EVENING PUBLIC LEDGER-PHIEADELPPHIA, THURSDAY, JANUARY 2, 1915


## Niederman

## SEMI-ANNUAL

## Shoe Sale <br> MEN'S AND WOMEN'S

Beginning today, our immense original assortments of Boots are heavily reduced-the gest variety to be found.

Below we print a few examples.
WOMEN'S SHOES 9.00 and 10.00 , now 6.90 10.00 aud 11.00 , now 7.90
10.00 and 12.50 , now 8.90
7.00 and 8.00 , now 5.90 7.50 and 8.50 , now $\mathbf{6 . 9 0}$ 9.00 and 11.00 , now 7.90

Women's Patent and Gunmetal Boots, with leather or cloth
tops, mostly button. Were 7.00 to 9.00 .
Now 2.90 and 4.90
Niederman

930 Chestnut
$39 \mathrm{~S} .8 t h$ 203 N. Beh
men's shoes

## $\left|\begin{array}{c}\text { SKIP-STOP ISSUE } \\ \text { BEFORE COUNCILS }\end{array}\right|$

## J.E.CALDWELL \& @

## CHERISHED JEWELS-

## The Engagement Ring,

 The Antiquated Brooch, An Old.Fash ioned Dinner Ring, A Necklace Or Apair of Earrings-NowValued Solely for Their associations, May Be TRANSFORMED INTO Beautiful Modern Jewelry By Regroup. ing And PLAtinum MOUNTINGSsketches submitted

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Tea Services
Dinner Services
Flat Table Services
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Business Hours. Nine to Pive.

Funds tor Officicrs amm Enisted Man

The Safest Way<br><br><br>

Brown Brothers \& Co.

## $\square$ Steinway Plianolà and Duo-Art Pianos

As the ac-
eepted exem-
plar of American
art, the Steinway piano continually grows
orderly beauty questioned musical l leadership. Nothing interrupts its proagression.
highly organized is So highly organized is the Steinway
siness and always so protected against unfavorable conditions of trade supply, that even the great world war and supply, that even the great world war
did not interfere with production or affect the continuous advance of Steinway musical values. Today, this piano is more valued by discerning people than ever before, just as musicians find it-year by year-the more
essential to their profession. essential to their profession.








##  Sterinin Player $P$ P Edisondiamond <br> coats are reduced!

N.Stetson \& Corilli Chestnut 5t.

Here's a Notable Feature
of this Big, Comprehensive
Annual Reduction Sale

PERRY OVERCOATS
and PERRY SUITS

> We kept replenishing our stocks and filling in new assortments right up to the drop of the hat from fabrics bought and owned by us one and two years ago!

II And we didn't mark their regular all-season prices at what similar qualities were selling for in the $0^{\circ}$ 'rrent market-no; we saved our omers the savings we had secur, for ourselves!

I NOW, those already-low prices are further lessened by substantial reduc tions on practically every kind of Over coat, on every kind of Suit

> I Specifically, the Overcoats-Conservat
Chesterfield models, fly fronts, velvet collars cloth collars-button-through fronts, loose back Overcoats, box-back Overcoats, close fitting Overcoats-Raglan shoulder ver coats both single-breasted and double breasted; Ulsters, Ulsterettes, Great Coats, Overcoats-great, big, comfy rough-weathe Overcoats of the richest, most luxurious fabrics woven!

- Specifically, the Suits - Conservative models, snappy close-fitting models, weltwaist models, silk-lined Suits-worsteds, assimeres, cheviots, flannels-Golf Suit with knee trousers - a fine collection to choose from!

| OVERCOATS | SUITS |
| :---: | :---: |
| The finest \$70 and \$75 | T |
| Overcoats are reduced! | Suits are red |
| The finest \$60 and \$65 | The Fifty-five-dollar |
| Overcoats are reduced! | Suits are redu |
| The finest \$50 and \$55 | The finest |
| Overcoats are reduced! | Suis |
| The finest \$40 and \$45 | The $\$ 38$ and are reduced! |
| Overcoats are reduced! |  |
| The $\$ 30$ \& $\$ 35$ Overcoats are reduced! | re |
| The $\$ 25$ Overcoats are reduced! | The $\$ 25$ and $\$ 28$ Suits are reduced! |
| Even the $\$ 20$ Overcoats are reduced! | Even the $\$ 20$ Suits are reduced! |

are reduced!

Evening Dress Suits, Tuxedo Suits, Cutaway

Fur-lined, Fur-outside, Fur-collar, Sheepskinined and reversible leather and cloth

Separate Trousers, Dress Vests, Fancy Vests, ill-wool Vests, Corduroy and leather Vesta, are reduced!

A Great, Big, Comprehensive Reduction Sale?
Perry \& Co... "n. b. T 15th \& Chestnut Stst

