

| "ICE W ATER, PL-!" <br> At first glance you wonder what the title means. You have to read the story to fiud out. But that will be no hardship for <br> FANNIE HURST <br> the suthor, knows how to get your faterest and then hold it for six days. You will be rewarded by a surprise if you start this etory on Monday, Janunry 5, and read it all the way through. |
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FOR FORD CARS
"SCANDINAVIA" BRAKE LINING Will not chatter or glaze. Industrial Requirements $\mathbf{C}$

136 Chestnut St

## PORBES

H15 CHESTNUT ST.

## (OPPOSITE KEITH'S)

## One-Third Off On All Fur Hats

Hudson Seal, Squirrel, Mole and Nutria Hats and
Tams. The smartest models for wear with your fur
cieat or set. The original prices start at $\$ 12.50$.
Closing Out All Velvet Hats $\$ 2.00$
Values to $\$ 20.00$
All of our smartest velvet hats are included in this sale. Both large and small shapes in all the wanted colors.


There Go All My Wash-day Troubles" Many, many women all over Philadelphia, who day, now know what it means to be scot-free from all wash-day troubles and discouragements. They know what this freedom mean
their happiness, their health.
You too can be numbered among these women
if you, like them, will take advantage of Family Laundry Service. The cost of family laundry serv-
ice is much lower than you think iec is much lower than you think and the way every
piece is spotlessly laundered will satisfy you. Your piece is spotiessly laundered will satisfy you. Your
present laundryman will call promptly at a specified
time and return the washing in the same manner, time and ret
as follows-
All flat pieces, including bed linen, table linen
and towels, washed, smoothly ironed, evenly folded and ready for use.
Wearing apparel, all underclothing, dresses, children's garments, etc., carefully washed and
dried (and starched where necessary) ready to be dampened and ironed.
Many undergarments may be worn without
oning, due to the method of drying. This will ironing, due to the method of drying. This will
save a great deal of your work in finishing that save a great deal oor
portion of your wash.
The hardships of home laundering is done
away with in modern laundries by systematic methods, correct organization, proper apportionment of labor, and the aid of appliances that do bet-
ter work than hands and with less effort. The conditions which make laundries good
laces to work, make them also the place to have your laundering done.

| Men's collars and shirts last longer when |
| :--- |
| done by dependable laumdries, Try the shirt | done by dependable laumdries. Try the shirt

and collar service of your present laundry.

Ask Your Preseat Laundryman About
FAMILY Laundry SERVICE
For the Whole Family Laundry

## FRANKasEDER <br> Eleventh and Market Streets

## Extraordinary Saturday Sale!

684 Famous "Salt's' Fabricated Silk Plush Coats at practically 50 cents on the dollar. Every Coat in the entire collection reduced to below its wholesale valuation! An opportunity we advise every woman or Miss, contemplating the possession of one of these handsome garments, not to miss. Sale on our First Floor, Market Street, Front.


Never Before at This Low Price Worth Up to $\$ 100$
Featured Tomorrow In This Extraordinary Saturday Sale at 495
Luxurious Fur Trimmed Long Coats and Short Coats and Coatees! At the Astonishing Low

Price of Only $\$ 49.50$

## "Salt's"

Is An Institution
Three generations of manufacturing
experience stand behind Salt's plushes and textile fur products. 'Way back in 1836 Sir Titus Salt began this industry and today five huge plants in turope produce fabrics of and surpassing quality that they have all the beauty, the density of pile and the rich luster of fine furs. Every Fur Fabric coat in this sale is guaranteed to be made of these the SALT'S LABEL is found in each garment.
We quote values up to $\$ 100.00$ for
these beautiful coats because they
are worth it-and when you are able to buy them for $\$ 49.50$ you ar getting a real bargain.

The Salts Label
Protects You


About Fur Fabric Garments

## Salt's Esquimette Plush Coats

 One of the most widely known andmost admired of seal-like fur garments.
Salt's Peco Seal Plush Coatees Its beauty has gained this Salt's Fur

Salt's Sealskinette Coats and Coatees Rich and luxurious; one that only
experts could distinguish from gen-

Salt's Hadson Seal Coats and Coatees A wonderful reproduction; ean th
Salt's Behring Seal Coats and Coatees Beautiful high pile plush garments
of excellent wearing quality

