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Sizes 2 to 7 years 6.50 Sizes 8 to 11 years 7.50

MAIL ORDERS INVITED 1701 CHESTNUT STREET

Northeliffe Dies in London

Continued from Page One

connection with some of the most sacred figureheads in the government itself.

"Treason!" cried the patricts, and they burned his papers to show what they would like to do to their proprietor. Their circulation, too, fell off tremendously. But the death lists grew and the "pitiless publicity" went on. Soon the circulation began to come back; then an awakened people made Lloyd George minister of munitions and the whole conduct of the war was changed. In 1917 the guns of England, equipped with an ample supply of high explosives, began to outrange the guns of George and himself. Lord Northeliffe attacked the motives of the Premier and Marquis Curzon in desiring to represent Great Britain at the Washing-resent Great Britain at the Washing-resent Great Britain at the Washing-resent discussions.

In shis first venture, Answers, unless he received some money. Having exhausted all his power of borrowing to keep the paper going until he could turn the corner he stared into the quandary of the immediate future. If the paper stop-received some money. Having exhausted all his power of borrowing to keep the paper going until he could turn the corner he stared into the quandary of the immediate future. If the paper stop-received some money. Having exhausted all his power of borrowing to keep the paper going until he could turn the corner he stared into the quandary of the immediate future. If the paper stop-received some money. Having exhausted all his power of borrowing to keep the paper going until he could turn the corner he stared into the quandary of the immediate future. If the paper stop-received some money. Having exhausted all his power of borrowing to keep the paper going until he could turn the corner he stared into the quandary of the immediate future. If the paper stop-received some money. Having exhausted all his power of borrowing to he paper going until he could turn the could turn the corner he stared into the corner he stared into the corner he stared int explosives, began to outrange the guns

Great Service to Country

Lord Northeliffe's particular service to his country really began with the breaking out of the great war.

He first attacked Lord Kitchener, charging that "K. of K." was working cliffe occupied the public attention of beyond his physical and mental limits.

Northeliffe sailed for America, defying the boycott.

During his world tour Lord North! cliffe occupied the public attention of each country he visited, displaying great

Through his foresight and energy in resigned.

In May, 1922, dissension broke out Britain, it came about that at the out-break of hostilities the British aviation orps, next to the British navy, was ne best-prepared branch of the service.

was in June, 1917, that he was of the British commission in this country. He arrived in New York on June 11 and gave out a statement he had prepared on the voyage and declined to amplify. It follows: The war cabinet has designated me

'nited States, and I have been instruct- ing ed to try to co-ordinate the work of the carious admirable British organizations These are charged with the task supplying our war and other needs. Until I present my credentials at Washington it is impossible, of course, for to make any further statement. "I can, however, express my very great personal pleasure at being again in America, which I have so often visited and which has many delightful as-sociations and friendships for me; nor is it saying too much when I add that ie whole British people have a pro-ound sense of grateful ppreciation of he magnificent welcome accorded Mr.

Balfour and his associates and the comdete success of his mission. New York newspaper men, reporters and photographers had a taste of the Northeliffe dynamics that have unseat-ed cabinet officers and helped to blow on German trenches when they were admitted to his suite in the Hotel Gotham on June 12. The reporters were detected without trouble by the snappy blue eyes of the British pubisher and told that there was "nothing

The camera men were told they could get one picture and "be quick about it." Meanwhile Lord Northcliffe was oving about with a celerity that made he corners men, no snalls themselves, nylous. Finally he remained in one estion long enough for a good focus and the photographers started snapping.

2 11000 didn t nough for his lordship, who told them is own camera men would have taken e was informed at the end of the snaping session—the photographers had not on content with one picture-they had

ken eight attiece.

As head of the British war mission. not only did Lord Northeliffe divert the pending of hundreds of millions of dolars, but used his canny insight into derstanding between the two nations allied in arms. He it was who worked with Secretary McAdoo and M. Andre Tardieu for the formation of the Allies'

Praise for America

Lord Northeliffe returned to London when Lord Reading arrived as British ambassader to this country. He made a tour of the battle zones in France, personally looked over the American sectors and marveled at the fighting strength of the United States forces.

Upon this latter phase he said in an interview.

"I can claim to be the first English

riter ever to describe the American the Canadian army a regiment of loughboys who enlisted in the days of your neutrality and shared with the anadians some of the severest fighting in the mud of Flanders. I had my the mud of Flanders. I had my ristmas dinner with them in 1915. "I was, therefore, one of the first to be the opportunity of observing the ad of soldier the United States would A good many people, and not ew Americans among them, had got into their heads that the American soldier would enter into the war in the expherent spirit of a baseball fan. That was not so in 1915, and it is not so in the case of the 2 outcode army of 1918. The boys who have been rushed across the Atlantic in hundreds of thousands, nided, if I may be allowed to say so, by the Ball's arm and transports, are John Bull's navy and transports, are just as quiet and determined, daring, and modest as that portion of the American navy which is working with frictionless and fraternal amity with

the British fleet. Glancing back to obtain a rough idea of the American effort up to date, at I have seen it in the United States, in Great Britain and in France, one must again place on record one's admiration of the miracle of the instant operation of the selective draft or conscription as we call it over here. The scription, as we call it over here. The next miracle was the erection of the gigantic cantonments and the housing, clothing, feeding, drilling and railroad transport of your millions as I witnessed them in many parts of your Famous "Santa" Steamers

But perhaps the greatest achieve ment of all was the coming to Europe of your armada, which arrived at a moment when the Allies, who had been suddenly attacked by an enemy that had been preparing since the reign of Frederick the Great, were feeling the strain and stress of their effort, for belated preparedness means great losses

of blood and material.

The most difficult of undertakings had to be faced—the creation of a staff had to be faced—the creation of a start—a work entirely new to most of those concerned in it. And never forget that it is a staff fit for the task of making war on a scale of millions of men.

"I voice the views of every British officer with whom I have talked in saying that the great American effort in the Argonne, faced as it was with a large concentration of Germans there, has been one of the finest of the American successes since the putting over of the selective draft. General Pershing and his brave boys who are fighting the Battle of the Wilderness are earning

he recognition of history. Here's to Los Northeliffe was ill at the time the armistice was signed. His illness

ton Arms Conference. As a result of this attack, Government news was barred from the Northeliffe press. Lord Northeliffe sailed for America, defy-

heyond his physical and mental limitations.

He told the truth about the German wave sweeping across Belgium at the outbreak of the war—while the English press at large was describing "great" great large was describing "great" great large was describing "great" large was described by the country he visited, displaying great knowledge of the problems facing various nations. Arriving in New York, July 23, 1921, he warmly indersed President Harding's plans for the Armaneut Conference. In Australia he ament Conference. outbreak of the war—while the English press at large was describing "great allied victories."

He was responsible for exposure of the fact that shrapnel instead of high explosive shells were being used at Neive Chapelle.

He condemned Nixon's flasco on the Tigris and other military blunders long before they were published in other paners.

He was instrumental in bringing

He was instrumental in bringing He was instrumental in bringing thout the fall of the Asquith ministry, for which one of his terms was the "old to have made a tour of Germany income." and in placing Lloyd George in cognite.

gang." and in placing Lloyd George in leadership of the British empire.

He aroused the English people and showed them the magnitude of the struggle in which they were engaged.

The hammering of the Northeliffe press brought about the medification of the Northeliffe press brought about the medification of the newer members of the association. He later

In May, 1922, dissension broke out lettween Northeliffe and other members of the Associated Newspapers, Ltd., owners of the Northeliffe press. In June, 1922, libel suits were brought against Lord Northeliffe by Sir Andrew Card, vice chairman, and Walter G. Fish, a director of Associated News-

from a nervous breakdown in Switzer land. He was brought back to England several days later and was reported head of the British war mission to the then to be ill from ptomaine poison.

Early in July his differences with Libyd George were said to have been ended and the libel actions brought by Fish & Carel were said to have been dropped. His health, however, con-tinued to grow worse, his allment being diagnosed as due to "unknown poison-

Lord Northeliffe was several times a millionaire in English pounds. In fact his income was so large that, considered as interest in investment, it probably represents \$20,000,000 or more, which made him easily the richest newspaper owner in the world who made his wealth entirely by his publications. And yet it was only twenty-five years ago that was completely at his wits' end to find a £5 note, and the printer refused to go to press with the current number of

World tour. The start was delayed until July because of labor trouble, involving the publishing industry and a renewal of hostilities between Lloyd George and himself. Lord Northchiff attacked the motives of the Premier and Marquis Curzon in desiring to represent Great Britain at the Washington Arms Conference. As a result of Immediately Harmsworth went to a Immediately Harmsworth went to a manufacturer of games and placed a large order for the manufacture of the Answers puzzle, some to be ready put on sale in forty-eight hours. In a few days the manufacturer could not keep pace with the demand, which ran into hundreds of thousands sold at a shilling and costing a penny or two to make. Answers was saved.

The way Lord Northeliffe got into

the pulp and paper business in New-foundland is a bit of characteristic Harmsworth foresight. At the time the concession of an immense tract of virgin forest in Newfoundland was granted by the Newfoundland Legislature the Harmsworth Bros.—later called the Amalgamated Press—were using 110 tons of white paper a day. If the paper trust put up the price a cent a pound all the dividends of that immense concern vanished. It was necessary to protect their interests. Hence the great paper and pulp plant erected in New-foundland. The importance of this venture was recognized within an hour after it was known that the governor of Newfoundland had signed the Legislature's act. Harmsworth received a caoffer of a five-year contract for white paper from the trust at a price much below current rates—so much below indeed that an American newspaglad to take the contract off Harmsworth's hands and pay the duty, as that under the market price.



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The simplest way to end a corn is Blue-jay. A touch stops the pain instantly. Then the corn loosens and comes out. Made in a colorless clear liquid (one drop does it!) and in extra thin plasters. The action is the same.

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Now, when Prosperity's knock is again heard at the door of the nation, and the country is experiencing the greatest homebuilding boom in years, we are showing more Furniture than has probably been assembled in one place since 1916. Better and handsomer Furniture than you have probably ever seen, with less to pay here than is asked for good Furniture anywhere between the two Oceans.



Illustrated From Our Sales Floors

A Bedroom Suite of the Queen Anne School, designed and executed with a skill that reflects credit on the creative genius and handicraft of the Old Masters, from whom the inspiration came. An unusually beautiful group, the art of which is accentuated by the niceties of ornamentation and pleasing lines of each piece. Choice of Mahogany or Walnut. One of the many great values in this Great August Sale.

See These Suites and Save Money

But please remember that these represent but a few of the thousands of Suites and Pieces shown on our floors at proportionate reductions.

LIVING ROOM

Mahogany Living-Room Suite, with Tapestry-covered spring seats, 3 pieces......\$59.75 Mahogany - and - Cane Living-Room Suite, spring seats, covered with Blue Velour, 3 seats, covered with Blue Velour, 3 pieces,

\$118,00 \$210.00 Overstuffed loose-cushion Suite, spring seats, covered with Tapestry, 3 pcs., \$155.00 \$308.50 Overstuffed Tapestry-covered Suite, 3 pieces \$450.00 Overstuffed Mohair Suite, 3 pieces,

\$520.00 Overstuffed Blue Mohair Suite, 3 pleces \$695.00 Overstuffed Orchid Mohair Suite, 3 Overstuffed and Windsor Chairs, Spinet Desks, Boudoir Desks, Bookcases, Tables, Mirrors, etc., at proportionate

BEDROOM

\$175.00 Walnut Veneer Bedroom Suite, \$525.00 Walnut Duotone Louis XV Suite, 8 pieces \$475.00 \$516.00 Mahogany Queen Anne Suite, 8 pieces \$465.00 \$665.00 Walnut Louis XVI Suite, 9 pieces. \$775.00 Mahogany Bedroom Suite, 8 pieces. \$675.00 \$816.00 Walnut Chippendale Suite, 7 pieces. \$735.00 \$938.50 Mahogany Queen Anne Suite, 8

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Many an August Sale has passed since our customers enjoyed such an opportunity. Reductions are from 10 to 33 1-3 per cent, including everything except Whittal Anglo-Persian Rugs. Nearly every stock size to choose from, in the wanted designs and handsome color effects. Values that are making us exceedingly busy, because they are too good to miss.

THESE RUGS REPRESENT SAVINGS OF 25 TO 50 PER CENT.

\$95.00 and \$87.50 Chenille Rugs, plain or figured, size 9 x 12 ft....\$69.50 \$82.00 and \$74.00 Chenille Rugs, plain or figured, size 8 x 10 ft.... \$57.00 Royal Wilton Rugs, size 9 x 12 ft......\$69.50 Seamless Velvet Rugs, size 8.3 x 10.6 ft.....\$32.50 Royal Wilton Rugs, size 8.3 x 10.6 ft........\$67.50 Axminster Rugs, size 9 x 12 ft.....\$29.75 Best Seamless Velvet Rugs, 9 x 12 ft.....\$49.00 Axminster Rugs, size 7.6 x 9 ft.....\$24.50 Best Seamless Velvet Rugs, 8.3 x 10.6 ft.....\$46.00 Seamless Velvet Rugs, size 6 x 9 ft.....\$21.50 Best Axminster Rugs, size 9 x 12 ft.....\$45.00 Axminster Rugs, size 6 x 9 ft.....\$19.50 \$2.25 and \$1.75 Inlaid Linoleum Remnants, 6 ft. wide, 75c and 95c a Sq. Yd. Sufficient of a pattern for most any size room. Bring room measurements.

\$1.10 and 75c Printed Linoleum and Congoleum Remnants, 45c a yard. Bring room measurements. ALL ORIENTAL RUGS IN THE AUGUST SALE

Sizes and weaves to suit the most exacting. Just a few of the unusual values picked at random. \$345.00 Persian Arak Rug, size 11.0 x 9.0 ft..........\$185.00 \$700.00 Islamabad Rug, size 12.3 x 9.0 ft... \$345.00 Persian Arak Rug, Size 11 x 9 ft... \$250.00 \$385.00 Chinese Imperial Blue Rug, size 12 x 9 ft... \$250.00 \$540.00 Anatolian Rug, size 12.2 x 9.1 ft... \$275.00 \$600.00 Persian Arak Rug, size 14.0 x 9.6 ft......\$295.00

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