEMENTS. BROOKLYN ADVERTISEMENTS.

Men's Linen Handkerchiefs A Manufacturer's Samples 50c Instead of \$1 to \$1.25 LIMITED QUANTITY of high class all linen handkerchiefs, some all white, others with white centers and colored borders; also a number of colored sport Handkerchiefs. At half and more than half below the regular prices at 50c each. Main Floor.

Frederick Loeser & Co. Inc. BROOKLYN - NEW YORK Business Hours 9 to 5:30

50 Silk Petticoats at \$9.98 Were \$10.98 to \$14.50 PETTICOATS that are marvels of value. They combine all the good style features which fashion desires; are made of high class silk and fine quality jersey in light and medium shades. The limited quantity should go in a jiffy at \$9.98. Second Floor.

The Six Styles Pictured \$29.75



FOR Monday we have organized a sale of more than ordinary importance, a sale that involves a great number of the season's newest creations. Fashion's most favored contributions to the modes of the moment. Extraordinary values—that will at once appeal to women of discernment.

A Great Purchase : : A Great Sale! Superb Sport Silks White—That Is Washable Also in Rich Color Effects The \$10.50 Quality \$3.95

NOT since one year ago, when we stirred this city and indeed the whole silk trade of the country with an extraordinary offering of "Fan-Ta-Si" Sport Silks, has there been such an offering as we shall have ready to-morrow. Indeed this sale comes, in a way, because our sale of a year ago stands as a precedent to be met and bettered if possible. These Sports Silks are superb, magnificent. Nothing richer or better is or has been woven in America. They are as gorgeous as a sunset. The white silks gleam like moonlight on a summer lake. And they will make up into the smartest, most serviceable and durable sports skirts and other summer attire that can be imagined. All of them are 40 inches wide, so they will cut to the greatest advantage. The white silks—of which there are many—may be washed perfectly if the washing is done with reasonable care and warm (not hot) water and Ivory soap are used. Heretofore the price of these silks has been \$10.50 a yard—and you will not be surprised at that when you see them. You WILL be surprised when you find that the superb assortments here are to be sold for no more than \$3.95 a yard.

A Remarkable Sale of Women's and Misses' SUITS, WRAPS, COATS, DRESSES All Repriced Tomorrow at \$29.75

Women's and Misses' New Long Coat Tailor Made Suits Suits of distinction that owe their prepossessing style to the fine tailoring which has produced them. Suits fashioned of men's wear serge and tricotine—two of the many models being illustrated—a style that follows the new straight line tendency; belted; notch collar; link button front; lined with fine silk. Suits in black or blue, \$29.75. Sizes for women, 34 to 46. Sizes for misses, 14, 16, 18 yrs. Second Floor.

Women's and Misses' Frocks for Afternoon or Street Wear Two of the many styles are illustrated. Beautiful frocks for women and misses, fashioned of Canton crepe and plaited Georgette, lace trimmed. Other styles in taffeta, foulard, crepe de chine and Canton crepe in many models variously trimmed; black, navy, brown, gray, henna, porcelain, jade, peach, white, orchid, honeydew, are the shades of garments illustrated. Sizes for women, 34 to 44. Sizes for misses, 14, 16, 18 yrs. Fifth Floor.

Four Very Unusual Values Pretty but Inexpensive Blouses BLOUSES that are pretty enough for special occasions and inexpensive enough for everyday wear. Made of attractive materials and trimmed in scores of wonderfully skillful ways—the very newest of the most fashionable styles. It is a rare opportunity! Come and see how far your money will go in buying a Blouse! \$3.95 Blouses Reduced to \$2.95 French voile tucked-in Blouses, buttoned back models, V neck, inset of real filet lace, wide tucking, vestee and trim long sleeve. \$5 Blouses Reduced to \$2.95 French voile Overblouse, 10 styles; a number of braided models; others lace trimmed; all have smart three-quarter length sleeves; fine hemstitching finish. \$5 Blouse Reduced to \$3.95 Georgette Blouses, 6 styles, in light and dark colorings; fancy beaded and embroidered models; short or long sleeves. \$5 and \$5.95 Blouses Reduced to \$3.95 Mignonettes in high shade; one very attractive Overblouse has wide braided collar, back and front, broad on bottom of Overblouse. Colors are navy, honeydew, pink, henna, Nile and black. Second Floor.

165 Women's Plaid Skirts An Extraordinary Sale \$15.75 Values at \$8.95 The Plaid Skirt is gaining in favor to an unusual extent, and more and more it is becoming difficult to supply the demand. Fortunately these Skirts were spoken for months ago and the price paid enables us to provide this very unusual value. A Choice Assortment of Black and Whites as well as navy and tan, and other attractive color combinations; in box and side plaited styles. Waistband sizes, 26 to 32. All lengths. Second Floor.

Women's Summer Dresses Pretty Styles in Choice Plaid and Checked Gingham Extra Special \$5.95, \$7.50, \$8.95 Smart straight line styles—copies of more expensive Dresses, just as pretty and just as serviceable; trimmed with embroidery or pique; in a variety of choice colors, including red, lavender, Copenhagen, green, brown, pink, black and white. The best values of the season. To match them elsewhere the price you would pay would be greatly in excess of these sale prices. Sizes for women, 34 to 44. Sizes for misses, 14, 16, 18 yrs. Second Floor.

Imported and Domestic Plaids \$2.95 Yard : Formerly \$4.50 to \$5.95 IN THE SEASON'S smartest skirt styles plaids have first place. It is easy to imagine therefore how quickly this lot should sell tomorrow at \$2.95 a yard, the lowest price that has been quoted this season for similar grades. There are both imported and domestic weaves included, 50 and 54 inches wide. In light and medium color combinations. Second Floor.

Four Wonderful Sales in the Upholstery Store 39c to 50c Cretonnes Tomorrow, 25c Yd. GREAT HAPPENINGS TOMORROW in the Upholstery Store, headed by this offering of beautiful spring Cretonnes at the lowest price in several years. There are 45 patterns and color combinations, showing the choicest printings for hangings, slip covers, cushions, etc. Light and dark—variety enough for every taste and need. The same qualities that have until this time been 39c to 50c a yard.

Special Offerings in Loeser Quality Table China and Cut Glass SAVINGS that big buying has gained for Loeser customers, ready for the well informed housekeeper who has learned to expect special values in such things at the Loeser Store at this season of the year.

29c and 35c Marquisesettes and Scrims at 19c a Yard Over 5,000 yards of these dainty, desirable summer curtain materials—plain and double bordered Marquisesettes and plain square mesh Filet Marquisesettes. They are in white, cream and ecru and for a record low price.

Fine Dinner Sets Savings from \$10.50 to \$35.50 Typical of the many special values that will be awaiting you here tomorrow. \$39.50 Dinner Sets at \$29—Fine American Porcelain Set, with service for 12 persons; decorated with a continuous border design, floral, with gold lines. \$50 Dinner Sets at \$39—Fine American Porcelain Set, with service for 12 persons; best quality coin gold band and black hair line on border; handles full coin gold. \$60 Dinner Sets at \$45—Fine American Porcelain Set, with service for 12 persons; decorated in conventional floral design; coin gold handles. \$85 Dinner Sets at \$65—Imported China Set with service for 12 persons; decorated in pink floral border design; coin gold handles. Other Special Values in Dinner Sets Fine American Porcelain 100 Pieces \$25 Dinner Sets at \$17.98 \$29.65 Dinner Sets at \$22.50 \$29.98 Dinner Sets at \$24.98 \$35 Dinner Sets at \$29 \$39 Dinner Sets at \$31 \$45 Dinner Sets at \$35 \$50 Dinner Sets at \$39

China Dinner Sets, 100 Pieces \$55 Dinner Sets at \$42.50 \$85 Dinner Sets at \$59 \$98.50 Dinner Sets at \$79 \$85 Dinner Sets at \$76.50 \$125 Dinner Sets at \$89.50 Dinner Sets Service for Six Persons \$17.98 Dinner Sets at \$14.98 \$19.98 Dinner Sets at \$16.98 \$29 Dinner Sets at \$22 Kitchen Crockery Many Needfuls at Decided Price Reduction. Decorated Rock Tea Pots \$1.25 values, reduced to 75c \$1.49 values, reduced to 98c \$1.75 values, reduced to \$1.35 98c Japanese Tea Pots at 49c Yellow Mixing Bowls 5 in a set, \$2.69 value, at \$1.98 3 in a set, 98c value, at 69c Blue & White Kitchen Jugs 39c value, at 29c 49c value, at 37c 59c value, at 45c 69c value, at 59c 89c value, at 69c \$1.10 value, at 89c Pottery Wall Salt Boxes Lettered Saltin Black 75c value at 59c Mahogany Serving Trays \$1.98 value at \$1.69 Fine China Cups & Saucers Hand-printed floral border with gold line; Nippon china; 50c value at 39c Fine European China Tea Sets and Saucers; 35c value, at 25c \$3.98 China Tea Sets, \$2.98 Thin Japanese China Tea Sets, 17 pieces, in a neat border design. A very special offering at this price. \$7.25 Bungalow Dinner Sets, \$4.98 A 32-piece Set in the popular Blue Bird decoration on fine American porcelain. Service for 6 persons. Light Cut Glassware Special Values 69c Marmalade Jars at 35c \$2.49 Water Sets at \$1.98 \$3.98 Iced Tea Sets at \$2.98 69c Guest Sets at 95c \$1.25 Dozen Baskets at 58c 500 Dozen Light Cut Goblets and Sherbets At 35c. Formerly 69c. Attractive daisy cutting. 100 Barrels Water Glasses At Special Prices Plain blown Glasses, formerly \$1.25 a dozen at 89c a dozen Cut band Glasses, formerly 15c each at 12c each

Marquiesette and Scrim Curtains \$1.49 for Those Regularly \$2.25 to \$2.85 a Pair \$2.35 for Those Regularly \$3.45 to \$3.75 a Pair Twelve hundred pairs, three styles in white and ecru. Marie Antoinette Lace Curtains \$5.75 for Those Formerly \$9 to \$11 a Pair \$6.98 for Those Formerly \$11.50 to \$13.50 a Pair Three hundred and sixty-six pairs in white and ecru. Twenty-five beautiful French designs. Third Floor.

Imported Jet Necklaces With Novelty Plaques \$1.05 : Formerly \$2.10 IN NOVELTY JEWELRY the Jet Necklace is in high favor, and the reason is that it is attractive with almost any color of blouse. Tomorrow we shall offer a collection of handsome imported Jet Necklaces made with large and small beads in fancy styles with the novelty plaques finished with jet pendants or tassels of jet beads, for just half the regular price. Another pretty style of Necklace, all with tassels of jet beads. \$1.05 Jet Necklaces at 75c Novelty Jewelry Store, Main Floor.

Solid Gold Signet Rings Regularly \$5.50 to \$8 Now \$3.95 Fifteen Different Patterns For Men, Women, Boys and Girls IN JEWELRY fashions the Signet Ring is in highest favor, and a wonderful piece of merchandising fortune brings us a remarkable collection of handsome Rings to sell for about present wholesale. There are fifteen attractive patterns, suitable for men, women, boys or girls. We illustrate six. All are of solid gold in Roman, rose or English finishes. Some are in a plain flower design; others are carved on the sides with Egyptian or fox heads. All have the largest signet for engraving. The greatest value of the kind ever sold at Loeser's for so little as \$3.95 Fine Jewelry Store, Main Floor.

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Special Offerings in Loeser Quality Table China and Cut Glass SAVINGS that big buying has gained for Loeser customers, ready for the well informed housekeeper who has learned to expect special values in such things at the Loeser Store at this season of the year.

The May Sale of Lamps \$50 to \$60 Floor Lamps at \$39.98 Floor Lamps Chair Lamps Bridge Lamps Choice of 75 Styles BASES, finished in polychrome, gilt or mahogany; slender or massive style; beautifully turned and hand carved; complete and ready for service, with two 40-watt electric bulbs. SHADES, made of all silk and silk lined; many hand tailored, with stretched top and lining; trimmed with moss, or with a shirred top and heavy silk fringe; a great variety that meets every individual taste and requirement. Metal Table Lamps With Art Glass Shades for Gas or Electricity Special at \$11.98, \$13.50, \$16.98 Basement. Bronze Table Lamps \$29.98 Mounted on teakwood stand; Shades of silk and silk lined with heavy silk fringe and trimmed with two-tone ruching; choice of many colors.