

NEWS FOR THURSDAY

STRAWBRIDGE & CLOTHIER

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Starting With Three Clover Days, a General Reduction Sale of Unprecedented Magnitude

**In ALL Departments, Many Things Reduced!
In Many Departments, ALL Things Reduced!**

TO-MORROW begins a price-lowering campaign of amazing and unprecedented magnitude, wholly in the interest of the public, and at a cost to us of hundreds of thousands of dollars—for all the merchandise reduced was originally marked at a fair moderate, legitimate profit over cost. We could not sell goods regularly at such a sacrifice of profit and continue in business. But there is, unquestionably, an expectation and even a demand on the part of the public for lower prices, and we are meeting this desire wholeheartedly, ready and willing to TAKE GREAT LOSSES as our share in opening the road toward a general lower-price level.

WE HOPED this lower-price era would have started after the reduction sales here and in stores throughout the country last spring and early summer. But there was no such effect on the manufacturing and wholesale market, (except where individual manufacturers co-operated with us in specific instances), and scarcely a break from the peak of high prices came until the first of this month. In the meantime we had been compelled to provide large stocks for autumn and winter, at the prevailing costs. Now, however, we see hopes of replenishing stocks in some lines at lower prices, and it is our policy to be IN THE MARKET AT ALL TIMES.

THERE ARE MANY WONDERFUL VALUES IN ALL DEPARTMENTS, AND IN THE FOLLOWING LIST ARE

A Few of the More Than 1000 CLOVER DAY Specials

FOR WOMEN
New Fine Wool Velour Suits—now \$38.00
Jersey Suits, plain and heather—now \$23.50
Straight-line Navy Serge Dresses—now \$13.75
Polart twill Redingote Dresses—now \$19.50
Wool Velour and Cheviot Coats—now \$26.50
Fur-collar Wool Velour Coats—now \$35.00
Rubberized Canton Cloth Raincoats—\$7.50
Blue Poplin Skirts (not all silk)—now \$7.50
White and Striped China Silk Waists—\$2.35
Crepe Georgette Waists, white, colors—\$5.00
Matrons' Trimmed Velvet Hats—now \$6.00
Fifty Smart Trimmed Hats—now \$6.00
Fancy Ostrich Feathers—now 50c and 75c
Canadian Wolf Scarfs—now \$35.00 and \$45.00
Australian Opossum Choker Scarfs—\$12.75
Rumpled Hand-made Blouses—\$3.95 to \$12.00
Rumpled French and Philippine Underwear, in broken sizes, Greatly Reduced
Gingham and Chambray House Dresses, sizes 36 to 46 (Filbert Street Cross Aisle)—\$1.95
Odd Lot of House Dresses, 36 to 46—\$1.50 to \$3.95
Corsets Greatly Reduced—now 85c to \$3.85
Various Hook-front Brassieres—now 95c
Jersey and Silk Petticoats—now \$3.85
Satin and Heatherblom Petticoats—\$1.95
Cotton Taffeta Petticoats—now 85c
Flannelette Night Gowns—\$2.50 and \$2.75
Extra-size Flannelette Night Gowns—\$1.95
Fish Batiste Envelope Chemise—\$2.00
One-clasp Tan Capeskin Gloves—\$2.15
Two-clasp White French Kid Gloves—\$1.95
Plush Stoles with pockets—now \$11.75
Dainty Lace Vestees—now 50c
Real Fillet Lace Collars—now \$1.25
Embroidered Linen Handkerchiefs—10c each
Hemstitched Linen Handkerchiefs—40c
Switches and Transformations—\$3.50
American Taffeta (cotton) Umbrellas—\$1.85
About two hundred—all seconds.
Ribbed Lisle Union Suits—now \$1.25
Seconds. The favored "Nushape" make.
Mercerized-and-Merino Union Suits—\$2.00
Extra sizes, \$2.50. Low neck, no sleeves, knee length. Seconds.
Ribbed Cotton Union Suits—now 75c
Extra sizes, 89c. Tight knee. Seconds.

Women's Fleece Cotton Union Suits—\$1.65
Extra sizes, \$1.85.
Mercerized-and-Merino Vests, small sizes—75c
Fleece Cotton Vests and Drawers—75c each
Extra sizes, 85c. Seconds.
Full-fashioned Black Cotton Stockings—50c
14-inch Silk-Boot Stockings—\$1.35
Full-fashioned, Black and colors.
Outsize Silk Stockings—now \$1.65
Mercerized Lisle Stockings—now 75c
Full-fashioned, Black.
Sweaters—\$7.00 Wool Spencers—now \$2.50
400 Pairs Various Fine Shoes—now \$8.45
Black Glazed Kidskin Lace Shoes—\$3.90
Fine Pumps and Oxfords—now \$5.95
Odd Lots of Evening Slippers—now \$2.45
Spats and Boot Tops—now \$1.25

MISCELLANEOUS
Canvas-covered Steamer Trunks—\$9.25, \$12.25
Fine Baby Coaches—now \$29.85 to \$47.50
Stroller Go-Carts, with hood or without—\$25
Stamped Pillow Cases—now \$1.50 a pair
Popular Novels, greatly reduced—38c to 75c
Indestructible Pearl Bead Necklaces—\$10.00
Gold-filled Brooches—\$1.00 Cuff Links—\$1.00
Leather Boston Bags, \$3.85 Strap Books, \$1.35
Velvet Hand Bags Reduced, Belts, 20c and 25c
S. & C. Hardwater Soap—9c cake, 95c a dozen
Talcum Powders—19c Toilet Waters—55c
Presque Ivoire Hair Brushes, 2c Combs, \$1.00
Cowhide Traveling Bags, 18-inch—\$15.75
Flash Lights, \$1.25 Picture Frame Easels, 10c
Nets of Real Hair, cap shape—60c a dozen
Garment Shields—55c Pearl Buttons, 12c doz.
White or Tinted Stationery, 32c and 38c a box
Vanilla Cream Drops—58c Hard Candy—48c

TOYS AND DOLLS
Dolls, with hair, 12 sizes—85c to \$8.90
Shoo-Fly Rocking Horses, upholstered—\$2.50
Hallowe'en Costumes, \$1.50 to \$6.90; Faces, 15c
Roller-bearing Coaster Wagons—now \$5.50
Children's Sewing Machines—\$1.00 and \$2.00
Mechanical Trains, with track—\$2.00 to \$8.90
Skudder Cars—\$7.50 Outing Boards—\$1.10
Bowling Alley Games—now \$1.50

FABRICS AND TRIMMINGS
Yard-wide Black Satin Messaline—now \$1.95
40-inch Black Crepe de Chine—now \$4.10
Crepe de Chine, white, ivory, flesh, colors, \$4.35
Black and Colored Satin Crepe—\$4.65
32-inch Colored Velvet Corduroy—\$1.65
44-inch Black Costume Velveteen—\$5.00
54-inch Mannish Coatings—now \$3.00
56-inch All-wool Velour—now \$3.00 a yard
56-inch Novelty Plaids—now \$5.00 a yard
50-inch Navy Wool Dress Serge—now \$3.25
54-inch Black Broadcloth—now \$4.50
36-inch Percales—35c Printed Madras—58c
Mercerized Colored Poplin—now 35c
Odd Lots of Cotton Fabrics at Half Price
White Cotton Fabrics at Great Reductions
Coat Linings at Substantial Savings
Messaline Ribbons—20c Taffeta Ribbon—25c
Margot Lace Flouncing—\$3.95 Bands—\$2.75
Trimming Embroideries—now 12c a yard
Fashionable Trimmings Much Under Price

BEDFURNISHINGS, LINENS, ETC.
Mercerized Damask—95c and \$1.50 a Yard
Linen Table Damask, 70-inch—\$3.00 and \$3.95
Irish Linen Table Cloth, 72-inch—\$6.95
Double Damask Table Cloth, 72x72 in., \$10.00
Heavy Half-linen Napkins, 21-inch—\$5.50
Bleached Turkish Towels, 17x35, \$3.00 dozen;
19x39, \$4.80 dozen; 20x40, 60c each; 21x44, 65c
Bleached Cotton Kitchen Toweling—20c a yard
Sheeting Linen, 90-inch—\$4.50 a yard
Madera Embroidered Tray Covers—50c
White Blankets, wool-mixed—\$6.75 to \$14.75 a pair
Gray Blankets, wool-mixed—\$6.75 to \$12.50 a pair
Cotton-filled Comfortables—\$4.75, \$5.75, \$8.50
Wool-filled Comfortables—\$9.50, \$14.75, \$22.00
Muslin Sheets—\$2.50, \$2.75 and \$2.95
Muslin Pillow Cases—55c
White Domet Flannel—25c and 38c
Outing Flannel, 27-inch—33c a yard
Bath-robe Elderdown—85c a yard

MISSES AND CHILDREN
Girls' Winter Coats, 6 to 10 years—\$12.75
Misses' Winter Coats—\$22.50 and \$34.50
Girls' Winter Coats, 10 to 16 years—\$18.50
Misses' Suits—\$27.50 and \$37.50
Misses' Dresses—\$13.75 and \$17.75
Girls' Gingham Dresses, 6 to 14 years—\$1.85
Girls' Black Velvet Tams—now \$1.95
Outing Flannel Night Gowns, 6 to 10—\$1.15
Infants' Heavy Cotton Shirts—now 38c
Colored Wash Dresses, 2 to 5—\$1.50 to \$5.00
Children's Washable Chamois Gloves—35c
Children's Silk-lined Filosette Gloves—35c
Children's Wool Sweaters—\$3.00 and \$5.00
Children's Fleece Vests and Pantalets—50c, 60c
Children's Ribbed Cotton Waists—30c
Girls' Fleece Union Suits—75c, \$1.00, \$1.25
Gray Sleeping Suits, 1 to 12—\$1.15, \$1.30, \$1.50
Children's Ribbed Stockings, seconds—25c
Children's Lisle Stockings, seconds—39c
Misses' Plain White Lisle Stockings, good seconds—45c a pair
Misses' Dress Shoes, various styles—\$2.60
Misses' Fine Sample Shoes—\$3.95
Children's Brown Blucher Shoes—\$3.35
Misses' and Children's Comfy Slippers—\$1.65
Large Girls' Fine Sample Shoes—\$4.45

FOR BOYS
Cheviot Suits at Half Price—\$7.50
Cheviot Suits—\$14.25 and \$18.75
Jack O'Leather Suits—now \$16.75
Boys' Mackinaw Coats—\$7.25 and \$9.75
Boys' Wash Suits—now \$2.95
Winter Overcoats (3 to 8 years)—\$10.75, \$15.75
Winter Overcoats (5 to 12 years)—now \$12.50
Winter Overcoats (11 to 17), \$8.75, \$15.75, \$19.75
Plush and Velvet Hats—\$1.95 and \$2.95
Cloth Hats—\$1.25 Caps—90c and \$1.25
Blouses—60c and 95c Shirts—70c and \$1.25
Outing Flannel Pajamas—\$1.75
Extra Ribbed Union Suits—\$1.00 to \$1.40
Black Ribbed Stockings, 6 to 9 1/2 (seconds), 20c
Shoes, black and tan leathers—\$3.25 and \$4.75

Men's Clothing at Remarkable Savings
Our entire regular stock reduced, also the following and many other equally important Clover Specials:
Men's "Alco" Winter Suits—\$27.00
Hart, Schaffner & Marx Suits—\$33.50
Winter Overcoats, \$19.50, \$25, \$44.50
Warm Ulster Overcoats—now \$34.50
Separate Trousers, \$4.75, \$5.75, \$7.25

Autumn and Winter Suits, to-measure—\$45.00
Soft Hats—\$2.35, \$3.75 Velour Hats—\$5.95
Cloth Hats—\$2.95 Derby Hats—\$4.65
Shirts—\$1.45, \$1.65, \$1.85, \$2.00, \$2.60, \$3.25
Silk Shirts—save 25 to 40 per cent.
Outing Flannel Pajamas—\$2.50
Night Shirts—\$1.85
Cotton Socks, black and colors—25c
Full-fashioned Silk Socks (seconds), all colors—35c
Balbriggan Shirts or Drawers (seconds)—85c
Merino Shirts or Drawers (not all sizes)—85c
Heavy Cotton Shirts or Drawers (seconds), \$1
Neckties, 50c, 75c, 95c, \$1.15, \$1.50 and \$1.85
Initial Handkerchiefs (not all letters)—6 for \$1.25
Gray Suede Gloves—now \$1.50; Mocha, \$3.50
Shoes—\$6.75, \$9.45, \$9.90 and \$11.00
Tan Grain Brogue Oxfords—\$9.45

FLOOR COVERINGS
Wilton Rugs, 9x12, \$122.50; 8.3x10.6, \$112.50
Royal Wilton Rugs, 9x12 feet—\$88.50
Seamless Axminster Rugs, 9x12 feet—\$69.50
Velvet Rugs, size 11.3x12 feet—\$49.50
Wilton Velvet Carpet—now \$3.85 a yard
Inlaid Linoleum—\$2.25 and \$2.70 a square yd.
In the Lower-priced Department
Velvet Rugs, 9x12 feet—\$37.50
Axminster Rugs, 9x12 feet—\$44.50
Tapestry Brussels Rugs, 6x9 feet—\$8.50
Fibre Rugs, 3x6, \$1.75; 27x60 inches—\$1.50
Felt-base Floor Covering—50c a square yard
Cork Linoleum Remnants—55c a square yard

FOR THE HOME
Brass Beds, floor samples, Half Price
50-pound Felt Mattresses, art ticking—\$21.75
Lamps and Silk Shades
Samples, About Half Price
Floor, Table and Boudoir Lamps, polychrome, mahogany, ivory, silver leaf and other finishes—\$2.25 to \$62.50
Silk Shades, 8 to 26 inches—\$2.25 to \$5.00

Framed Mirrors reduced—\$1.50 to \$125.00
Wall Papers, room lots—\$4.00 to \$7.50
Cretonnes—40c Heavy Denim, 36-inch—75c
Cedar Chests—\$27.50 Folding Screens—\$7.50
White Irish Point Lace Curtains—\$10.00 pair
Silver-plated Roll Trays—now \$7.50
Cut Glass Bowls—\$5.25 Cut Glass Vases, \$4
Incomplete Dinner Sets Reduced
Decorated Fruit Bowls—\$2.95; Vases—\$3.25
Brass and Copper Vases, Trays, etc., 80c to \$10
Sewing Machines, shopworn—\$24 and \$28
Oak Kitchen Cabinets, porcelain top—\$6.00
3-piece Aluminum Saucepan Sets—\$1.95
Gas Heating Stoves, cylindrical—\$2.15
Oil Heaters, 3-quart capacity—\$4.50
Enamel Dish Pans—\$1.05 Ash Cans—\$2.65
FURNITURE—Complete Suits for dining-room, living-room and bedroom—also some summer styles—reductions average 30 per cent.
Odd Single Pieces at Half Price

Six New Player-Pianos—now \$515.00
Several Exchanged Upright and Player-Pianos marked at Extremely Low Prices
Phonographs, used—\$45, \$75, \$80 and \$95
Sports, Motor Supplies
Boys' and Girls' Pull-over Sweaters—\$7.50
Foot Balls—\$3.85, \$5.25 Air Rifles—\$2.00
Basket Balls—\$7.75 Roller Skates—\$2.10
Guaranteed 30x3 1/2 Fabric Tires, all-weather tread—\$15.00. Other sizes accordingly
A Table of Miscellaneous Motor Accessories at a fraction of their former prices

Hundreds of Other Things Throughout the Store at Reduced Prices, and In the Following Departments ALL Goods at Less Than Regular Prices

There is not a single good reason in the world for delay or hesitation in the buying of any kind of merchandise in this Sale. On the contrary, there is every reason for BUYING IN THIS SALE everything you need with confidence that you are PAYING LESS THAN THE REAL VALUE AS BASED ON THE MANUFACTURING COST.

Every Department in the Store participates. In many Departments all things reduced; in all Departments many things reduced. In the following Departments everything is marked at a reduced price (except a very few things which we have agreed to sell at a fixed price—such as Stetson hats, Anderson's gingham and Skinner's satin).

Our Entire Stock of Silks, Wool and Cotton Dress Goods and Dress Linings Reduced

Our Entire Stock of Shoes and Oxfords for Men Reduced
Also many thousands of pairs of Women's and Children's Shoes reduced

Our Entire Stock of Rugs, Carpet, Matting and Linoleum At Less Than Regular Prices

Our Entire Stock of Men's and Boys' Hats and Caps Reduced
(STETSON HATS FOR MEN NOT IN THE SALE.)

Our Entire Stock of Men's and Young Men's CLOTHING Reduced
This is the most wonderful Sale of Men's Clothing in our history! The reductions represent more than \$150,000 TO BE SAVED by our customers—actual reductions from our fair regular prices—

Every Business Suit, Every Evening Dress Suit, Every Autumn and Winter Overcoat, American and Imported, and Every Pair of Trousers Reduced

To-morrow will be Clover Day, and the Clover Specials are all extraordinary—these, in addition to the ALL-INCLUSIVE REDUCTIONS, and the following EXTRA-SPECIAL group, should make to-morrow the greatest day we have ever known:

Men's Winter Overcoats \$29.00 Half Price and Less

A splendid assortment of Men's and Young Men's Winter Overcoats, Ulsters, Ulsterettes, and Form-Fitting Overcoats, made to sell at \$60.00 and \$65.00, in this amazing price-lowering Sale at \$29.00.

STRAWBRIDGE & CLOTHIER
MARKET STREET EIGHTH STREET FILBERT STREET

Entire Stock of Boys' Clothing, Suits, Overcoats, Mackinaws and Knickerbockers, Now Reduced

Our Entire Stock of Furniture, Metal Bedsteads and Bedding, Trunks and Traveling Bags

Entire Stock of Lace Curtains, Upholstery and Drapery Fabrics At Less Than Regular Prices

Our Entire Stock of Sheetings, Muslins and Flannels Reduced
(INCLUDING LONG CLOTH, CAMBRICS, PILLOW CASE MUSLIN, ETC.)