

# The Strawbridge & Clothier January Sales

## A General After-Inventory Downward Revision of Prices

To-morrow will be the fourth day of our greatest January Sales, which will go on with increasing interest day after day. Here's another page of wonderfully attractive values—EVERY PRICE ON THIS PAGE IS LOWER THAN THE 1920 PRICE, and many prices are even much below the new lower level for 1921. Large purchases at EXTRA CONCESSIONS, and many lines at EXTREME REDUCTIONS. Extraordinary values in ALL DEPARTMENTS:

### The Sale of Muslin Underwear is A Practical Price-lowering Event



Muslin and Silk Undergarments at prices that mean savings for every woman who buys in the Sale. Again are neat, well-made Undergarments available at lower prices—dainty Envelope Chemise to be bought at 75c and 95c, Night Gowns at 85c, Petticoats at \$1.00 and \$1.50, Drawers at 75c, and Cambric Night Gowns with long sleeves at \$1.50. And these are just a few of the rare values in the Sale. Economies equally as good in elaborately trimmed Muslin Underwear. And remarkable values in Crepe de Chine and Washable Satin Undergarments. But every woman will want to inspect the Underwear in the Sale and prove these wonderful values to her own satisfaction. Featured to-morrow, this remarkable special:

**500 White Nainsook Combinations, Unusual \$1.00**

Many models for your selection, in soft White Nainsook Combinations. Some with regular armholes, others with bodice top and shoulder straps. All are daintily trimmed, some simply, others elaborately, with lace and embroidery. All with ribbon-threaded embroidery beading at the waist. The savings are from one-third to more than one-half, at \$1.00 each.

### Black and Colored Dress Fabrics In the Sale, Many at Half Price

Fabrics for winter and for spring, all of them fashionable and highly desirable. The fine Wool Suitings, Coatings and Dress Fabrics, plain, staple kinds and handsome fancy Fabrics repriced, many now at half former prices. Such amazing reductions bring unprecedented savings to all who have Wool Dress Goods to buy.

**Wool Plaids, 54-inch—now \$4.50 a yard**  
**Wool Plaids, 54-inch—now \$3.50 a yard**  
**Wool Plaids, 48-inch—now \$3.50 a yard**  
**Wool Plaids, 46-inch—now \$3.00 a yard**  
**Wool Plaids, 40-inch—now \$2.50 a yard**  
**Printed Challis—now \$1.25 a yard**  
**Colored Wool Broadcloth, 48-inch, \$3.50**  
**Colored Wool Broadcloth, 54-inch, \$4.50**  
**Broadcloth, pastel shades, 50-inch, \$5**  
**Imported Cream Suiting, half price, \$3**

**Fine Colored Wool Serge, 54-inch, \$3.00**  
**Men's Wear Serge, black or navy, \$3.50**  
**Fine Navy Blue Serge, 40-inch—\$1.50**  
**Wool Tweed Suitings, 54-inch—\$2.50**  
**Over-plaid Wool Tweeds, 54-inch, \$2.50**  
**Wool Goldtone, 54-inch, half price, \$3.50**  
**Mixed Wool Suitings, 54-inch, half price—now \$2.00 a yard**  
**Colored Wool Velours, 54-in., now \$4.50**  
**Colored Wool Velours, 54-inch—\$3.50**

### Prices Lowered Relentlessly on Misses' Fine Apparel

We advise all discriminating mothers (and all mothers are discriminating when it comes to daughter's clothes), to see this fine Apparel so remarkably reduced—there is not a model in the lot that is not highly desirable.

**Suits—now \$65.00 to \$95.00**  
 The finest kind of Suits—Suits of peachbloom, velours, duvet de laine and high-grade novelties, beautifully tailored, many fur-trimmed and some handsomely embroidered. Suit sketched, \$95.00.

**Suits—now \$45.00 to \$55.00**  
 Belted Suits of tricotine, velours, silvertone and velour de laine, braid-bound, fancy-stitched and button-trimmed. Beautifully lined and warmly interlined.

**Wraps—now \$85.00 to \$150.00**  
 Luxurious Wraps, the finest we carried in stock. Of velveteen, duvet de laine, peachbloom and novelty cloaking, with large fur collar or cape collar. Only one of a kind—some wonderfully draped, some beautifully embroidered or stitched.



### Warm Blankets Reduced

The downward revision of prices in the Bedfurnishings Store brings some unusual values of timely interest. For instance, all these are sharply reduced:

**White Wool-mixed Blankets, colored borders, 66x80, \$7.50 pair**  
**White Wool-mixed Blankets, colored borders, 70x80, \$9.75 pair**  
**White Wool-mixed Blankets, colored borders, 76x84, \$10.50 pair**  
**Fine Wool-mixed Blankets, colored borders, 76x84, \$15.00 pair**  
**Fine Wool-mixed Plaid Blankets, 72x82 inches, \$13.50 a pair**  
**Natural Gray Wool-mixed Blankets, colored borders, 70x80 inches—\$8.75 a pair**

### Are You Profiting by This \$250,000 Sale of Linens?

Thrifty housekeepers, who appreciate the beauty and distinction of fine Linens, are saving one-fifth to one-half in this—Philadelphia's greatest and most important Linen event. These are but a few of the many attractive value groups—

**Lunch Cloths, of pure linen damask, with hemstitched ends, pansy centre; 36x36 ins. \$1.00**  
**Towels of pure linen huckaback, with hemstitched hems and medallion borders; 17x33 \$7.50 doz.**  
**Heavy Toweling, of pure Scotch linen, for hand or roller Towels. Exceptional value 35c yd.**  
**Napkins of full-bleached, sturdily-woven Irish linen; 22x22 inches; attractive designs \$7.50**

### Suits and Dresses at Lower Prices Than You'd Hoped for This Season

None are happier than we to see the old standards coming back, and to be able to sell again Taffeta Frocks (like the embroidered model sketched) at \$25.00; or Crepe de Chine Frocks (like the other model sketched) at \$20.00; or a good, superbly tailored Wool Velour Suit (see sketch), with satin lining and silk stitching, at \$42.50, which is identical with Suits, in regular stock only a few weeks ago, specially priced at \$67.50.

### Nearly All of the Following Are Fresh, New Goods Purchased at the Lower Market Prices

Some of the Dresses at \$25.00 we were obliged to ask \$42.50 for earlier in the season, and the quality of the Crepe de Chine used in our Dresses at \$20.00, has not been obtainable for some time in any but garments of the highest grade.

**Silk Dresses—\$17.50 and \$18.75**  
 Crepe de Chine Frocks in new spring styles, and of the same grade and quality as our Autumn Frocks at \$26.00 and \$30.00. In black, navy, brown and taupe.

**New Silk Dresses—now \$20.00**  
 Satin and crepe de chine, in attractive tunic styles, with dainty vestees and collars. Black, navy and brown.

**Jersey Dresses—now \$20.00**  
 Panel and tunic models, braided and embroidered, also coat models. Beaver, brown, taupe, navy and Flemish blue.

**Jersey Dresses—now \$22.50**  
 Panel and tunic models, wide or narrow girdle, black or colored embroidery. Navy, Flemish blue, Burgundy, brown, taupe and beaver.

**Silk Dresses—now \$25.00**  
 New Afternoon Dresses of crepe de chine and taffeta—the taffeta model is shown in sketch; and the one of crepe de chine is in redingote style—both very attractive. Black, navy and brown. Taffeta in sizes 34 to 41. Crepe de Chine, sizes 42½ to 48½.

**New Suits, Special, \$19.75**  
 Tailored models of silvertone, chevron and tweed effects, made in belted styles, plaited and tucked; also semi-fitting, unbelted models.

**New Suits, Special, \$25.00**  
 Worst Jersey Outing Suits, pin-tucked and plaited, with mannish collars or convertible collars.

**Velour Suits (Like Sketch), Black, Blue, Brown—Unsurpassed at \$42.50**



**New Suits, Special, \$35.00**  
 Tailored Suits of wool velour, in black, navy blue, brown and reindeer, made in belted style with smart convertible collars.

**New Suits, Special, \$37.50**  
 Fine broadcloth, wool velour and duvet de laine, belted and semi-belted, and in black, navy blue, tan, green and brown.

→ Strawbridge & Clothier—Second Floor, Centre

### Thousands of Lovely Waists at Extremely Low Prices

The January Sale started with special new lots, aggregating about thirteen thousand, all bought at decisive reductions from the prices of last year. These in addition to large numbers of Waists in our regular stock on which a downward revision of prices was made after our readjustment inventory. Brief descriptions of some of the choicest models follow:

**At \$1.15—Waists of white fancy STRIPED MADRAS, in tailored models, and SHEER VOILE or CROSS-BAR VOILE, with variously shaped collars.**

**At \$1.50—WHITE VOILE WAISTS, six dainty models, all beautifully trimmed with lace and embroidery; vest effects with becoming roll collars.**

**At \$2.95—WHITE VOILE WAISTS, including some models of fine French voile; all beautifully trimmed with real fillet laces, hemstitching and hand-drawnwork.**

**At \$4.00 and \$5.00—HAND-MADE WAISTS, lovely models of fine, soft BATISTE, with dainty embroidery, hemstitching and drawn threads, all hand-work. Roll collars and turn-over cuffs.**

**At \$3.00—Smart tailored models, of PONGEE SILK or dressy CREPE GEORGETTE, in suit colors, prettily embroidered and made in over-blouse effect.**

**At \$3.95—Smart tailored models of dark, rich STRIPED MESSALINE, in suit shades, or TUB SILK in lovely bright colors that launder beautifully.**

**At \$4.95, \$5.95 and \$7.50—CREPE DE CHINE WAISTS; scores of models, in flesh, white, light and dark colors, and plenty in black. Vest effects, yoke effects, tucked, plaited or hemstitched collars, with variously-shaped collars.**

**At \$6.75 and \$7.75—MIGNONETTE OVER-BLOUSES, lovely models of this dressy and durable material, in suit shades or beautiful contrasting colors. All richly embroidered or braided. (Model sketched, \$6.75.)**

**At \$3.85—CREPE GEORGETTE WAISTS, in flesh, white or bisque, beautifully trimmed with Venise lace. Also suit colors, prettily embroidered.**

**At \$3.95—Smart tailored models of dark, rich STRIPED MESSALINE, in suit shades, or TUB SILK in lovely bright colors that launder beautifully.**

**At \$4.95, \$5.95 and \$7.50—CREPE DE CHINE WAISTS; scores of models, in flesh, white, light and dark colors, and plenty in black. Vest effects, yoke effects, tucked, plaited or hemstitched collars, with variously-shaped collars.**

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**At \$3.85—CREPE GEORGETTE WAISTS, in flesh, white or bisque, beautifully trimmed with Venise lace. Also suit colors, prettily embroidered.**

### Men's Hart, Schaffner & Marx Overcoats In the Sale at Wonderful Reductions

Made to Sell This Winter at One-half More to Almost Double These Prices:

**Now \$42.50, \$54.50 and \$71.50**

These three remarkable groups are made up from remaining lots of the famous, high-class Hart, Schaffner & Marx Overcoats in our own stock, to which are added several hundred specially purchased at the manufacturers' loss, just in time for the January Sale. These are chiefly ULSTERS and ULSTERETTES—splendid Coats of two-tone and plaid-back overcoatings, made in the newest belted models, with new-style pockets—extraordinary values at \$42.50, \$54.50 and \$71.50.

### Ulster Overcoats, Extra-Special at \$28.50

These are handsome, full-cut, double-breasted Ulsters, from another well-known manufacturer; all-wool, thirty-two ounce overcoatings, in handsome dark shades—Overcoats intended to sell at \$45.00 early this season—now \$28.50. Please remember—our ENTIRE STOCK of Clothing at much below the 1920 regular prices.

### These Are the Best Values Among Our Finest FURS—All Reduced

We have gone through our entire stock and picked out for to-morrow's announcement the Furs which various trade circumstances permit us to under-price the most. If any of these is what you have had in mind to purchase, you can depend upon getting a wonderful value here to-morrow. Every piece is thoroughly dependable and highly fashionable.

- Natural Beaver Stole—reduced to \$135.00
- Natural Mink Stole—reduced to \$225.00
- Natural Nutria Collar—reduced to \$90.00
- Natural Skunk Coatee—reduced to \$290.00
- Natural Skunk Stole—reduced to \$135.00
- Natural Beaver Set—reduced to \$125.00
- Natural Cub Bear Set—reduced to \$115.00
- Blended Kolinsky Stole—reduced to \$195.00
- Hudson Seal Cape Collar—reduced to \$115.00
- Natural Skunk Collar—reduced to \$82.50
- Siberian Squirrel Collar—reduced to \$175.00
- Australian Opossum Stole—reduced to \$125
- Nearseal Sports Coat—reduced to \$195.00
- Russian Marmot Coat—reduced to \$137.50
- Natural Wombat Coat—reduced to \$137.50
- Moleskin Dolman—reduced to \$565.00
- Alaska Seal Dolman—reduced to \$1450.00
- Nearseal Sports Coat—reduced to \$295.00
- Hudson Seal Coat—reduced to \$425.00
- Hudson Seal Coat—reduced to \$395.00
- Full-length Hudson Seal—reduced to \$875.00
- Natural Muskrat Coat—reduced to \$225.00

Coats of all lengths are included in the above, from sports models to full-length Coats and Wraps, and some are beautifully trimmed with contrasting furs. The Hudson Seal (dyed muskrat) Coat at \$425.00 is beautifully trimmed with skunk, and the Alaska Seal Dolman at \$1450.00 is trimmed with the luxurious sable, and so on.

**Also Hundreds of Moderately-Priced Furs Greatly Reduced**

### Children's Outing Flannel Sleeping Suits, Unusual, 95c

A special purchase of warm Winter Night Gowns, Pajamas and Night Drawers for children of 4 to 14 years. Chiefly samples, so few duplicate styles among them. All are of cosy outing flannel, cut full and comfortable. All far below former prices—95c each.

### 6000 Handkerchiefs that Were Two to Five Times More

Than the present prices at which they will now be sold, are so marked because they show slight signs of holiday handling. Scores of handsome styles for men, for women and for children. Now is the time to buy a whole year's supply.

### Corsets at Lower Prices

Such Corset values as have not been available for years now in our great January Sale. A Sale of importance to every woman. Corsets for slender young girls, Corsets for women of average build, and Corsets for women of larger size, including front- and back-lacing styles. All at savings out of the ordinary:

**Now 95c** A group of exceptionally fine Corsets, in sizes 19 to 21 only. S. & C. Special and Warner Rust-proof makes, in pink and white, of plain or brocade fabrics. Many models with low bust or all-elastic top.

**Now \$2.50** Pink Brocade Corsets, with low bust, long hips and graduating front clasp. Substantially boned models for women of average to stout figure. Corsets designed for hard wear, comfortable but molding the figure firmly.

**Now \$4.95** A remarkable group of Redfern and Bon Ton Corsets, front- and back-lacing types included. Of fine pink brocade, with low bust, long hips and substantial boning. Corsets that formerly sold for far more than \$4.95.

**Pink Bandeau Brassieres, elastic in back—now 38c**  
**Lace-and-Embroidery Brassieres, hook-front—95c**  
**At \$5.00** Three New Models in NEMO Self-Reducing Corsets. Low-bust styles, strong, well-fitting, with Nemo Self-Reducing Straps. At a new low price—\$5.00.

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

### Thousands of Pairs of Shoes at New Low Prices

Exclusive new styles from America's best boot-makers, well-known comfort lasts, staple, always-popular effects—all are represented in this great under-price collection. There's not a foot-wear need of man, woman or child but that can be satisfactorily met by this wonderful assortment. Savings are substantial indeed. For instance—

**Savings Average One-half on These Women's Laird, Schober & Co. Shoes, now \$9.95**

Black satin laced Shoes, patent leather Button Shoes with fawn cloth tops, brown kidskin Laced Shoes, field-mouse glazed Kidskin Shoes—all from our regular stock.

**Savings Average from One-third to One-half on These Groups for Women**

Gun-metal calf and tan calf Laced Shoes, and black kid and brown kid Lace Shoes with covered Baby Louis heels, \$7.95.

Black glazed kid Laced Shoes, welted soles and leather military heels, \$8.75.

Shoes of black buckskin with cloth tops, and of patent leather with soft kid tops, \$6.75.

Smart new One-strap Pumps, of chestnut brown calf, seal brown glazed kidskin, black satin or black gun-metal calf, now \$8.50.

Smart new Brogue Oxfords of chestnut brown Norwegian grain, with full wing tips and Highland Brogue perforations—\$12.00.

**Children's Brown Calf Laced Shoes at \$3.45**

Broad, nature-shaped lasts, with solid leather welted soles.

**Misses' Brown Calf Laced Shoes, \$3.95**

Made over scientifically-designed lasts; welted soles.

**Boys' and Youths' Tan Shoes, \$4.45**

Of tan leather; solid leather soles and heels.

**Men's Tan Grain Blucher Shoes, \$10.00**

Medium-round toes; solid leather soles, broad leather heels.

**Men's English-last Laced Shoes, \$7.90**

→ Strawbridge & Clothier—Fourth and Fifth Floors

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

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

→ Strawbridge & Clothier—Basement

→ Strawbridge & Clothier—Aisle 12, Centre