

PATROLMAN SAVES WOMAN IN SMOKE

Carries Influenza Patient From Danger of Suffocation When Store Burns

CANDY SHOP IS DAMAGED

The timely arrival of Patrolman Curran at 937 South Fifth street early this morning saved the life of Miss Rebecca Ayer, twenty-three years old, who was threatened with suffocation by smoke from a fire in the Acme Confectionery store next door.

The fire was discovered by the patrolman shortly after 1 o'clock this morning, who noticed smoke issuing from the front of the store. He sent in the alarm and then proceeded to awaken the occupants in the houses on each side of the burning building. Miss Ayer was ill with the influenza on the second floor. The patrolman, learn-

ing of this from the other occupants of the house, carried the woman down to the street and to the home of a neighbor. The fire was confined to the store, the contents of which it destroyed.

Elmer Smith, of the Acme Confectionery Co., estimates that the fire loss was about \$7500.

The cause of the blaze is undetermined. Firemen found a rear door open. This led to the belief that the fire was started by thieves, while trying to loot the store. Nothing was missing from the place.

While the fire was being extinguished much of the candy was piled in the street in front of the store. This attracted many children and kept watchers busy.

VIM LEATHER Belt is made water-proof, oil-proof and acid-proof.

E. F. HOUGHTON & CO.
240 W. Somerset Street Philadelphia



The STRAWBRIDGE & CLOTHIER

FEBRUARY FURNITURE SALE

The Sale starts Monday, but you will find the entire stock ready for the Sale TO-MORROW, all with the February price-tickets attached, so that you may make investigation and comparison, and, when convinced that it is most advantageous to buy here, selection may be made and the transaction recorded as of February. Or, if you are unable to complete your comparisons with Furniture and prices elsewhere upon to-morrow's visit, we have no fear that you will not come back Monday to buy.

Such is our confidence in the excellence of our Furniture and the attractiveness of our prices. Never have we had a better assortment of handsome NEW Furniture for Bedrooms, Dining-rooms and Libraries; and, although prices are higher than a few years ago, EVERY PRICE IS LOWER THAN PRESENT VALUE, and every price will be higher after this Sale is over. Do not buy Furniture until you have seen our splendid collection. COMPARE.

→ Strawbridge & Clothier—Furniture, Third Floor; Metal Bedsteads and Bedding, Fourth Floor, East



How You May Avoid a Cold



THERE'S no better way to avoid colds and bodily discomforts, especially when sudden changes of weather occur, than to have on a well-fitting, pure natural wool undergarment made the Jaeger way.

Wool is the only material that retains the body-heat, absorbs the perspiration and allows the impurities to escape.

For absolute freedom of movement, protection from cold and all round solid comfort—buy Jaeger Underwear. Come and see them—one or two-piece styles; in light, medium and heavy weights.

Shirts or Drawers, each \$7.50 and up.
Ribbed Union Suits, each \$11.00 and up.



Dr. Jaeger's Sanitary Woolen System Co.
PHILADELPHIA—1516 Chestnut Street
CHICAGO NEW YORK BOSTON

WHOLESALE—395 Fourth Ave., New York

S. & C. Corsets Under Price

Closing the January Sale with two worth-while values in famous S. & C. Special Corsets:

Coutil model, elastic top—\$1.50.
Pink brocade model for average figures, broken sizes—\$2.50.
Brassieres, many kinds, much reduced—38c to \$1.00.

MISSSES' CORSETS

Practically every type of Gir-die and Corset that growing girls and misses could require. Many slender women, also, prefer these specialized Corsets. Practical models for general wear, Elastic Girdles, or Corsets with elastic top. Corsets of beautiful fabrics including pink and blue satin. At prices ranging from \$2.50 to \$15.00.

Misses' Fine Corsets, special—\$4.50.

French Kid Gloves 8-button length for Short-sleeve Dresses

Gloves the smartly gowned woman will need to wear with the short sleeves of the season's new dresses. Of fine French kid, 8-button length, overseam-sew, Paris point stitching on the backs. In black, white, tan, champagne, beaver or brown—\$4.50 a pair.

News of Men's Clothing for Saturday

The Savings in This Sale Average One-Third

The fact that we cannot buy the fine Suits and Overcoats in this Sale at the prices for which we are now selling them does not deter us from clearing our stocks of many winter lines. We have just added some new lots—also reduced—to the collection already on hand and, therefore, can promise selection almost equal to those of the Sale's earliest days:

Overcoats in the Sale at \$25.00, \$31.50, \$38.50 and \$50.00

Including Ulsters, Ulsterettes and dignified conservative styles, carefully tailored of smartest fabrics. Those in the Sale at \$38.50 and \$50.00 include many of Stein-Bloch, "Alco" and Hart, Schaffner & Marx make.

Suits at \$23.00, \$26.50, \$31.50, \$34.50, \$36.50, \$46.50

Hundreds of desirable styles and fabrics for men and young men. Those at the higher prices include many of Stein-Bloch, "Alco" and Hart, Schaffner & Marx make.

Fur-Lined Overcoats

In the Sale at \$65.00, \$95.00, \$122.00, \$155.00 and \$185.00.

Fur-Collar Overcoats

Ulsterette and form-fitting styles—\$36.50, \$47.50, \$67.50 and \$95.00.

Men's Winter Suits with Two Pairs of Trousers \$34.50

Excellent Business Suits for men of conservative tastes. Thoroughly correct in style, of trustworthy fabrics, and in a good variety of unobtrusive patterns. They are worth more than this price—without the extra pair of Trousers.

Leather Overcoats

Including belted styles for young men. Now \$17.50, \$33.50, \$46.50 and \$57.50.

Youths' Winter Suits

Long-trousers Suits for young men of 16 to 19 years—\$23.50, \$29.50 and \$41.50.

Men's Soft Hats

Six spring shapes—some satin-lined.

Men's Derby Hats

Five spring shapes—black only.

\$3.65

An advance-season purchase at a price-concession that enables our customers to SAVE FULLY ONE-THIRD.

Slippers to Match the Evening Gown of Unusual Hue

The fact that fastidious customers have learned to depend upon this Shoe Store for Slippers to match unusual shades of evening gowns serves to convey an idea of our comprehensive collection of this sort of footwear. And that same breadth of selection prevails in our stocks of dainty Pumps and Oxfords to harmonize with smart afternoon frocks. This season's assemblage is more varied in character than ever before—including many novelties and slipper materials not to be found elsewhere. Among the groups—

Opera Slippers—Plain side-seam patterns, French-bound, feather-edged, covered Baby Louis heels; of French bronze kidskin, at \$18.00. Of black or white satin, at \$14.00.

Opera Slippers—Plain vamps, side-seam patterns, French-bound, covered 2-inch Louis heels. White, black or dark gray satin, at \$12.00 and \$14.00. White glazed kidskin, \$18.00. French bronze kidskin seamless Slippers, \$18.00.

Aluminum Cloth Opera Slippers—Will not tarnish, difficult to obtain, but here in our exclusive Sagamore model; with long, plain vamps, side-seam design, French-bound—\$17.00.

Alsace Oxfords—Of chestnut brown Russia calf, hand-turned and hand-finished, at \$15.00.

Remarkable Reductions in Women's Winter Coats

Every woman who buys a Coat to-morrow will be sure to remember the day long and favorably. Fortunately, we have been able to add to our under-price stocks, so that assortments are excellent—these four groups are particularly inviting:

Special at \$25.00 Coats of fine high-grade cloth, in black, blue, brown and wistaria, finished with deep seal plush collar; body and sleeves lined.

Special at \$26.50 Wool Velour Coats, several attractive styles; all in good dark colors, lined throughout and having smart, large collars of fur. (One of the models sketched.)

Special at \$35.00 A miscellaneous group, several different models, but only a few of a kind. Some lined throughout, some half-lined. Some with fur collars.

Special at \$60.00 Several very attractive models of various fine cloths, elegantly lined throughout and finished with collars of natural raccoon or seal-skin fur.



M. SIMON & CO.

39N. Our Only Store 39N.
13th St. Largest Exclusive Credit Jewelry House in Philadelphia 13th St.

OUR ANNUAL FEBRUARY SALE OF ELGIN WATCHES HAS EXCELLED ALL OUR PAST EFFORTS—COME TOMORROW

Knife Free Chain Free

24.75

50c A WEEK

ELGIN WATCH For Such a Small Price Is Remarkable

The biggest watch value of the year; 20-year 14-Kt. gold-filled Duerer case, sunken second dial, full nickel movement. An excellent timepiece. Engraving and adjusting free. Every man should avail himself of this, the greatest watch offer in Philadelphia.

Here's a Big Diamond Ring Offer

Hand-carved mounting. A combination of white and yellow gold. The beauty is enhanced by a setting of 2 fine sapphires and a handsome diamond. Absolutely perfect and white.

\$47.50

M. SIMON & CO.

39N. Our Only Store 39N.
13th St. Largest Exclusive Credit Jewelry House in Philadelphia 13th St.

Petticoats For Less Money

Three excellent values in smart-looking, practical Petticoats:

Of Taffeta Silk, Special, \$7.95
Petticoats of black taffeta silk, pretty street shades and lovely pompadour effects.

Of Cotton Taffeta, now \$1.50
For general wear, many women prefer these Petticoats of serviceable cotton taffeta in black and desirable shades—now \$1.50.

Of Heatherbloom, now \$2.30
Petticoats of flowered Heatherbloom, so sturdy and so good looking. Under price—\$2.50.

Good Drop-Head Sewing Machines \$32.50

Our S. & C. Special Machine—thoroughly reliable and decidedly modern in every mechanical and structural essential. Stand of improved type, ball-bearing, easy and quiet in operation. Woodwork of polished oak.

Convenient payments if you so prefer.

Outing Flannel, Save

Striped Outing Flannel in light or medium effects.

27-inch, 40c a yard; 36-inch—50c

Still Excellent Selection and Exceptional Savings in the Sale of Shoes

Women's Shoes—\$9.95
Laced shoes of field-mouse glazed kidskin; dark brown glazed kid, laced; black kid, laced; chestnut brown calf, laced; and gray glazed kid, laced; all sizes.

Women's Shoes—\$8.45
Many of Laird, Schuber & Co. make. Gun-metal calf, lace; brown kid, with brown cloth tops, lace; tan grain, lace; brown kid, lace.

Low Shoes—now \$5.75
Tan suede Oxfords, patent leather Pumps, dark brown calf Pumps, tan calf Revere Pumps, Oxfords of glazed kid with satin quarters.

Women's Shoes—\$12.75
Various smart styles of black, tan and chestnut-brown leathers. Some with tops of buckskin or soft mat kid.

Felt Slippers, \$1.50 and \$1.95
For children. Made of felt, with braid or ribbon trimming and soft felt soles.

Growing Girls' Shoes—\$5.75
Black gun-metal, white leather and patent leather with white tops; all sizes.

Women's Spats—\$1.95
Nine-button spats, in taupe, light and dark fawn color.

Misses' Shoes—now \$4.95
Various lasts and leathers. All sizes.

Misses' and Girls' Oxfords, \$6.00 and \$6.50
Winter-weight, for wear with heavy woolen stockings, of black gun-metal and tan calf; all sizes.

Men's Shoes and Oxfords, \$12.75
Various smart styles in black and tan leathers.

Men's Oxfords—\$9.90
Various styles of black and tan leathers.

Men's Shoes—\$8.75
Embossed and Blucher Shoe, of various desirable leathers.

Boys' Shoes—\$4.95
At 4.95—English-lace shoes, of dark brown and gun-metal calf; blucher styles.

Women's Reduced and Specially-Priced Suits and Many Inexpensive New Dresses Ready for a Busy Saturday

The sketch shows two of the many smart models at moderate prices. The Suit is one of the Spring Jersey Suits for outing wear, price \$32.50; and the Dress is a very smart embroidered serge, made in a youthful, straight-line style, \$16.50.

Outing Suits, Special at \$30.00
Of jersey of excellent quality, in black and navy blue, and in heather-mixed green, brown, blue and Oxford. Made in the well-kid Norfolk effect.

Outing Suits, Special at \$32.50
Of jersey, in plain blue and black, and heather-mixtures of green, blue, Oxford and brown. Belted models, with straight-hanging fronts, inverted centre-back plait; also belted models in pinch-back style.

Winter Suits Reduced
Fine Suits of whipcord, wool velour, duvet de laine, duvet melange and smart plaids. Some plaited and tucked and finished with belt, some on long, straight lines, loosely belted, others on long, close-fitting, plain-lined lines—an excellent assortment of models—now \$20.00 to \$75.00.

New Serge Dresses at \$16.50
Straight-line models, with long, close sleeves and tie sashes, and elaborately embroidered—one model shown in the sketch. In navy blue and black.

Jersey Dresses, \$19.75 and \$22.50
At \$19.75, a long-line tunic model with tie sash, long sleeves, smart vestee, and attractively embroidered—shown in an assortment of shades. At \$22.50, coat, tunic and straight-line models, embroidered and tucked, some collarless, others with smart collars and vestees. In navy blue, Flemish blue, henna and plum color.



New Books

The Farmer of Roaring Run
—By Mary Dillon. A delightful love story, in a wealthy young farmer as the hero—\$1.75.

Coggin—By Ernest Oldmeadow. A fascinating tale, charmingly told. Readers will appreciate its literary merit—\$1.75.

AN UNUSUAL COOK BOOK

Meats, Poultry and Game
—How to Buy, Cook and Carve, with a Potpourri of Recipes, by Edouard Panchar. A famous chef tells his cherished private recipes, also directions for selecting, cooking and serving, with illustrations—\$3.00.

Stationery Exceptional Value

Three unusual values in desirable kinds of Stationery:

Gold-Initial Stationery—40c
Boxes of 24 sheets of Lawn-finish Writing Paper, stamped with a gold initial; 24 Envelopes.

Tinted Writing Paper—25c
Linen-finish Paper and Envelopes in lovely tints, also in white—24 Sheets and 24 Envelopes.

Stationery Cabinets—75c
Cabinets containing 12 sheets and envelopes in each of the following tints, blue, pink, buff, and 12 in white.

Linens At a Saving

A wide range of choice, but many lots are too small to quote. Embroidered and Lace-trimmed Linens, some slightly rumpled:

Linen Doilies and Centrepieces
Round, with edges scalloped in color; 6-inch, 18c each; 10-inch, 30c each; 24-inch, \$1.25.

Linen Centrepieces Reduced
Of plain linen, with embroidered centres and scalloped edges; 24-inch, \$2.25; 36-inch—\$3.25.

Lace-trimmed Lunch Cloths
Round Lunch Cloths, trimmed with lace in flat pattern, 54-inch—\$3.25 and \$5.00.

Cluny Lace-trimmed Linen Doilies, 6-inch—18c each.