

FLAMES IMPERIL NATIONAL PARK

Neighboring Towns Send Volunteer Departments to Save New Jersey Village

TWO FAMILIES NEAR DEATH

Fire, whipped by high winds that swept over the Delaware river at 2 o'clock this morning, destroyed two frame homes at National Park, N. J., and for a time threatened the entire village.

The families of Samuel Tait and John Simons, narrowly escaped with their lives and suffered greatly from exposure before neighbors were aroused and took them in. In each case the husband, wife and three children, together with Mrs. May Hinkle, aunt of Mr. Simons, were forced to stand in their night clothing in the bitter cold until the family of Edward Stewart could be aroused to let them in.

An overheated fire in the Tait home, at Third and New Jersey avenues, started the fire. The Simons home adjoins. When Mr. Tait awoke the first floor was filled with smoke, and he got his family out just in time. The Simons family were aroused and escaped with less difficulty, as the fire had not yet eaten through the party wall.

Neighbors turned out, and with buckets of water tried to stop the progress of the fire. Finding that hopeless, they dragged out the furniture and most of the parlor furniture in the Simons house. Then, the local fire department finding itself helpless with its chemical apparatus, the village having no water mains, calls for aid were

phoned to Therofare, Verga, Westville and South Westville fire companies. These responded promptly and helped save the village. The volunteer fire fighters suffered intensely from the cold. Ice hampered their efforts. All water was pumped from the Delaware river.

Mr. Tait owned his home. His loss is placed at \$2500 on the house and \$500 on furniture, fully insured. The Simons house was owned by James Tait, of 5407 North Fourth street, Philadelphia. Loss, \$2500. Mr. Simons lost \$500 worth of furniture.



"Call for Philip Morris"
BOND STREET CIGARETTES

Plain Ends—Cork Tips

BY SPECIAL APPOINTMENT TO THE LATE KING EDWARD VII

HELP!

A Man's Ambition prompts him to seek a bigger field, where he can show his real ability as an Advertising Manager. This advertisement is directed to the attention of some Philadelphia manufacturer who believes in advertising and has need for an advertising man, experienced in every branch of the profession—a man who knows how to create consumer demand and reach the retailer as well.

A 119, Ledger Office.

Whence the Cuties
Everybody's

Liggett's
The Safe Drug Stores
Formerly Riker-Hegeman

1322 Chestnut Street
1210 Market Street
1011 Chestnut Street
Germantown & Chilton Ave.

GERMANTOWN WILMINGTON READING LANCASTER TRENTON
BROAD & SPRUCE STS.—OUR NEWEST STORE NOW OPEN

SAVE!
EVERY DAY CUT PRICES

SPACE permits us to quote only a limited number of the most popular Toilet Preparations and Medicines at our low prices, representing real worth-while savings. If you don't find the preparation you desire listed here, ask for it. You will find we sell it at a cut price.

- 40c size Fletcher's Castoria 29
- \$1.30 size Plinkham's Vegetable Comp. 89
- \$1.50 size Scott's Emulsion 1.19
- \$1.00 size Listerine 14 oz. 73
- \$1.00 size Horlick's Malted Milk, 16 oz. 79
- \$1.00 size Father John's Medicine, large 90
- 25c size Carter's Little Liver Pills 14
- 60c size Musterole, large 50
- \$1.50 size Feltow's Syrup, large 1.19
- \$1.10 size Nuxated Iron 79
- 50c size D. & R. Cold Cream, 4 oz. 38
- 50c size Hind's Honey & Almond Cream 39
- 50c size Java Rice Powder 39
- 75c size Levy's La Blanche Face Powder 53
- 25c size Lyon's Tooth Powder 19
- 30c size Menon's Talcum Powder 25
- 50c size Pepsodent Tooth Paste 39
- 30c size Kolyons Tooth Paste 21
- 25c size Cuticura Soap 20
- 25c size Woodbury's Facial Soap 20
- 25c size Beecham's Pills 23
- 60c size Bromo Seltzer 49
- 60c size California Fig Syrup 45
- 30c size Cuticura Ointment 45
- 50c size Dioxogen 40
- 60c size Doan's Kidney Pills 52
- 75c size Eskay's Food 59
- 100 U. D. Aspirin Tablets 59
- \$1.10 size Gude's Pepto Mangan 99
- 50c size Mentholatum 45
- with Peroxide Hydrogen 95
- \$1.00 size Newbro's Herpicide 95
- \$1.00 Wampole's Cod Liver Oil 79
- 1c size Palmolive Soap 09
- 1c size Lifebuoy Soap 09
- 1c size Lux two for 25
- 25c size Packer's Tar Soap 20
- 50c size Menon's Shaving Cream 45
- 3c Johnson & Johnson Shaving Cream 30
- 50c Pebecco Tooth Paste 37
- Klenzo Tooth Paste 25
- 50c size Mulishef Coconut Oil 39
- \$1.20 size Pinaud's Eau de Quinine 99
- Djer Kiss Talcum Powder 25

Transparent Handle TOOTH BRUSHES
Good Bristle

Brushes of every kind have double, triple, quadruple in value. We consider ourselves fortunate to be able to offer this special lot at a price that reminds you of the olden days. You should buy a quantity of them for every member of the family and have some in reserve for guests. Regularly 35c. **25c**

Excellent Grade Linen Finish WRITING PAPER

Lord Baltimore is a paper that is adaptable for all uses, of excellent grade, work and gives an impression of dignity to your correspondence. But as it is our biggest seller, the cost is moderate. During February only we will sell 50 envelopes and a pound of paper containing 50 sheets, total value of both being **79c** \$1.00 for

Chocolate Coated 5 Grains Full Strength CASCARA TABLETS

Cascara may vary in effectiveness. It depends upon the selection and proper seasoning of the Cascara bark and proper process in manufacturing. Usually sold at 45c. During February we will sell a bottle of 100 tablets for **23c**

Visit Our New Enlarged Muslin and Silk Underwear and Corset Sections—Second Floor

IMPORTANT! All Goods Charged Tomorrow Will Appear on March Bill—Payable in April

Personal Charges Invited

Hirsch's

923-25-27 Market St.

Women's New Silk Gloves 1.00

Balloons FREE to Kiddies accompanied by their parents who come to our SECOND FLOOR

"Clothes For The Family"

Featuring for Tomorrow Dashing Smart New Springtime Suits

That Are Most Wonderful Values at Our Price

With the constant clamor of high prices we have a true surprise for the woman who has decided to pay about this price for her new spring suit. More than a dozen new models, each more bewitching than the other. Their masterful style touches and their unique swagger lines, combined with the superior quality materials, make these suits most wonderful values. All coats are silk lined. Complete range of the new colorings.

\$49.75

The New Sport Suits & Coats 29.75

Heather mixtures in all new shades, jerseys and the coats in polo coats also. Ideal for present as well as spring wear.

Spring Coats of Individuality 59.75

There is a dash and smartness to these coats that lift them right out of the ordinary. Their styles carry a wealth of new fashion suggestions and their materials are of super qualities in velours, polo cloths, tricotines and bolivias.

THIRD FLOOR

You'll Be Delighted With Our **Lovely New Dresses**

We Have Collected to Sell at **25-39.75-49.75**

And up to \$79.75

You would have to look far and wide to find a better or more complete assortment. More of an exhibition in their wonderful color array and their new fashion conceptions. Silks that shimmer and remind of warm, balmy days. Tricotines, jerseys and serges in the new shades as well as staple colorings. Lines follow on adaptations from Parisian designers as well as the best models of America's foremost creators.

THIRD FLOOR

A Delightful Array of Girls' Dresses
Of Silks, Chiffons, Nets, Voiles and Organdies

4.98 to 25.00

A showing that will delight the mothers as well as making the young ones happy to own one of these smart frocks. Their youthful style conceptions are a real revelation. Trimmed with ribbon and lace. Sizes from 4 to 14 years.

Children's Dresses
Of ginghams, reps and poplins. Some hand smoked. Sizes from 2 to 8 years. **1.69**

Infants' Spring Coats . . . 3.98
Of fine serge. Hand smoked front and back. SECOND FLOOR

Our Extraordinary Fashion Hats
Are Wonderful Values at **5.00**

Large, medium and small shapes of lustrous silks, pineapple straw and lisere combined with hemp. Some are faced with soft shades of Georgettes. Gracefully trimmed with fluttering ostrich, gayly colored flowers and wings.

SECOND FLOOR

A Big One-Day Special! Men's & Young Men's New Spring Suits

To Introduce This New Clothing Store

We quote no value, but these suits were bought to sell at a higher price.

As an introductory special—this store is but one week old—we offer them, full, 250 brand-new spring suits at this low price.

Fine quality flannels, worsteds, cassimeres and homespuns in newest blues, browns, greens and mixtures.

Choice of one and two button, conservative or form-fitting models, belted and half-belted models, slashed, regular or patch pockets.

\$29.75

Overcoats
They Must Go at Once, Therefore **39.50**

Our opening was considerably delayed. We bought a quantity of high-grade overcoats that are custom made in every detail. We do not wish to carry them over—though their present wholesale price is much higher. The man with forethought who will buy one for next season is in for a real good, rare value.

A Sale—Men's Furnishings

We Purchased the Entire Stocks of **J. P. Miller, Jr., 66 N. 13th St.**
To Be Sold at Big Savings

Men's 2.00 Neglige Shirts at . . . \$1.00
Of madras and percales, in striped and figured designs. Many with pleated fronts. A few with detached laundried cuffs.

\$3.00 Madras Shirts
Of rich wove madras, in neat stripes. Soft or lustrous. Cuffed cuffs. Many trade-mark brands. **1.95**

\$1.00 Silk Neckwear
Stripes and figured designs—some plain colors. All open-end four-in-hand. **65c**

Cooper's Union Suits
"Kenosha" Closed Crotch Make
High-grade knit underwear, in fall and spring weights. Our prices are much below regular.

2.00 2.50 3.50 5.00 6.00

Men's New Felt Spring Hats 4.50

Several new advance shapes in all new spring colorings. Fine quality felts, and their regular price would easily be \$2.00 more. Time to buy and save!

Men's 8.00 to 10.00 Shoes 5.95

New English-toe lasts and Blucher models. Some in button styles and a few Oxfords included. Black or tan. No mail or telephone orders filled. None sent C. O. D.

Boys' All-Wool SUITS 13.98
All sizes up to 18 years
Clothes that are built to stand the hardest strain and wear that a live boy gives his clothes. Fine all-wool materials in a large variety of patterns. Double stitched throughout. Our price is very special and as an introductory to this new store.

Bargain Basement

Our Women's Spring Hats 2.98
Lovely new creations in a colorful array of wanted straws and Georgette silks. Tastefully trimmed with ribbons or flowers.

Tomorrow—a Complete Showing of Women's Newest Spring Suits & Dresses
At Prices That Will Prove a Welcome Surprise
15.00—19.75—24.98—29.75

We could not begin to describe the dozens and dozens of styles—the materials and the new colorings. But every new fashion thought is interpreted in these suits and dresses, and we have a real surprise, as the values are truly wonderful.

Bargain Basement
Have Your Shoes Repaired While Shopping
Old shoes made like new. First-class workmanship at reasonable price.

Home of Style and Economy