

Strawbridge & Clothier's Reduction Sale

SPECIAL NEWS FOR MONDAY

In ALL Departments Many Things Reduced! In Many Departments ALL Things Reduced!

BUSINESS HOURS 9 to 5.30

ON MONDAY our great General Reduction Sale will take a fresh start as an independent PRICE-LOWERING EVENT of unprecedented importance. In every Department will be found many lots of merchandise at wonderfully attractive reductions, while in a number of Departments the entire stock is marked at reduced prices—new price tickets showing the exact saving. These reductions, in most instances, are made at our own expense—reductions from our own fair prices based on the cost of the merchandise—our own voluntary contribution toward bringing about an era of lower prices.

The Fur Store Participates in the Great Reduction Sale



Many remarkable values, a few of which are described below, show the extent and importance of the Fur Store's co-operation in the general lowering of prices. See these on Monday:

- \$225.00 Fur Coats—now \$195.00
- Nearseal Coats (dyed cone), in knee-length, with deep border effect.
- \$265.00 Fur Coats—now \$215.00
- Dyed marmot in a rich brown, finished with nutria collar and cuffs.
- \$265.00 Fur Coats—now \$200.00
- Russian pony in lovely shades of brown; collar and cuffs of raccoon or Australian opossum.
- \$285.00 Fur Coats—now \$240.00
- Natural muskrat, in knee-length, with muskrat collar and cuffs.
- \$375.00 Fur Coats—now \$310.00
- Nearseal, with deep collar and cuffs of skunk, beaver or Australian opossum.

An Attractive Assortment of the Much-Wanted Little Animal Scarfs, of Various Fashionable Furs, Special, \$12.75 to \$100.00

A Fresh New Lot of Genuine Skunk Neckpieces in Many Styles, worth from \$32.50 to \$225.00, now \$25.00 to \$165.00

Skunk Muffs to Match, at \$57.50 and \$67.50

—Strawbridge & Clothier—Second Floor, Filbert Street, and Centre

BUY IN NOVEMBER PAY IN JANUARY

A Practical Incentive to Early Christmas Shopping

And the inducement will be doubly strong because of the great values in our Reduction Sale.

If you have a charge account here, all merchandise purchased from November 1st to December 31st, inclusive, may be PAID FOR IN JANUARY.

The plan inaugurated by us ten years ago has proved to be the most practical and the most successful means of arousing an early interest and actually inducing our customers to begin their Christmas shopping earlier than they would do without this mutually advantageous arrangement.

NOTE—In order to maintain our regular routine system of bookkeeping, and also that you may check up your purchases, A BILL WILL BE SENT YOU AS USUAL ON DECEMBER FIRST, including all purchases made on November 1st and throughout the month of November. This bill may be paid in December, if you so desire, but you are invited to take advantage of the privilege of paying for all purchases made during the TWO MONTHS when you receive your bill for December purchases.

If you have a charge account here—and if you have not, now's a good time to open one—BUY NOW AND PAY IN JANUARY.

Serge, Silk and Satin Dresses At Remarkable Price Concessions

All fresh, new Dresses, special purchases, and every model up to the last minute in every detail of fashion. Better get here early, as some lots are not so large.

300 Fresh New Serge Dresses, Special at \$19.75

Five smart models, long-waisted and straight-line effects, one in a smart girled style and one with distended hip pockets. Trimmed with braid, stitching and silk, braid and gilt thread embroidery. Black, navy and brown. Sizes 34 to 46.

60 Navy Blue Serge Dresses, Special at \$18.75

Four models, elaborately embroidered in navy or black or in gilt thread-and-black silk. One in over-blouse style, the other three have long-line tunic and narrow tie sash. Long sleeves, collarless round neck. Sizes 34 to 42.

New Crepe de Chine Dresses, Special at \$19.75

A new model of the fashionable crepe de chine, in black, navy and taupe, made with flying panels on the skirt and with full-length sleeves.

Black and Navy Satin Dresses, Special at \$23.75

A new model with a plaited tunic, and trimmed with herringbone stitching.

—Strawbridge & Clothier—Second Floor, Market Street

60,000 Handkerchiefs Reduced For Men, Women, Children

A great Sale of Handkerchiefs just in time for advance Christmas shopping. Practical kinds for one's own use or for ever-welcome gifts.

Men's Handkerchiefs—30c

Imported cambric, with colored woven cord borders. Value 35c—now 30c each.

Women's Handkerchiefs—50c

Men's. Of Irish linen, hemstitched, with embroidered initial, reduced from 75c—now 50c each.

Children's Handkerchiefs, 12½c

Of cambric, hemstitched. Former price 18c each, now 12½c.

Boys' Handkerchiefs, 15c

Fine mull, initial (not all letters). Box of three—now 15c.

—Strawbridge & Clothier—Aisle 12, Market Street

About \$75,000 Worth of Linens Reduced 20 to 50 per Cent.

Linens are still scarce in the manufacturing market, and these reductions, therefore, are all the more attractive. The following low prices would be impossible but for the fact that an ample portion of our present stock was contracted for long ago. In some instances quantities are limited—and demand earliest possible attention.

Table-Damask, was \$2.25—now \$1.50

Mercerized cotton; 70 inches wide.

Linen Damask, was \$4.50—now \$3.50

Irish linen, 70 inches wide.

Table Cloths, were \$4.50—now \$3.50

Mercerized double damask; 2x2 yards.

Linen Cloths, were \$13.00—now \$10.00

Pure linen double damask; 2x2 yards.

Mercerized Napkins, were \$3.50—now \$2.75

Heavy mercerized damask Napkins; 19-inch—\$2.75 a dozen.

Linen Napkins, were \$11—now \$8.50

Heavy Irish linen; 22-inch—\$8.50 a dozen.

Huck Towels, were \$4—now \$2.90 a dozen

Cotton; damask borders, hemmed; 18x36 inches.

Linen Towels, were \$1.00—now 50c

Hemstitched, damask borders; 14x22 inches.

Linen Towels, were \$1.75—now \$1.25

Damask; hemstitched; 22x39 inches.

Turkish Towels Much Under Price

Blue or Pink Towels—now 35c, 50c and 75c.

White Towels—now 20c, 35c and 55c.

Cotton Toweling—six yards for \$1.50

Kitchen Toweling; sold in 6-yard lengths for \$1.50, worth \$1.92.

Linen Kitchen Toweling, was 40c—now 32c

Heavy Scotch linen; red borders.

Half-Linen Towels, were 75c—now 65c

Typical Kitchen Towels, 20x30 inches.

Sheeting Linen, was \$3.00—now \$2.25

Full bleached, medium weight; 72-inch.

Oriental Print Bed Spreads

Size 72x100 inches—now \$7.50.

Size 90x100 inches—now \$9.00.

Irish Linen Sheets, were \$20.00—now \$15.00

Hemstitched; double-bed size—\$15.00 a pair.

Tray Covers, were \$1.75—now \$1.25

Hemstitched linen; 20x30 inches.

Embroidered Shams and Scarfs

Scarfs, 18x54 inches, were \$5.00—now \$3.75.

Shams, 30x30 inches, were \$5.00—now \$3.75.

Irish Linen Lunch Cloths

Spoke-hemstitched; 45x54 inches were \$6—now \$5.00; 54x54 inches, were \$9.00—now \$7.50.

—Strawbridge & Clothier—Aisles 11 and 12, Centre

Philippine-embroidered Night Gowns Remarkable Values, \$3.95 and \$4.95

Exquisite Night Gowns of fine white lingerie cloth; daintily made by hand and embroidered with all the delicacy of design and stitch for which Philippine work is famous. Styles with round, V-shaped or square neck, others in Empire effect. Worth from \$5.00 to \$7.50—now \$3.95 and \$4.95.

—Strawbridge & Clothier—French Salon, Third Floor, West

Hosiery for Men, Women and Children, Under Price

Thousands of pairs of Stockings and Socks—the dependable Strawbridge & Clothier grades—marked at worth-while reductions, an idea of which may be gained from the following—

Women's Stockings

Seamless Black Cotton Stockings that were 50c—now 39c a pair

Black Cotton Stockings, with unbleached soles, that were 75c—now 50c.

Black Cashmere Stockings, that were 50c are now 55c.

Full-fashioned Lisle Stockings, black and colors; formerly \$1.25—now \$1.00.

Full-fashioned Black Silk Stockings, that were \$2.00 and \$2.25—now \$1.50 and \$1.65 respectively.

Men's Socks

Black and Colored Cotton Socks that were 29c a pair—are now 6 pairs for \$1.45.

Navy Blue Lisle Socks, that were 50c—are now 25c.

Mercerized Lisle Socks, tan, gray and navy blue; formerly 60c—now 2 pairs for 75c.

Fleeced Cotton Socks, black and colors; were 50c—now 35c.

Natural Cashmere Socks, were 75c—now 50c.

Stockings for Children of All Ages

Children's Black Ribbed Cotton Stockings, formerly 45c and 50c—now 25c a pair.

Children's Mercerized Lisle Stockings, black, white and tan (not all sizes); were 75c and 95c—now 50c.

Boys' heavy black ribbed Cotton Stockings, double knees; formerly 60c, 70c and 80c, according to size—now 45c, 55c and 65c respectively.

Infants' white ribbed Wool Stockings, were 65c—now 45c a pair

Misses' ribbed Silk Stockings; were \$1.35—now \$1.00 a pair.

—Strawbridge & Clothier—Aisles 3 and 4, Market Street

Women's Gingham House Dresses \$2.95

SPECIAL these four pretty models in attractive House and Morning Dresses of checked gingham. The double-breasted style, sketched, also two waist-line models with vests of white poplin or organdy. The fourth is in straight lines, belted and with white collar. The former price for House Dresses in this group was \$3.95—now \$2.95.

Our Entire Stock of Women's Figured Flannelette Kimonos Reduced—now \$1.35 to \$2.85

—Strawbridge & Clothier—Third Floor, Filbert St., West

Men Who Need Shirts or Pajamas Also Profit

The following reduced-price groups will prove of unusual interest to men who appreciate the quality of Strawbridge & Clothier merchandise—and are quick to recognize unusual value when they see it:

White Soft Shirts, neck-band, turn-back cuffs—\$1.25

Striped Soft Shirts, neck-band, turn-back cuffs—\$1.65

Soft Shirts, of fine woven-stripe madras—now \$2.50

Soft Shirts, of fibre silk-stripe madras—now \$3.50

Soft Shirts, of imported woven-stripe madras—\$3.50

Men's Laundered Neglige Shirts—now marked \$1.50

Pajamas—\$2.00

Outing Flannel Pajamas—\$2.50

—Strawbridge & Clothier—East Store, Eighth Street

Stationery at Reduced Prices

White Linen-finish Writing Paper, box containing 24 sheets and 24 envelopes—now 20c.

Boxes containing 8 sheets of pink, 8 of blue and 8 of white Writing Paper, with bordered Envelopes in matching shades—now 35c.

Boxes of 24 Correspondence Cards and 24 Envelopes to match—32c.

Buff-colored Linen-finish Writing Paper, 24 sheets and 24 envelopes—now 18c.

5c Lead Pencils reduced to 3c.

—Strawbridge & Clothier—Aisle 10, Centre

Stationery at Reduced Prices

White Linen-finish Writing Paper, box containing 24 sheets and 24 envelopes—now 20c.

Boxes containing 8 sheets of pink, 8 of blue and 8 of white Writing Paper, with bordered Envelopes in matching shades—now 35c.

Boxes of 24 Correspondence Cards and 24 Envelopes to match—32c.

Buff-colored Linen-finish Writing Paper, 24 sheets and 24 envelopes—now 18c.

5c Lead Pencils reduced to 3c.

—Strawbridge & Clothier—Aisle 10, Centre

Muslin Sheets and Pillow Cases of Our S. & C. Special Brand At Reduced Prices

A full range of sizes, in every desirable and reliable quality of Bleached Muslin Sheets and Pillow Cases in this famous brand—AND ALL ARE REDUCED.

A few items are:

Pillow Cases, 45x36 inches, now 68c; 45x38½—now 75c each.

Bolster Cases, 45x72—\$1.25.

Sheets, 81x90, now \$1.95; 72x99, now \$2.75; 81x99—now \$2.95.

—Strawbridge & Clothier—Aisle 12, Filbert Street

1600 Women's Night Gowns of Flannelette, Special at \$1.00

EXTRAORDINARY, these cozy, well-made Night Gowns of pink or blue striped flannelette. Styles with collar or collarless. They will sell rapidly at \$1.00 each. We cannot promise to fill Mail and Telephone orders for these Night Gowns.

—Strawbridge & Clothier—Third Floor, West

Our Entire Stock of Men's and Young Men's Clothing Now Reduced in Price

\$35.00 to \$95.00 Suits—Now \$25.00 to \$71.50

\$40.00 to \$122.50 Overcoats—\$28.50 to \$84.00

Every garment in our splendid stock of Men's and Young Men's Clothing—approximately three-quarters of a million dollars' worth at the fair, regular retail prices—is now marked at a substantial reduction. There is no reason for this sweeping curtailment of just profits, but our readiness to meet general conditions and public expectations.



Our Matchless Stock of Winter Overcoats Reduced

Every English Overcoat, every Hart, Schaffner & Marx Overcoat, every Stein-Bloch Overcoat, every "Alco" Overcoat, and all Overcoats from other manufacturers, in this great Sale at a reduced price! Montagnacs, Worumbo Coatings, Carr's Meltons, English Fleece Fabrics, fine Kerseys, Plaids, Checks, Two-tones—every desirable Overcoat fabric. Long Ulsters, Town Ulsters, Ulsterettes, Box Coats, Chesterfields, Form-Fitting Overcoats, single- and double-breasted. A wonderful assortment and wonderful values—were \$40.00 to \$122.50, now \$28.50 to \$84.00. And—the following as a Feature Extraordinary for Monday—

Winter Overcoats Worth \$50.00 to \$60.00 \$34.50

Already, since the Reduction Sale started, we have bought new lots of Winter Overcoats to add to this wonderful Sale. This group includes Ulsters, Form-Fitting and Chesterfield Overcoats, made to sell at \$50.00 to \$60.00—now \$34.50.



Men's \$40.00 to \$75.00 Autumn-weight Overcoats—now \$28.50 to \$59.00

Men's \$5.00 to \$22.50 Trousers All Reduced—now \$3.50 to \$14.75 a pair

Men's \$50.00 to \$95.00 Evening Dress and Tuxedo Suits—now \$25.00 to \$71.50

—Strawbridge & Clothier—Second Floor, East

Gossard Corsets Sharply Reduced Model 1806—now \$15.00

The regular price of this fashionable model in GOSARD FRONT-LACE Corsets is \$25.00. Fashioned of handsome brocade, with medium bust, long hips, rubber sections at the sides and back and substantially boned—\$15.00.

Jessica French Corsets Style BB—now \$7.00

Our remaining stock of this desirable model, formerly sold at \$13.50, reduced. Of heavy white cloth, heavily boned, with low bust and long hips—now \$7.00.

—Strawbridge & Clothier—Third Floor, Market Street, West

GLOVES For Men, Women and Children, Reduced

The following kinds of SEASONABLE Gloves at much less than regular prices:

All our Women's Unlined One-clasp Capeskin and Mocha Gloves Reduced.

All our Women's Lined Gauntlets and Driving Gloves Reduced.

Our entire stock of Men's Unlined Capeskin and Mocha Gloves, one-clasp, Reduced.

Men's Auto Gauntlets and Driving Gloves Reduced.

Many kinds of Children's Gloves and Gauntlets at Reduced Prices.

—Strawbridge & Clothier—Aisles 12 and 13, Market Street

It is Easy For Responsible Persons to Open a Deferred Payment Account

Those who desire extended time to pay for their purchases can arrange for carrying an account on weekly, monthly or semi-monthly terms by calling at the Deferred Payment Office, Floor 4½.

A practical way in which to pay for large purchases of furniture or home furnishings.

Marabou Capes Reduced to \$9.00

A small but important group of Fluffy Marabou Capes, black, brown or natural shade. Some trimmed with tails or ostrich. Capes light in weight, but warm, ordinarily \$11.00, now \$9.00.

—Strawbridge & Clothier—Aisle 11, Centre

All Trunks at Reduced Prices

Our entire stock of Steamer, Dress, Wardrobe, Shoe, Hat and Week-end Trunks in the Sale at worth-while reductions.

—Strawbridge & Clothier—Fourth Floor, Market Street, East

Practically All Our Men's Hats and Caps Reduced

With the exception of our STETSON line, all the Men's Hats and Caps in our autumn and winter stocks at reduced prices:

Soft Hats that were \$4 to \$12 are now \$2.35 to \$9.75

Derby Hats that were \$6 to \$8 are now \$4.65 to \$6.45

Velour Hats that were \$10 to \$25, now \$5.95 to \$19.75

Cloth Hats that were \$6 to \$8 are now \$4.75 to \$6.45

Men's Caps that were \$2.50 to \$6, now \$1.95 to \$4.75

—Strawbridge & Clothier—Second Floor, Market Street, East

MARKET ST. EIGHTH ST. FILBERT ST. **STRAWBRIDGE & CLOTHIER** MARKET ST. EIGHTH ST. FILBERT ST.