
hungry Man Eats nearly FIVE FEET OF FOOD


$\qquad$ Concern to Every Mother and Daughter in the City of Philadelphia


## Putting Down in Black and White the

## Simple, Inside Facts of the Most Helpful

Furniture Sale Ever Started

IRST and foremost it is true that the only deliberately improved furniture obtain able in Philadelphia is in this sale and that this better kind of furniture is priced as low as the kinds in which no improvements have been made; comparatively speaking, lower

It is a simple proposition all through.
is illustrated in a thousand ways.
Look at this mahogany chiffonier at $\$ 43$ It has a rubbed and finished mahogany interior. Since last year it has been improved by the dividing up of one of the small-top drawers into two compartments and the putting in of a convenient sliding tray. One of the long drawers has been divided by remov able mahogany partitions into three sections for shirts.

Which would you prefer-this improved chiffonier or an unimproved one at the same price and with an interior of cheap wood? There is no other choice.

Look at this-the most improved dining table known

It comes at various prices, but the improved principle is the same in all. Here is one of oak at $\$ 25$. See how the different pieces in the top are finished to match each other, not as in so many tables, to laugh at each other!

At a glance you can see that this oak is good, clean growth, sound and well seasoned. But now pull the parts asunder. Notice how that patent lock holds the top together, no matter how much or how little you pull the parts asunder. In extension tables of all other makes the leaves have to remain unlocked once the table has been extended. Let it be extended just a bit beyond a certain point, as may happen, and down goes the feast.

The sides of these improved tables are equipped with steel bearings, so that they won't bind or stick with change of weather, but will always pull in and out freely. Opening or closing of this improved table is as simple as throwing a switch.

Then its socket pins (that fit into the leaves opposite) are of steel instead of wood, so they won't swell, stick or snap off. This is the only store in Philadelphia in which these

## $S^{E L E C T I O N S}$ of furniture may be made today or tomorrow, in advance of the Sale, and orders given for it at Sale prices, the transactions to date from February 1.

improved tables can be had. Qualities considered, their prices are at least one-third less than those asked for tables that have as many disadvantages as these tables have betterments.

We leave the choosing to your common sense. We leave it to your common sense to judge between these strong, simple oak or mahogany finished bureaus at $\$ 14.75$ and any others similarly priced, or priced even lower. Everything in these is of solid material ex cept the drawer bottoms and bureau backs, in which three-ply built-up stock is used, because it is best for the purpose. The locks are good hardware, not metallic putty, and so they lock and unlock. The mirror, instead of being just put to swing uncontrolled on a pair of pivots, is equipped with screws, which will hold it fast at any angle.

We know you might get a bureau for $\$ 10$ or $\$ 12$ that would look like this, but it would be what is known to cabinetmakers as "plunder." These low-priced bureaus of ours could possibly be made more showy; they could not be made better and sold for so little.

Such betterments are seen everywhere through the stock - the largest, the most diverse stock ever seen in Philadelphia. If they mean anything, they mean that this sale is disappointment-proof.

The assortments at one-fourth to onehalf less than standard prices are the largest and by a good deal the finest we have ever had; all new, clean-cut, excellently made and designed goods, and no job lots of factory left-overs, but

Please bear this in mind-there are no better investments in the sale than the hun dreds of splendid pieces showing a reduction of only 10 per cent.
(Fifth and Sixth Floors)

