

MALIGNED MICROCOCCUS IS FRIEND OF HOOCH HOUND

Makes Home Brew Possible and Does Lots of Other Notable Things, Valiant Defender Says

Many a micrococcus goes his way through your system misunderstood and abused, a pathetic victim of your prejudice or ignorance. Because, after all, a micrococcus may your friend as easily as not. And you should not discourage his friendly by thinking harsh things about him and avoiding him all the time. This is the moral of a popular lecture given last evening by Prof. Louis Gersehfeld at the Philadelphia College of Pharmacy and Science.

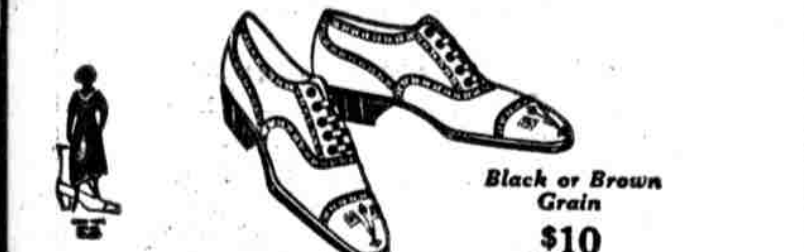
"Laymen," began Prof. Gersehfeld, "believe—and their notions are firmly established—that all bacteria are objectionable or harmful. The mere fact that an organism is disease-producing does not mean that it will produce disease under all conditions. Because a small boy may pull his tail on great provocation, do we kick him down as utterly incapable of crime? There are many influences which are regulated and shared by the bacteria as well as the human being. No microbe is capable of producing disease under all conditions in all animals. Then it should be remembered that there are a number of general factors that predispose persons to disease with which the individual micrococcus has nothing at all to do—age, hunger, thirst, fatigue, exposure, extremes of temperature and heredity.

"Look," said Professor Gersehfeld, "at all the micrococci does for the human race and almost never gets thanked for. In the leather industry, in the curing of tobacco, in the production of sauerkraut, in the characteristic aroma of cheese, nothing can be done without the help of the micrococcus. Nor, save for the micrococcus, could we have such valuable things as acetic acid, lactic acid, oxalic acid, citric acid, ammonia, nitrates or glycerin. No, we could not even have home brew."

Judge the micrococcus more kindly, please!

Low Heel and Squared Toes

WOMEN who thought they never could wear low heels have found in our Cubist a fit, comfort, and smart daintiness they have never known in an outdoor shoe.



HARPER'S 1228 MARKET
Walk-Over
1022 CHESTNUT **SHOPS**

50¢ A WEEK

JEWELRY for XMAS

Choose From the Largest Stocks in the City at Lower Than Usual Cash Prices

What's the use of paying cash or hesitating for the lack of it? You can open an account with us and we will trust you to pay—you may select any article of jewelry from our immense stock with the assurance that you are getting the best at lowest possible prices. Choose now while our stock is plentiful. Shop in the morning if possible.

Open Every Evening

Men's Stone Gypsy Rings \$39.75
Men's Diamond Rings \$31.50

50¢ A WEEK

DIAMOND BROOCHES
The most complete assortment of handsome brooches in town.
50c a Week

Open Evenings

Men's Fine Signet Rings
In solid gold from \$7 up.
\$37.50
50c a Week

LADIES' DIAMONDS—beautifully cut gem. Pure white; set in 14-kt gold mounting. Tremendous bargain. Value \$47.50... \$18.50... \$28.50... 50c a Week

TOILET SET
Comb, brush and mirror. Fine silver plate or ivory toilet sets.
Manicure Sets in a large variety

Seth Thomas Clocks
The finest clocks made—Angelus, Chimes on the half-hour and four, Mahogany case.
50c a Week

La Tosca, Richelieu and Other PEARLS
50c a Week

Rogers' Silver
26 hand some pieces—fully guaranteed—in handsome case. An ideal gift. You will be surprised at our exceptionally low price.
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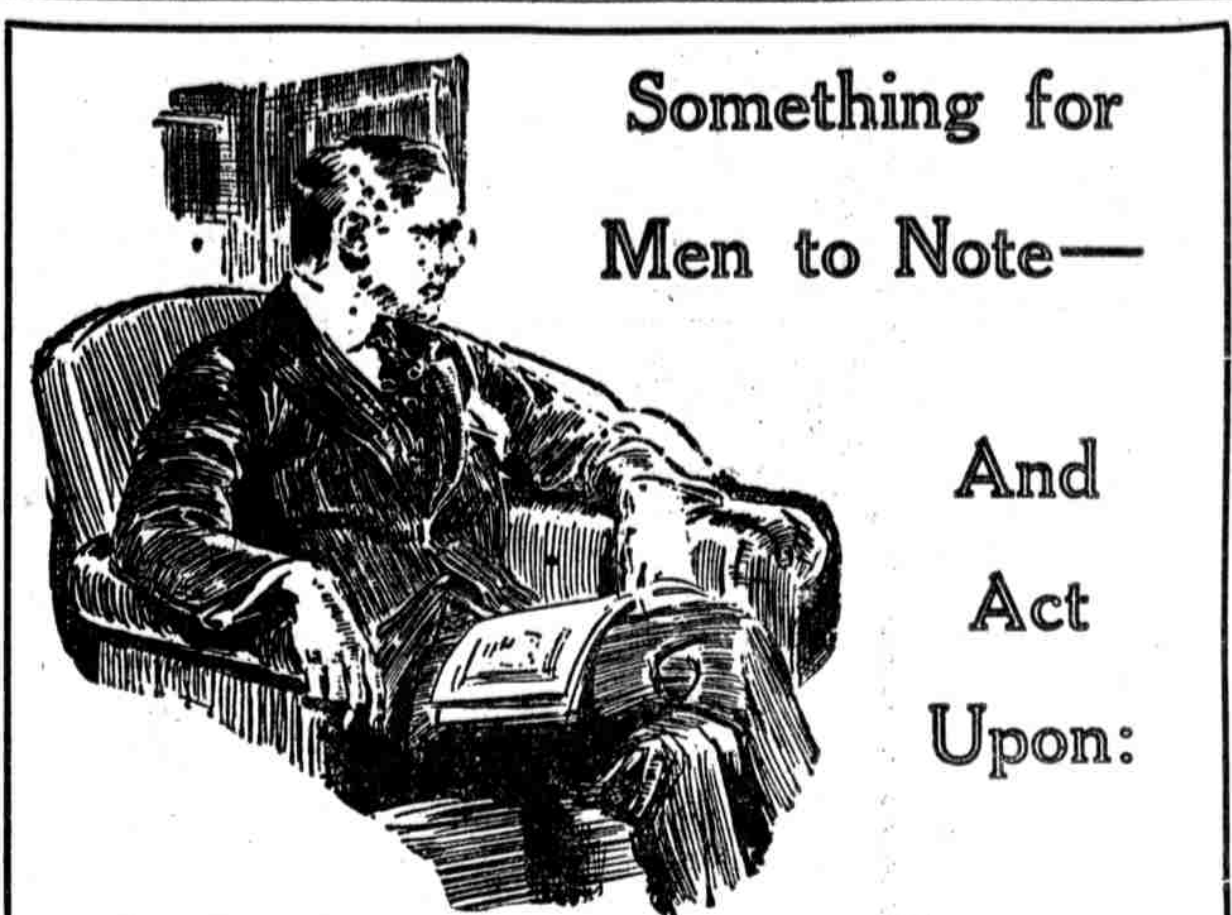
ELGIN WATCH
LADY'S ELGIN WRIST WATCH
14-kt gold-filled 20-year case. Excellent timekeeper and fully guaranteed.
\$28
50c a Week

LAVALIERES
Hundreds of styles for choice—chain facings or set with diamonds. Such a wonderful value at our Special Low Price.
50c a Week

BE SURE OF ADDRESS—LOOK FOR NAME ON WINDOW

OUR ONLY STORE
M. SIMON & Co.
LARGEST EXCLUSIVE CREDIT JEWELRY HOUSE IN PHILADELPHIA
39 NORTH 13TH STREET

To-morrow, Next to the Last Saturday Before Christmas Sure to Be a Great Day at Strawbridge & Clothier's



Something for Men to Note—

And Act Upon:

Several Hundred Smart New Overcoats are Now \$24.50, \$31.50 and \$44.00

Men would go a long way before they could find such handsome Ulsters, Ulsterettes or Chesterfields as we now have here at these three prices. They are beautifully tailored of fleecy and smooth plaid-back fabrics in the newest patterns. In the group at \$44.00 are some extra-heavy Storm Overcoats made by Hart, Schaffner & Marx.

Crombie Overcoats—\$58.00 and \$78.00

Fine Ulsters and Ulsterettes of those rich fabrics from the looms of J. & J. Crombie, Ltd., of Scotland.

Men's and Young Men's Suits, now \$24.50 and \$31.50 (Some With Two Pairs of Trousers)

"Wickham" and "Alco" Suits with one pair of trousers, and other good Suits with two pairs of trousers—all new and smart in fabric and style and all remarkable values at these prices.

Men's Soft Felt Hats at Remarkable Savings

400 Hats, Worth About One-half More—\$2.15
300 Hats, Worth About One-third More—\$3.15
450 Hats, Worth About One-half More—\$4.45

Three extraordinary groups of Hats—all smart and new in shape and in colorings, all well-made in every essential—and all much under the regular prices.

Fine Fur Caps, about one-third under retail values, \$5.45 and \$7.45

Men's Shirts

Assembled here, for men providing for their own needs, as well as others seeking practical gifts for men, is the finest and most comprehensive collection of dependable Shirts to be seen in Philadelphia to-day.

There are Soft Shirts in almost unlimited variety of colored stripe effects, at \$1.25, \$1.35, \$1.50, \$1.85 and \$2.50.

There are All-white Soft Shirts at \$1.25, \$1.65, \$2.00 and \$2.50.

There are Silk Shirts at \$5.00, \$6.50, \$7.50, \$8.00, \$9.00, \$10.00 and \$12.00.

Men's Smart Furnishings for Gifts

Neckties—A wonderful selection of Neckties—from Paris, from England and from leading American manufacturers. Prices are 50c, \$1.00, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00.

Mufflers—France, England and Switzerland—as well as America—have contributed to our excellent collection of fine Mufflers. Prices start at \$3.50 and range gradually from there up to \$18.00.

Time Is Short Until Christmas Better Come Straight Here for Those Gift Gloves

WONDERFUL STOCKS HERE—all kinds, all sizes, all styles, all shades; and remarkably good values, too.

FOR WOMEN
Eight-inch Wool Gauntlets with fur hand at top—\$3.25
Smart Strap-wrist Mocha Gloves at \$6.50
Two-clasp Washable White French Kid Gloves—\$3.50
Long Kid Gloves, black, white, tan, brown—\$5.50 to \$8.00
Lined Gloves and Gauntlets, some fur-lined—\$4.00 to \$13.50
Fine Embroidered Strap-wrist Kid Gloves—very good-looking, \$6.50

FOR MEN
Men's Dress and Street Mocha Gloves—\$4.00 to \$5.75
Men's Lined Street and Driving Gloves—\$12.00
Men's Lined Gauntlets—\$3.00 to \$5.00
Men's Fur Gloves and Gauntlets—\$4.50 to \$12.00

FOR CHILDREN
Children's Lined Gloves and Gauntlets—\$1.50 to \$3.25
Children's Fleece-Lined Mocha and Capskin Mittens, \$1.00 to \$1.35
Children's Wool Gloves, Mittens and Gauntlets—\$1.00 to \$2.25

First Showing of the New Embroidered Faille Hats \$10 Special Purchase

Fashion's latest whim—Hats that were intended to go South but were captivated by Northern fancy. Faille Hats, in shapes that take kindly to veils, and in bright shades with colorful embroideries that give just the desired touch necessary to bring out the beauty of furs and fur-collared Coats—their warm radiance on a wintry day is delightful.

Sensible Gifts From the Basement

These Are Excellent Values
Folding Card Tables, felt-covered tops—\$3.50.
Aluminum Perculators—95c.
Brown Japanese Waste Paper Baskets—75c.
Blissell's Cape Ball-bearing Carpet Sweepers—\$5.50

Choosing Corsets
—Is an important matter for girls who are buying new frocks for holiday parties. Every kind of Corset here that misses and slim, youthful figures require—\$1.50 to \$15.00.

FOR WOMEN
S. & C. Special Front-and Back-lacing, Nemo, Smart Set, Redfern, Warner Rust-proof, La Resistia, W. B. Royal Worcester, Bon Ton, American Lady, Gosard Front-lacing and P. N. Practical Front Corsets. Also Treo and H. & W. Girdles. Prices range from \$2.00 to \$25.00.
Our Exclusive Jessica French Corsets—\$15.00 to \$35.00.
Third Floor, Market Street, West

Women's Raincoats

Rubberized Cashmere, \$12.00 to \$22.50; novelty suitings in mixtures and plaids, \$12.00 to \$20.00; Silk Coats and Capes, \$20.00 to \$55.00.

Rugs Make Good Gifts

THESE, FOR INSTANCE—
Small Axminster Rugs—27x54 inches—\$4.50; 36x70 in.—\$7.50.
Royal Wilton, 9x12 feet—\$63.50.
Axminster, 9x12 feet—\$35.00.
Hassocks, carpet-covered—\$2.
In the Lower-priced Section—
Rag Rugs, hit-or-miss patterns, 27x54 inches—\$1.00.
Cocoa Door Mats, 16x27—\$1.
Crest Grass Rugs, 27x54—\$1.
Rubber Door Mats, 18x30—\$1.
Rag Rugs, 9x12 feet—\$9.00.
Ten-wire Brussels Rugs, 9x12 feet—\$26.50. Strawbridge & Clothier—Fourth Floor, West

Women Appreciate Silk Stockings

At 75c—With seamed backs, cotton tops and soles. In black, navy blue, russet, calf and gray.
At \$1.00—Black silk, with mercerized tops and soles.
At \$1.35—Seamed-back, 16-strand Silk Stockings, with narrow ankles. In black, white and cordovan, \$1.35; 3 pairs, \$4.
At \$3.50—Full-fashioned ingrain silk, silk from "top to toe." In black, white, tan and cordovan.
Heather-mixed Ribbed Wool Sports Stockings—\$2.50

SILK PETTICOATS

OF SILK JERSEY with mesaline silk flounce. In black and smart shades—\$5.00.
OF RADIUM SILK, trimmed with narrow ruffles. In black and smart shades—\$5.00.
Extra-Size Silk Petticoats
Silk Jersey with mesaline flounce, in black, plain shades and changeable hues. An excellent value—\$3.95.

Singing To-morrow

9:30 A. M.—Second Floor
The Strawbridge & Clothier Chorus, assisted by Elsie Lyons Cook, Soprano; William S. Thunder and Agnes Cluno Quinlan at the pianos, and an instrumental choir of brass.

PROGRAM
Tableau—The Prophets
1. O Come, O Come, Emmanuel
Tableau—The Annunciation
2. Christmas Night
Tableau—The Shepherds
3. The Shepherds' Story
Tableau—The Wise Men
4. Holy Art Thou (Largo from Xerxes)
Tableau—The Nativity
5. Hallelujah Chorus (Messiah)

Boys' Winter Clothing At Worth-while Savings

Parents confronted with the problem of buying the boy warm Winter Clothing which he really needs and also providing him with the Christmas gifts which he expects—will find a happy solution here. The following groups of desirable garments are marked at savings which will pay for very handsome gifts:

Suits, with Extra Trousers—\$12.75
All-wool fabrics in new patterns and colors. Two pairs of full-lined knickerbockers to every Suit. Sizes 7 to 18 years.

Chinchilla Cloth Overcoats—\$10 and \$15
Small Boys' Chinchilla Cloth Overcoats in popular shades, at savings of one-fourth to one-third. Sizes 3 to 10 years.

Boys' Overcoats—\$18.00 and \$20.00
Great warm Ulsters for boys of 13 to 18 years.

Boys' "Makino" Coats—now \$13.75
Those comfort-length Coats of warm blanket cloth—the sort every boy wants. Sizes 9 to 17 years.

Black Rubber Raincoats—\$3.75 to \$5.00
Tan Rubberized Raincoats—\$5.00 and \$6.50
Small Boys' Wash Suits—special at \$1.95
Blue Serge Oliver Twist and Middy Suits—\$8.50

Many Fine Groups of TOYS at Reduced Prices To-morrow

Here's surely sufficient incentive for an early visit to the Toy Store to-morrow! Santa Claus will be here all day to greet the little folks—but in view of the sharp reductions we cannot expect all the special lots to last the day out. First and foremost—

A Great Special Purchase of Children's Automobiles

 150 Bright Red Autos \$5.00	 25 Yellow Racers \$7.50	 25 Royal Blue Flyers \$8.50
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Worth one-half more. Adjustable seat. Easily propelled, rubber tires. Fine for small children.

A long, low racing type, with large hood and low seat. Worth over one-half more.

This handsome Automobile—size 36 1/2 x 13 inches—finest type, rubber tires. Close to half price.

These and Many, Many Other Toys Reduced

Electric Trains, with Transformers—\$8.25
Children's Desks with chair—\$5.00 to \$15.00
White Enameled Tables, 2 stools—\$3.50 set
Bowling Alleys, complete—\$2.00
White Enameled Doll High Chairs—75c
Blackboards, easel style—now \$1.50
Tree Ornaments—5c each, 50c a dozen; 10c each, \$1.00 a dozen

Walking Dolls, With Natural Wig—\$7.50
Dolls' Sulkies, two styles—\$4.90 and \$6.95
Children's Red Rocking Chairs—now \$1.00
Children's Dishes—\$1.50 a set
Aluminum Kitchen Sets—now 65c
Ice-cream Ribbon Tinsel—10c a package
Tree Ornaments—5c each, 50c a dozen; 10c each, \$1.00 a dozen

To-morrow—A Great Under-Price Sale of 200 Women's Fine Coats

An advantageous purchase, also clearances from our regular stock, including some exceedingly fine SAMPLES of which, of course, there is only one of a kind. The materials are beautiful and the styles are the favored of the season.

High-grade Cloth Coats—now \$15.00 to \$75.00
Fine Seal Plush Coats—now \$20.00 to \$75.00

As an instance of values, the Coats at \$15.00 were formerly \$25.00, and the Coats at \$75.00 were \$100.00. Many in loose, wrap-like styles, and many fur-trimmed. Chiefly in medium sizes.

Moderately-Priced Fur Scarfs in Magnificent Gift Array To-morrow

Hundreds of women are contemplating Christmas with a mental picture of themselves in new Furs. We know for a certainty that hundreds are going to get them, and we have provided for hundreds of others, in the display to-morrow—the finest display in years.

Animal Scarfs, Coat Collars and Chokers
Black Belgian Coney, \$9 to \$13.75
Japanese Cross Fox, \$20 to \$38
Natural Raccoon, \$13.50 to \$85
Natural Beaver, \$40.00 to \$85.00
Natural Mink, \$18.00 to \$100.00
Russian Kolinsky, \$22.50 to \$115
Canadian Wolf, \$25.00 to \$55.00

Genuine Mole, \$30.00 to \$75.00
Hudson Seal, \$38.00 to \$95.00
Natural Skunk, \$18.00 to \$110
Black Fox, \$22.50 to \$67.50
Black Lynx, \$65.00 to \$105.00
Alaska Fox, \$33.50 to \$100.00
American Fox, \$15.00 to \$35.00

A Beautiful Collection of Large Collars
Fox, dyed skunk and cub bear, made deep and wide to afford protection over chest and shoulders. Prices \$28.00 to \$75.00.

