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A Lower-Priced Boot Shop for Men and Young Men

Exceptional Savings on Quality Shoes

MR. CONSUMER:

. CONSUMER: ire you aware of the fact that there no necessity in paying exorbitant res for shoes? It merely necessitates exercising of a little discretion in here" you buy. Accusations have n made, and justly so, against the prices manutained by shoe dealers, these accusations they have re-nded by articles in the papers in er to uphold their business dignity dentally, making the same excessive to uphoid their business dignity entaily, making the same excessive s). We. The American Boot Mhop, had no need of Justifying our prices our prices are "right." The t reasons for our being able to sell at a low margin of profit are ely: We are situated on the second thus cutting rents 80%; secondly. (scount all our bills; employ no out-help, and go to as unnecessary ex-lures in futures, etc. Shoes direct manufacturers.

manufacturers. this manner we are enabled to our customers the highest grade chandles at from \$3 to \$5 less than other concern in the eity. Our es are specially designed and con ces are specially designed and con



Are even greater, in hundreds of instances, than the reductions on the price-tickets would indicate. Is it any wonder, then, that the Sale is a great successexceeding by far the business of last April? Here are several hundred STANDARD and AMERICAN RUGS at 30 per cent reduction; hundreds more. including SUMMER RUGS, at 15 per cent reduction, and still larger numbers at a lesser reduction, but exceedingly attractive because our regular prices

great stock of Rugs at lower

cost than to-day's prices at

the mills-we have recently

received many notifications

of an advance in wholesale

prices. That is why we say

Hundreds of Standard and

Summer Rugs at Reduced

Prices

the savings on the-

others with lace and embroidery collars. A charming collection, including navy blue, Flemish blue, taupe, brown and black. Jersey Dresses at \$22.50 Three models, in coat effect, one on straight lines and one in over-blouse style-all embroid-ered in self color or black. In navy blue, French

lar tunic, \$42.50. Crepe de chine with deep hem-

stitched tucks in the skirt, and draped bodice with panel back, \$30.00. Foulards with soft draperies

edged with fine plaitings, \$32.50. Foulard strik-

ingly combined with plain crepe Georgette, \$35.00.

Taffeta with heavily corded skirt and peplum, giving a two-piece effect, \$30.00. Foulards made

in surplice style, the long, graceful surplice line

outlined by embroidered batiste scallops, \$32.50. And another beautifully draped Foulard Frock,

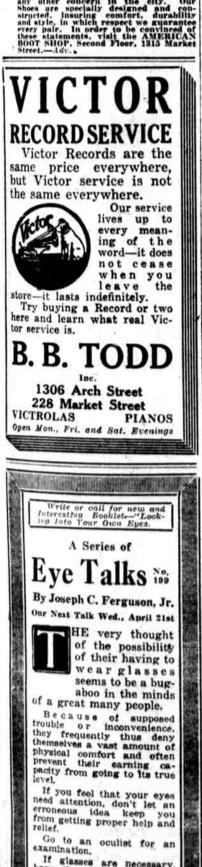
in brown-and-white, is shown in the sketch-price

\$40.00. And others equally new and attractive-

many with short sleeves and collarless neck-lines,

blue, brown, plum color and beige. -> Strawbridge & Clothler-Second Floor, Market Street

Lovely Filet Net Curtains



It glasses are necessary have the oculist's prescrip-tion filled by an experiences prescription optician.

8 & 10 South 15th St. Do NOT Examine Eyes "Talk" from a cor

Dressing for the job

THEN he's off duty, the man who works with his hands, as well as his head, is as well dressed as his banker

Why not? They're both entitled to the best All-wool fabrics and fine tailoring are "a business proposition" with such men; they know that quality is economy

> Our clothes save because they last; they're guaranteed to satisfy you-money back if they don't

Hart Schaffner & Marx

Our label in clothes is a small thing to look for, a big thing to find

Strawbridge & Clothier are the Philadelphia Distributors of Hart Schaffner & Marx Clothing

