

This Strawbridge & Clothier News for Monday Is of Vital Interest to All Who Desire to Save

Last Saturday we made a plain statement of many of the factors entering into the cost of needed merchandise, giving undeniable proof that the causes of high prices were beyond the control of the retail merchant. At the same time we told our customers, that while our net profits were lower last year than in many of the years before the war, we would do what we could to ease the situation by sacrificing profit on many of the articles most in demand. We are carrying out our plan on a very extensive scale, offering hundreds of exceptional values, having the satisfaction of knowing that the greater the number of reductions in prices, the greater will be the benefits to the public. And, be it known that a **REDUCTION IN PRICES IN THE STORE MEANS SOMETHING QUITE DIFFERENT** from what it means where the original prices are much higher than ours. We have before us reports of more than **ONE HUNDRED DIFFERENT ARTICLES** on which **OUR REGULAR PRICES ARE FROM TEN TO FORTY PER CENT. LOWER** than the regular prices for the same articles elsewhere. Shop carefully and compare qualities and prices.

This page is devoted to the great Sale of Men's Clothing, but the Monday morning newspapers will have our news of equally wonderful values in many other departments—and the special signs throughout the Store designate hundreds of lots of goods at greatly reduced prices.

The Clothing is conveniently displayed and there are plenty of capable salesmen on hand to make your selection easy and pleasant. And over all—the inflexible Strawbridge & Clothier guarantee of satisfaction.



Men's "Alco" Spring Clothing Reduced 25 to 40 per Cent. in the Great Sale

THE ARNOLD-LOUCHHEIM COMPANY, through practical knowledge, experience, skill and aggressive, intelligent methods, have made their line of "ALCO" CLOTHES famous throughout this country. They have not sought this celebrity through glowing pages in the magazines to the same extent as some other good manufacturers have done. But they have won an enviable prestige, first, through meriting the confidence of high-class merchants, by a strict adherence to high-grade materials, first-class workmanship and a genius for good style. And so, the "ALCO" CLOTHES, shown side by side with the best other lines produced, have won the favor of TENS OF THOUSANDS OF DISCRIMINATING MEN, who have learned that "ALCO" means the highest attainment of STYLE, QUALITY AND VALUE. Here's what you will find on Monday:

**"ALCO"
SPRING
SUITS**

33 per Cent. Under Price—now \$33.50
30 per Cent. Under Price—now \$41.50
25 to 33 per Cent. Under Price—now \$46.50
40 per Cent. Under Price—now \$52.50
25 per Cent. Under Price—now \$59.00

"Alco" Top Coats, 25 per Cent. Under Price, Now \$37.50



"ALCO" Clothes have a very important position among the several well-known lines in this Store—a really great factor in the remarkable growth of our Clothing business. We have been glad to feature the "Alco" line for a number of seasons past, and our customers are thoroughly familiar with its excellence. And by no means the least of the benefits to our customers is the **SPLENDID SPIRIT OF CO-OPERATION** between the houses of Arnold-Louchheim Company and Strawbridge & Clothier. Time after time they have planned with us for great **SPECIAL EVENTS**, as well as in our constant determination to give the maximum of quality at the minimum of cost. Therefore, we are free to say that we could not have drawn upon any other one line of Clothing for the vast quantities of Clothing represented in this wonderful under-price collection from our neighbors, the manufacturers of "ALCO" CLOTHES.

Read carefully the DESCRIPTIONS of these remarkable groups, and, still more carefully, COMPARE the Clothing with other high-class ALL-WOOL CLOTHING, and you will find these prices by far the lowest in this city—no matter what reductions or deductions may be given elsewhere.

"Alco" Suits—now \$33.50
33 per Cent. Under Price

This is a very attractive lot of "Alco" Suits for men and young men, in a complete range of sizes. The newest spring models, chiefly of neat cassimeres. Save 33 per cent.

"Alco" Suits—now \$41.50
30 per Cent. Under Price

"Alco" Suits of SERGES, WORSTEDS and FINE FLANNELS. Any clothing manufacturer would tell you that this low retail price is impossible for such finely made suits—yet we have hundreds in this sale, in short, stout, slender and regular sizes. Save 30 per cent., at \$41.50.

"Alco" Suits—now \$46.50
Save 25 to 33 per Cent.

This is a notable collection of Young Men's "Alco" Spring Suits, in the season's good colorings. Some Suits of fine, smooth-finished worsteds included. A value unapproachable elsewhere. Save 25 to 33 per cent., at \$46.50.

"Alco" Suits—now \$52.50
40 per Cent. Under Price

SAMPLE SUITS, silk-lined, in sizes 36, 37 and 38; also a selection of other Worsted Suits in practically all regular sizes—all very much under price. Many of these are equal to suits sold at nearly double the price elsewhere.

"Alco" Suits—now \$59.00
25 per Cent. Under Price

A number of our very finest "Alco" Suits, marked at this comparatively low price for the great Sale. We are especially desirous that you compare these with similar Suits elsewhere. You will find that some stores ask almost double this special price. Save 25 per cent., at \$59.00.

Top Coats—now \$37.50
25 per Cent. Under Price

"Alco" Spring Top Coats of the smart herringbone fabrics—the best Top Coat fabric. Silk-trimmed, and in every way representing the top-notch of style. Save 25 per cent., at \$37.50.



STRAWBRIDGE & CLOTHIER
 MARKET STREET : EIGHTH STREET : FILBERT STREET

SPRING SUITS
From Other Dependable
Manufacturers at Still
Lower Prices—
Genuine Savings of
25 to 40 per Cent.

Examine these Suits—the reduced price is marked on the price-ticket in every case. They are all good, reliable Suits, warranted to give satisfaction, and marked at much lower prices than equal grades can be bought elsewhere:

At \$17.50 Men's and Young Men's Suits of light-patterned fabrics, well tailored in excellent new styles. The saving is close to 50 per cent. Better see these Monday!

At \$23.50 Men's and Young Men's Suits, lines from stock that has become somewhat broken in range of sizes—but in the aggregate, presenting a full range of sizes. Reduced 25 to 40 per cent.

At \$32.50 Men's and Young Men's WORSTED Suits, in blue, green and brown, and also Suits of neat mixtures. The styles are new and distinctive and the value is remarkable.

Strawbridge & Clothier—Second Floor, East