

STRAWBRIDGE & CLOTHIER

THE FIRST GOOD NEWS FOR 1921

The January Sales Begin on Monday With a General Revision of Prices

Which Means That, as a Result of Our Readjustment Inventory at the Close of the Year, Prices Have Been Revised on the Present Lower Cost Basis, and That the Greater Part of Our Immense Stocks of Merchandise is Marked at Considerably Less Than the Regular Prices of the Autumn and Winter, 1920.

This Store was closed to the public yesterday, and yet it was like a busy beehive from basement to top floor. Our work for the day was entirely concentrated upon INVENTORY, or "stock-taking," which was done with more painstaking care than usual. Inventory of every item of goods in the Store was made at the lowest possible figure—at the price we paid where that was lowest, and at present market cost where that was less than the price we paid.

A general REVISION OF PRICES OF PRICES has been made on the readjustment basis. This involves a considerable loss of profit on most lines of goods, and an entire loss of profit on many kinds of goods. It also means somewhat reduced revenues to the Government in the disposal of goods on the new cost basis. But it means for OUR CUSTOMERS the establishing of a new price level in most lines, and a SAVING OF MANY THOUSANDS OF DOLLARS.

This Unique Event Embraces Our Fixed Annual Under-price Sales of Muslin Underwear, Waists, Linens and Bedfurnishings; Our January Clearances of Men's, Women's and Children's Clothing at Greatly Reduced Prices, and a More Than Usual Number of Special Purchases of Manufacturers' Surplus Stocks and Close-out Lines, in Addition to the Re-pricing of the Entire Stocks of Some Departments.

We cannot present full details or specific descriptions of the thousands of articles in the January Sales at less than the original prices of 1920. The re-pricing is progressing in many departments while this is being written, and hundreds of NEW PRICE CARDS are being made, to be displayed throughout the Store on Monday morning.

The only details printed here will be the Golden Specials for Monday—of which we shall present TWO each day for some days to come. Be it known, however, that there will be scores of GOLDEN NUGGETS OF ECONOMY in all parts of the Store, no less attractive in value, although in lesser quantities than the Golden Specials.

Come to the Store on Monday Morning Expecting to Find a More Widespread Revision and Reduction of Prices Than in Any Former Sale—Exceptional Savings in ALL Departments

Golden Special for Monday



9600 Women's and Misses' Fine **CORSETS**
Rare Values
At **\$1.95**

The Golden Special sign points the way to a rare economy event, Monday. Corsets of S. & C. Special, Redfern, Warner Rust-proof and other well-known makes. Front-lacing and back-lacing styles that formerly sold at from \$3.50 to \$8.50. Corsets with low or medium bust or elastic top, for average, stout or slender figures. Fashioned of plain or brocaded fabrics in pink or white, some lightly boned, others substantially boned. Such an opportunity to save comes seldom—fine Corsets at \$1.95.

Whatever kind of goods is uppermost in your mind, go to that Department first. If you want a Dress, Suit, Coat or Waist, Millinery or Furs, you will find many exceptional values. In the Muslin Underwear Sale are more attractive values than for many seasons past. The same is true in Men's and Boys' Clothing, Hats, Shoes, Hosiery, Linens, Upholstery Fabrics, Rugs, Furniture, China, Housefurnishings, Silks, Dress Goods, both wool and cotton, Candy, Stationery, Silverware, Leather Goods, Hand Bags, Trunks, Pictures, Lamps—in short, in EVERY DEPARTMENT will be found many things or all things at new lower prices.

Golden Special for Monday



3000 S. & C. "Shamrock" **SHEETS**
Extraordinary Value
At **\$1.35**

Many remarkable price revisions have been made throughout our entire Bedfurnishings stocks, but Monday's Golden Special opportunity is of surpassing importance. The fame of S. & C. "Shamrock" Sheets is known far and wide among experienced housekeepers. The bleached muslin of which they are made is of a heavy round thread quality that will launder excellently and give lasting wear. They have been carefully made, and are in the most popular 81x90-inch DOUBLE-BED SIZE. They will be under the illuminated Golden Special Sign on Monday at far below the regular price—now \$1.35.

Pillow Cases, 45x36 inches—now 45c

NOTE—New merchandise is coming in, in large quantities, every day, and we are in the market for goods that measure up to our standard, in any amount, wherever such may be found at low prices—with unrestricted capital as the lodestone to attract any manufacturer in a position to offer exceptional values for cash.

Market Street
Eighth Street
Filbert Street

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