EVENING PUBLIC LEDGER-PHILADELPHIA, EMDAY, DECEMBER 28, 1917



Help Conserve the Gas Supply of Philadelphia

The United Gas Improvement Company has made an appeal to the public to help conserve the gas supply. They



urge the general use of Welsbach Lights and Mantles because they save gas and give good service.

Welsbach Lights and Welsbach Mantles give more light and use less gas than any other lights and mantles on the market.

If you are using open tip burners for light, you are using three to four times as much gas for light as you need to use; you are not enjoying good light; and you are paying three times as much as you need to pay.

If you use imitation mantles, or broken mantles, you are wasting gas; you are wasting your money; and you are not enjoying the benefits of good light.

Begin today to do your bit in cutting down the waste of gas. Go to any dealer or the gas company and buy as many Genuine Welsbach Lights as you need. Make sure you are using Genuine Welsbach Mantles-

"Reflex" Brand, 18c; 2 for 35c. "Yellow Label" Brand, 13c; 2 for 25c. "Green Label" Brand, 10c each.

The name of the Welsbach Company is on every box.

With Welsbach Lights and Welsbach Mantles, you are conserving gas for lighting to the utmost- Your lighting is costing you the least possible, and you are enjoying at night the nearest approach to daylight, with the warmth of sunshine.

There is a Welsbach Light for every use. Every genuine Welsbach has the Shield of Quality on the box.

Your Government Says: "He Who Wastes a • Crust of Bread Prolongs the War"

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.50 Formerly Priced up to \$15.00

Formerly Priced up to \$19.75

\$6.00 Grades

\$7.00 Grades

\$8.00 Grades

0.00

Formerly Priced up to \$27.50

Formerly Priced up to \$45.00

The Smartest Styles of the Season-Fur-Trimmed Models Predominate! Every Coat From Our Own Stock-and Every Coat at a Big Saving! EARLE STORE-SECOND FLOOR

New Satin Ready-to-Wear Hats .95

Small close-fitting mushroond close chin-chin sailors. Neatly finished with gros Black, brown and taupe. MAIN FLOOR

Clearance **Women's Boots** \$9.00 Grades 0.65 \$10.00 Grades

\$12.00 Grades

Black Kid Lace—Some Sunde Toppings Brown Kid Lace—Brown and Fancy Toppings Patent Leather Lace—Kid and Cloth Toppings Gray Kid Lace-Gray and Fancy Toppings Tan Leather Lace-Plain and Novelty Toppings EARLE STORE MAIN FLOOR



Formerly priced up to \$12.50, at \$7.98 Formerly priced } \$9.98 up to \$14.98, at }

Fine velours, plushes, broad-cloths, zibelines, corduroys, pon poms and novelty cloakings. Sizes 2 to 14 years. SECOND FLOOR