

The Strawbridge & Clothier January Sales

Several Million Dollars' Worth of Merchandise at After-Inventory Reductions
A Downward Revision of Prices on the Greater Part of Our Stocks; and Extremely Low Prices on Special Purchases—Every Price on This Page is Lower Than the 1920 Price

Wonderfully Attractive Values in All Departments

New Low Prices Achieved in the Sale of Muslin Underwear

A Sale that brings new economy opportunities to every woman. Thousands of Silk and Muslin Undergarments in REGULAR and EXTRA SIZES representing values unattainable for months past. Styles to please every woman. Sturdy, practical Muslin Underwear, exquisitely dainty models of fine cottons in pink or white, and the loveliest of Silk Underwear, of tailored simplicity or lavishly trimmed. The range of choice is unusually wide, even for our January Sale.



ALL THE UNDERGARMENTS IN THE SALE are priced according to the new low cost basis. Some lots from regular stock are repriced. Other groups, specially purchased for the Sale, are far below the most favorable prices of 1920. The new year ushers in a Sale of Undergarments of importance to all women who would take advantage of lowered prices.

- Muslin Underwear** — Includes sturdy Corset Covers for as little as 50c; Envelope Chemise at 75c; Night Gowns, a rare value at 85c, and a host of other values just as good.
- Silk Underwear** — Includes Envelope Chemise at the new low price of \$1.95; Night Gowns at \$3.95; Petticoats at \$3.50, and Bloomers at \$1.95. These merely indicate the other wonderfully good values.
- Extra-size Underwear** — Women who wear larger sizes will find remarkably good values in the Sale. Night Gowns for as little as \$1.00 each; Silk Bodices at \$2.25.

Golden Special To-morrow

RELIABLE GOODS
DAILY GOLDEN SPECIAL
SINCERE SERVICE

3000 Pairs of "Granite" Lisle Stockings
A Wonderful Saving
At **\$1.00**

Women who have ever worn "Granite" Brand Lisle Stockings know the importance of this Golden Special value—one-third less than the former price. Stockings of Sea Island mercerized lisle yarn, the softest and finest, woven with two-fold reinforced splicing in heels, toes, soles and garter tops. In black, white and tan; regular sizes, 8½ to 10. Our customers will recognize the unusual worth of this Golden Special value—\$1.00 a pair.

Strawbridge & Clothier—Aisle 4, Centre

A Special Purchase of Jersey Dresses, Remarkable at \$22.50

A special purchase of three hundred new wool Jersey Dresses; three different models (see sketch), and one hundred of each model—long tunic, panel and panel-tunic. All made on slim, straight lines with the long snug sleeves, and all elaborately embroidered with colored wool and ribbon braid with a touch of gilt.

It has been a long day since we had Dresses like these at \$22.50. In navy blue, French blue, brown, taupe, beaver and Burgundy. Sizes 34 to 46.

Serge Dresses—now \$18.75
Straight-line models of serge in navy and brown, made with collarless neck-line and tie sash, and beautifully embroidered in black and gilt. Sizes 36 to 46.

Jersey Dresses—now \$17.50
All fresh and new, and in sizes 34 to 46. Made with the long-line tunic trimmed with tucks and buttons, long sleeves and tie sash. Navy blue, Flemish blue, brown and taupe.

Jersey Dresses—now \$21.50
Over-blouse style with divided tunic, attractively embroidered. In navy blue, Flemish blue, brown and taupe.



Down, Down, Down! Go the Prices on Women's Coats

Remarkably good, as our Coat values have been acknowledged by everybody to be, and notwithstanding the fact that Coats were among the first to show a downward trend in prices, our regular fair prices have been cut relentlessly for January:

- Lustrous Seal Plush Coats—now \$25.00**
Smart hip-length Coats, made on lines closely resembling real fur Coats, belted all-around and lined throughout.
- Dark Wool Velour Coats—now \$22.50**
Dark shades and black. Belted models with seal-dyed fur collar and figured silk lining.
- Fine Wool Velour Coats—now \$26.50**
In black and blue, made in attractive belted styles, and having collars that can be worn closed up well at the throat if desired. Elegantly lined throughout with silk.
- Lovely Fur-Collar Coats—now \$32.50**
Loose-back, belted-front Coats of wool velour, with deep collar of taupe nutria, natural opossum; lined with figured silk throughout.
- Wool Velour Dolmans—now \$35.00**
In various good dark shades, made with fur collars, and lined with figured silk throughout.
- Fine Coats and Dolmans—now \$55.00**
Of various high-grade cloths, with deep shawl collars of taupe nutria, mole and Australian opossum. Elegantly lined.

Golden Special To-morrow

RELIABLE GOODS
DAILY GOLDEN SPECIAL
SINCERE SERVICE

8000 Yards of British **Aeroplane LINEN**
Extraordinary Value
At **78c**

A wonderful saving for fortunate purchasers of this Aeroplane Linen under the Golden Special sign to-morrow. Those who know linen values will realize that it is worth to-day almost double this price. British Aeroplane Linen, 36 inches wide, in natural color, the finest and strongest of its kind. For draperies, couch covers, table scarfs, slip covers, riding clothes, children's garments, also men's and boys' suits. This lot of 8000 yards will sell quickly at 78c a yard.

Strawbridge & Clothier—Aisle 5, Centre

Women's New Suits at New Prices Amazingly Low

A wonderful collection of fresh, new Suits, chiefly duplicates of models shown earlier in the season at much higher prices:

- Worsted Jersey Outing Suits—now \$19.75**
Plain tones and smart heather mixtures. Some with inserted plaits, some box-plaited, others gathered at the waist-line or in peplum effects.
- Worsted Jersey Outing Suits—now \$22.50**
Various models with the narrow tailored belts or the broader stitched belts. Green, brown and blue heather mixtures, and plain tan, navy and blue.
- Worsted Jersey Outing Suits—now \$25.00**
Smartly tucked and plaited models, with patch pockets and pockets of novel cut, mannish collars and collars that close up well at the throat. A number of models lined with silk penu de cygne.
- Fine Wool Velour Suits—now \$35.00**
Well-tailored belted models with button-trimmed pockets and convertible collars. In black, navy blue, brown and reindeer.
- Fine Tailored Cloth Suits—now \$37.50**
Fine broadcloth, wool velours and duvet de laine, made in belted style with slight fullness at the waist-line, or made with smart stitching or pin tucking and finished with buttons in ornamental rows.
- Fine Wool Velour Suits—now \$42.50**
Made with stitched back in box-plaited effect, with cable stitching on pockets and collars, and finished with narrow tailored belts. In black, navy blue and brown.
- High-grade Suits—now \$75.00 to \$275.00**
Distinctive models developed in wool velour, silvertone, duvet melange, tricotine, veldyne, vel-de-cygne, velonde, orlando and duvetine. Conservative models, beautifully embroidered and braided models and some handsomely trimmed with fur.

Fine Silk Afternoon Dresses—now \$65.00 to \$140.00

Of such elegant materials as crepe-back satin, lace, taffeta, crepe Georgette and Canton crepe, with elaborate embroidery or beading. Some with real lace collars. Black and colors.

Exclusive Wool Dresses—now \$80.00 to \$150.00

Duveline, tricotine, tricotine, Oxford cloth and Poret twill—chiefly one of a kind, each one tailored to perfection and high-class in every detail of designing.

13,000 New Waists Under Price

Don't miss this Sale of 13,000 Waists, every one fresh and new, and the assortment of styles, colors and materials is wonderful—it is a joy to make a selection. These and other smaller, but equally attractive lots, in the sale:

- 1200 Lovely Mignonette Waists, in the Sale at \$5.00, \$6.75 and \$7.75
- 1000 Tailored Crepe de Chine Waists, in the Sale at \$4.95, \$5.95, \$7.50
- 1000 Smartly Tailored Pongee Waists, in the Sale at \$3.00
- 500 Striped Silk Waists, light and dark, in the Sale at \$3.95 and \$5.00
- 500 Crepe Georgette Waists, light and dark, in the Sale at \$3.00, \$3.85, \$4.85
- 500 Fine White Voile Waists, beautifully trimmed, in the Sale at \$1.00
- 1000 Fine Madras, Voile and Batiste Waists, in the Sale at \$1.15
- 1500 Voile and Madras Waists, tailored and trimmed, in the Sale at \$1.50
- 500 Smart Tailored Waists, the Royal make, in the Sale at \$1.95
- 500 Soft White Batiste Waists, prettily trimmed, in the Sale at \$2.00
- 300 Sheer French Voile Waists, lace-trimmed, in the Sale at \$2.25
- 1500 Beautifully-trimmed White Voile Waists, in the Sale at \$2.95
- 1300 Hand-made Batiste Waists—now \$4.00, \$5.00 and \$6.00

January Sale Prices on Women's House Dresses

Now \$1.95
A long time since a such House Dresses have been available at this remarkably low price. The straight-line model sketched is of Amoskeag gingham in neat two-tone checks—many patterns and color effects from which to choose. With a white collar; belted and plaited from a yoke.

Now \$1.45
Straight-line House Dresses of pretty figured percale, in blue, gray, pink and lavender effects. Plaited from a yoke, belted and made with round collar of plain chambray.

Women's Blanket Bath Robes A Rare Value at \$5.00 Women's Japanese Cotton Crepe Kimonos Reduced to \$1.85

Muslin Sheeting and Pillow Casing
Revised Prices About One-fourth Less Than in 1920

Instances of the new prices—
Pillow Case Muslin, 42-inch—35c
Pillow Case Muslin, 45-inch—35c
Sheeting Muslin, 63-inch—58c
Sheeting Muslin, 72-inch—60c
Sheeting Muslin, 81-inch—68c
Sheeting Muslin, 90-inch—75c

Thousands of Yards of Silks At the New Lower Prices

SILKS AND VELVETS in all weaves and shades, including the very latest products of the loom, manufactured for the coming season; bought at the new low rates, and marked at prices that will surprise you. See these to-morrow:

- 40-inch Chiffon Velvets—\$6.50 and \$7.50**
Two grades of Silk Chiffon Velvets, with the high-grade Lyons finish, and in all desirable shades—all new and absolutely perfect.
- 32-inch Fast-color Corduroy—now \$1.25**
Fast color and fast pile guaranteed. All perfect. Complete color range.
- 36-inch Tussah Silk Pongee—now \$1.35**
Pure Tussah Silk Pongee, excellent for drapery purposes as well as dresses, waists and men's shirts.
- 40-inch Fine Charmeuse Satin—now \$2.35**
In black, medium navy, dark navy, Copenhagen blue, henna, white and flesh.
- 40-inch Heavy Crepe Meteor—now \$3.35**
Extra heavy, and in all the new spring shades, also plenty of navy and black.
- 40-inch Canton Crepe de Chine—now \$3.35**
In light and dark shades, also black.
- 35-inch Satin de Luxe—now \$1.65**
Complete line of street and evening shades.
- 35-inch Fine Black Dress Taffeta—\$1.65**
Remarkable Values on Two Special Aisle Tables

Bed Spreads at New Prices

About One-Fourth Less Than 1920 Values

Here is a group of 1200 double-bed-size White Spreads—creechet, satin-finish Marseilles and floral duality—at revised prices which afford remarkable savings for thrifty housewives:

- White Crochet Bed Spreads, 76x86 inches—\$3.00
- White Satin-finish Marseilles Spreads, 78x88 inches—\$5.00
- White Satin-finish Marseilles Spreads, 78x88 inches—\$6.50
- White Satin-finish Marseilles Spreads, 78x88 inches—\$7.50
- Scalloped-edge Spreads, with Bolster Throw—\$7.50
- White Satin-finish Marseilles Spreads, scalloped, 86x96 inches, with Bolster Throw to match—\$10.50

\$250,000 Worth of Linens In the Great January Sale

The Savings Range from One-fifth to One-half as Based on 1920 Prices for Equal Goods

LINENS—One of the few lines in which manufacturers' prices have not receded; and, as there is little hope of production in this line reaching normal proportions for a long time to come, we cannot expect any great decrease in prices at the source for years.

- Nevertheless, we have marked a quarter of a million dollars' worth of fine Linens (purchased by us between 1916 and 1919) at special Sale prices which are far lower than 1920 or present values, or lower than regular retail prices can be for a long time to come.
- HERE ARE JUST A FEW OF THE MANY UNDER-PRICE LOTS:
- 3000 yards of Irish Table Linen, 70-inch—\$3.40 a yard
 - Bleached Irish Linen Napkins, 22-inch—\$9.00 a dozen
 - Full-bleached Linen Dinner Cloths, to seat four—\$6.00
 - Heavy Scotch Damask Dinner Cloths—\$11.00, \$13.25, \$16.50
 - Mellow-finish, Full-bleached Dinner Cloths, 2x2 yards—\$12.00
 - Full-bleached Hemstitched Dinner Cloths, to seat six—\$5.00
 - Heavy-weight Irish Linen Napkins, 22-inch—\$7.50 a dozen
 - Full-bleached Linen Lunch Napkins, 15-inch—\$5.00 a dozen
 - Irish Linen Huckaback Towels, hemmed ends—\$6.00 a dozen
 - Irish Linen Huckaback Guest Towels, hemstitched—\$7.50 a dozen
 - Full-size Huckaback Towels, hemstitched, damask borders—\$12.00
 - Linen Damask Towels, hemstitched ends, 22x28 inches—\$12.00
 - Bleached Turkish Towels, full size—25c, 35c and 50c
 - 16,020 yards of Scotch Linen Kitchen Toweling—25c, 35c and 50c
 - Fine Irish Linen Pillow Cases, hemstitched—\$4.50 a pair
 - White Irish Dress Linen, round-thread, 90-inch—\$4.50 a yard
 - White Irish Dress Linen, medium-weight, 36-inch—\$1.25 a yard
- TOSSED AND RUMPLED LINENS—remaining from our busiest holiday season—one or two of a kind and with no faults other than those which a laundering will correct—at one-third to one-half less than regular prices.

All Furs Re-marked to Meet The Lower Market Prices

When the long-hoped-for break in Fur prices came, we not only bought quantities of the new Furs at the lower rates, but we re-marked every Fur in our stock to meet the prevailing prices. You can select any Fur in stock and feel assured that you are getting it at the lowest possible price at which a high-grade, dependable Fur can be sold to-day.

- Black Pony Coats, raccoon collar and cuffs—now \$110.00
- Natural Muskrat Coats, with deep collars—now \$225.00
- Nearseal Coats, quality of the finest, generously full—now \$215
- Siberian Squirrel Coats, superb quality—now \$750.00
- Natural Muskrat Coats, nearseal collar and cuffs—now \$225.00
- African Leopard Coats, raccoon collar and cuffs—now \$325.00
- Leopard Cat Coat, collar and cuffs of raccoon—now \$315.00
- Nearseal Coats, beaver collar and cuffs—now \$295.00
- Hudson Seal Coats, with deep cape collar—now \$565.00
- Hudson Seal Coats, skunk collar and border—now \$650.00
- Nearseal Coats, opossum collar and border—now \$350.00
- Handsome Natural Raccoon Coats, generously long—now \$425
- Hudson Seal Coats, skunk collar and cuffs—now \$395.00
- Nearseal Coats, choice French-dyed skins—now \$195.00
- Black Lynx Stoles, fine, silky skins—now \$210.00
- Black Lynx Shawl Collars, deep in back—now \$167.50
- Genuine Skunk Coat Collars, fine quality—now \$85.00
- Handsome Skunk Stole, extra long and wide—now \$235.00
- Japanese Mink Stole, trimmed with tails—now \$225.00
- Australian Opossum Shawl Collars, blue gray—now \$55.00
- Alaska Fox Animal Scarf, taupe color—now \$75.00
- Lovely Canadian Wolf Animal Scarfs—now \$45.00
- Brown Wolf Animal Scarfs, medium size—now \$22.50
- Opossum Choker Scarfs, with heads and tails—now \$10.00
- Genuine Skunk Choker Scarfs, excellent quality—now \$25.00
- Brown Japanese Marten Choker Scarfs—now \$45.00
- Black Coney Muffs, in the smart canteen shape—now \$7.50
- Children's Imitation Ermine Muffs, satin-lined—now \$3.75
- Natural Raccoon Muffs, round shape—now \$32.50
- Genuine Skunk Muffs, beautiful pelts—now \$72.50
- Black Lynx Round Muffs, long, silky fur—now \$87.50
- Hudson Seal Muffs, barrel shape—now \$16.50

Knit Underwear At Lower Prices

Here are a few of the many articles in Knit Underwear at lower prices:

FOR WOMEN

- Ribbed Flannel Cotton Union Suits, Dutch neck, elbow sleeves, ankle-length; regular sizes, \$1.65; extra sizes, \$1.85.
- Ribbed Flannel Cotton Union Suits, high neck, long sleeves, ankle-length; regular sizes, \$2.00; extra sizes, \$2.25.
- Ribbed Cotton Union Suits, low neck, no sleeves, knee-length; low neck, no sleeves, ankle-length; regular sizes, \$1.00; extra sizes, \$1.25.
- Swiss Ribbed medium-weight Vests, low neck, no sleeves; regular sizes, 40c; extra sizes, 50c.

FOR MEN

- Heavy-weight Ribbed Cotton Shirts and Drawers, in ecru and gray, 90c.
- Heavy-weight Natural Merino Shirts and Drawers, \$2.00 each.
- BOYS' Ribbed Cotton Union Suits, in ecru, 90c.

Strawbridge & Clothier—Aisles 2 and 5, Market Street; and Aisles 4 and 3, Centre

Men's, Boys' and Children's Hosiery

That prices have dropped to new lower levels in Hosiery, you can see by these:

- CHILDREN'S Black Ribbed Cotton Stockings, 2½c a pair.
- BOYS' Heavy Black Ribbed Cotton Stockings, 30c a pair.
- MEN'S Black and Colored Cotton Socks, 2½c a pair. Black Mercerized Lisle Socks, 50c a pair.

Strawbridge & Clothier—Aisles 3 and 4, Market Street