

More Goods Reduced in the Strawbridge & Clothier January Sales Than in Any Former General Event

Only a Fraction of the Exceptional Values for Saturday Can Be Crowded Into This Page—Thousands of Others!

Silk and Cotton Waists Are Much Lower in Price

MIGNONETTE OVER-BLOUSES—semi-basque and tie-on effects beautifully embroidered—now \$3.95, \$5.00, \$6.75 and \$7.75.
TAILORED PONGEE WAISTS—tucked and plaited, some edged with narrow plaitings—now \$3.00 and \$3.95.
SATIN-STRIPE TUB SILK WAISTS—in beautiful colorings; made in strictly tailored style with convertible collar—now \$3.95.
CREPE GEORGETTE WAISTS—in smart suit shades, flesh, white and beige; waist-line and over-blosure effects—now \$3.00, \$3.85 and \$4.85.



The Cotton Waists at \$2.95 Are Remarkably Good Value

About twenty models in this group, all of fine voile, including French voile, elaborately trimmed with real laces or fine imported embroideries and laces. One model sketched.

Hand-made Waists—\$3.75 and \$5.00

One can hardly believe these Porto Rican Waists, so fine, so dainty, hand-made and hand-embroidered and hand-hemstitched, are only \$3.75 and \$5.00.

Tailored and semi-tailored Waists, of soft batiste, voile and madras—now \$1.15

Fine Trimmed Voile Waists—now \$1.50

—Strawbridge & Clothier—Second Floor, Centre

Our Values in Dresses Are Eye-Openers to Many Women

"Look before you leap," says the adage. Good! And for more direct application—look before you buy. Nothing we can say about our values will be half so convincing as careful and intelligent comparison on your part. MARKET PRICES ARE LOWER, and there is no other house in the country better able to secure for its clientele the lowest market price.

A Special Purchase of Silk Afternoon Dresses At \$25.00

Beauties, every one of them, with their soft draperies and smart tunics, crushed girdles and graceful sashes, and new embroideries, some a-glimmer with tinsel thread. Of taffeta and crepe de chine of a quality we haven't seen for many a long day in Dresses at \$25.00. One model, in new panel effect, shown in sketch.



New Crepe de Chine Dresses, Exceptional Value, \$27.50

A new spring model with the long, loose panels, embroidered in cut-work effect—charmingly new and different. Black, navy and brown.

New Crepe de Chine Dresses One-third Less, at \$20.00

Long-tunic models trimmed with deep tucks. Collarless or with long, rolling collar. Navy, brown and black.

Great Values in Tricotine Dresses

If anyone had told us three months ago that we could sell Tricotine Dresses, of the quality of these at \$20.00, \$22.50 and \$25.00, we would have thought they were joking. Redingote models, one with satin skirt and strikingly beaded in color; one all of tricotine, showing the new circular effect, and beautifully embroidered in self tone; and one on straight lines, the redingote terminating in long, loose, pointed panels trimmed with braid. All beautifully tailored and finished.

Silk Prices Attain New Low Levels in the January Sale

The drop in the prices of Silks was sensational—few expected lower prices than those of the past season, yet here they are—in fact, in some instances we are selling Silks at less than we paid:

36-inch Dress Taffetas—now \$1.65 a yard

In good shades, with plenty of navy and black.

40-inch Baronet Satin—now \$3.35 a yard

All new, desirable shades. Washes beautifully.

40-inch Chiffon Velvet—now \$6.50 and \$7.50

New, perfect, good shades, silk pile.

40-inch Charmeuse—now \$2.35 a yard

White, flesh, navy, brown, taupe and black.

36-inch Foulard Silk—now \$2.00 a yard

A beautiful line of new spring patterns.

—Strawbridge & Clothier—Aisle 6, Centre

Corsets at Reductions That Merit Your Special Attention

Fine Corsets re-priced for the January Sale. And to-morrow MISSES AND YOUNG GIRLS will find many models suited to their needs, as well as women of average figure and larger women. A few of these exceptionally good values in Corsets and Brassieres—
Now \$1.50 A group of 1000 S. & C. Special and Warner Rust-proof Corsets with low or medium bust, and elastic-top models for misses.
Now \$1.95 2400 W. B. Corsets, of pink coutil, semi-elastic top and long hips. For misses and slender women.
Now \$2.50 W. B. Corsets—two models of pink brocade, with medium low bust and long hips. Now sharply reduced.
Pink Brocade Bandeau Brassieres, reduced one-third—50c
Trimmed Cambric Brassieres, hooking in front—now 95c
Bandeau Brassieres, hooking in back, excellent value at 75c

All Apparel in the Misses' Wear Store Greatly Reduced

The finest and the least expensive—all have come under the general price-reducing. Many of these are in styles that will be as good next year as this.

Misses' Suits at Great Reductions
Belted Suits of velour and silver-tone, in navy, brown and black, now \$29.50 and \$35.00. Tailored Suits, some belted, of velour, silver-tone and tricotine; also Sports Suits of novelty cloaking, now \$45.00 and \$55.00. Sizes 14 to 18 years.

Misses' Coats Reduced
Full belted Coats of chevots, velours and two-toned cloaking, now \$29.50 and \$35.00. Sizes 14, 16 and 18 years.

Misses' Fine Coats and Wraps Reduced
Belted Coats and loose Wraps of velour, velour de laine and novelty cloaking, with sealine or fur collars, now \$45.00 and \$55.00.

Intermediate Girls' Warm Winter Coats Reduced
Chevot, velour and polo cloaking, made in full belted styles with large convertible collars, some of fur, now \$16.50 to \$45.00. Sizes 10 to 16 years.

Misses' Crepe de Chine and Taffeta Dresses \$25.00

New Dresses, charming as only a girl's new frock can be. Those of crepe de chine have tunic skirt, girdle and sleeves finished with plaited fringe. The model of taffeta is shown in the sketch. Sizes 14 to 18 years. EXTRAORDINARY VALUE.

Intermediate Dresses, Special, \$10.75 and \$15.00
For the hard-to-fit girl, these smart Serge Dresses, in navy and brown, made with plaited skirts and beautifully embroidered. Sizes 12, 14 and 16 years. —Strawbridge & Clothier—Second Floor, Market Street

Golden Special To-morrow

RELIABLE GOODS
DAILY GOLDEN SPECIAL
SINCERE SERVICE

300 Freshly Trimmed Spring HATS
Greatly Under Price
At \$7.50

Under the famous Golden Special sign to-morrow, a value fully worthy of its fame—three hundred new Spring Hats, hardly two alike, and each one seemingly lovelier than the others. Turbans, Tricornes, flared and rolled Hats, of the new mesh straws, hair Tricornes, flared and rolled Hats, of the new mesh straws, hair cloth, crepe Georgette, straw-and-ribbon, satin-and-velvet; showing feather edges, flower crowns, braided facings, ribbon rashes, hand-embroideries, hand-made motifs, ostrich fancies, celophane appliques and ornaments—every new idea advanced so far this season; also all the new shades, the browns, blues, grays, henna, plenty of black, rose, taupe and odd new greens. A wonderful assortment, and wonderful value at \$7.50.
—Strawbridge & Clothier—Second Floor, Market Street, West

500 Sample Silk Petticoats Exceptional Value at \$5.85

Handsome Petticoats of taffeta silk, satin, jersey silk and of "Florisvah," a lovely soft silk. A manufacturer's sample lot, so chiefly one or two of a kind. Rich colorings and great diversity of style among these Petticoats, many with flounces, beautifully trimmed in new and novel effects. The savings are extraordinary at \$5.85.
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—Strawbridge & Clothier—Second Floor, Market Street, West

Such Values in Men's Clothing Are Not Obtainable Elsewhere

We believe we are well within the facts when we assure you that the following groups of Men's and Young Men's Clothing cannot be equalled at the prices outside of this Store. See these to-morrow, and compare:

Men's Suits Overcoats Trousers Raincoats

At One-half or Nearly One-half Less Than the Regular Prices for Autumn and Winter, 1920.

The Suits—now \$22.50, \$30.00, \$35.00 and \$45.00
The Overcoats—now \$28.50, \$42.50, \$54.50 and \$71.50 (Those at \$12.50, \$54.50 and \$71.50 are Hart, Schaffner & Marx Overcoats; those at \$28.50 are from another good manufacturer—all wonderful values.)
The Trousers—now \$2.75, \$4.75, \$5.75, \$6.75 and \$8.25
Raincoats—now \$10.00, \$12.50, \$16.25, \$18.50 and \$22.50
—Strawbridge & Clothier—Second Floor, East

Men's Hats These Are at Less Than Half Price

An opportunity for men of good taste to secure smart new Hats at considerably less than the spring price will be for the same grade—

Soft Felt Hats—now \$2.45
Rich Velour Hats, now \$3.95
Correct Derby Hats—\$3.75
Fine Fur Caps—now \$7.45
And many other lots at attractive savings throughout our great Men's Hat Stock. —Strawbridge & Clothier—Second Floor, Market Street, East

Boys' Hats Reduced

Here are but a few examples of the new low prices at which they are marked—
Plush, Velvet and Velour Hats—now \$3.85
Cloth and Tweed Hats—now \$1.75 to \$3.25
Caps, some with inbands—now \$1.25 to \$2.00
Scratched Wool Caps—85c
Knit Hockey Caps—now 75c
Coney Fur Turbans—\$3.95
Dyed Coney Caps—now \$5.95
—Strawbridge & Clothier—Second Floor, Filbert Street, East

Men's Shirts

Remarkable Value at... \$1.45
Lines from our regular stock reduced together with a special purchase from a dependable manufacturer—a fine collection, including scores of different shirtings and many patterns.
Many other equally attractive groups throughout our entire Shirt stock. —Strawbridge & Clothier—East Store, Eighth Street

Women's Coats are Striking Examples of the Lower Prices

Even special prices of a month ago, which were considered remarkable, seem high now as compared with present low prices. As an instance take this special lot of—

Fine Wool Velour Coats \$18.75 All With Fur Collars
About one hundred and fifty in this group, in several different styles. All of fine wool velour in black and colors, lined with silk throughout. Some of these are identical with Coats formerly in regular stock, and a good value at \$30.00—now \$18.75.
Velour and Seal Plush Coats—now \$25.00
Belted Velour Coats in dark shades and black, silk-lined throughout. Also short Seal Plush Coats in all-around belted style.
Plain-tailored Silver-tone Coats—now \$28.50
Brown, taupe and blue. Silk-lined throughout.
Fine Coats and Dolmans—now \$30.00
Both silk-lined and finished with fur collar.
High-grade Cloth Coats—now \$32.50
Full Belted Coats and Coats with loose back and belted in front—the latter with fur collar. All silk-lined throughout.
Fine Dark Wool Velour Coats—now \$35.00
Elegantly lined. One model with fur collar, and one with full hooded collar of the material.
Fine Coats and Dolmans—now \$55.00
Velours and silver-tones in good shades of browns and blues, with collars of mole and taupe nutria, some with collar and cuffs of Australian opossum. —Strawbridge & Clothier—Second Floor, Centre

Men's Fine Cambric Handkerchiefs At the Remarkably Low Price of 15c

Men like these practical, neat Handkerchiefs for general use. Of fine cambric, plain white or white with colored border. The Sale price is 15c each.
—Strawbridge & Clothier—Aisle 12, Market Street

STRAWBRIDGE & CLOTHIER
MARKET STREET EIGHTH STREET FILBERT STREET

Hosiery at Less than 1920 Prices

Savings in the January Sale on Hosiery for men, women and children:

Men's Socks Reduced
Silk, full-fashioned, black and colors—75c.
Mercerized lisle, black and colors—50c.
Gray Merino Socks—now 55c.
Mercerized cotton, black and colors—37½c.

Children's Stockings
Boys' black cotton, sizes 6½ to 10—50c.
Black cotton, sizes 7 to 10—29c.
Mercerized lisle, sizes 5 to 10—now 65c, 70c and 75c, according to size.

Women's Stockings Reduced
All are full-fashioned:
Silk with cotton tops and soles. In black and colors. First and second grades—now \$1.00.
"Granite" Brand Silk with mercerized lisle tops and soles. Black and colors—now \$2.00.
Mercerized lisle, in black or white—\$1.00. —Strawbridge & Clothier—Aisles 3 and 4, Market Street, East

Women's Skirts Special, \$7.25

A small group, but a big value—new Skirts of plain-color serge and a few of high-grade mixed tweeds. All beautifully tailored, and in the season's best styles.
—Strawbridge & Clothier—Second Floor, Filbert Street

Men's Walking Sticks at 50c

A miscellaneous collection of odd Canes, of malacca and other woods, some with silver mountings, some slightly scratched. They were formerly marked at more than twice the price for which they'll go out to-morrow—50c.
—Strawbridge & Clothier—Aisle 7, Market Street

Wools and Stamped Articles at January Sale Prices

Our entire stock of Wools for knitting and crocheting at new low prices.
Our demonstrator will teach you new stitches and designs.
Stamped Pillow Cases—Save
Pillow Cases of fine but sturdy muslin tubing, with edges scalloped to be embroidered, now \$1.75 a pair; with speckled edges for crocheting—\$2 a pair.
Stamped Night Gowns, \$1.15
Of fine nainsook, made, ready to be embroidered. A choice of three pretty designs.
Sanitas Lunch Sets, 13 pieces, special—\$1.00.
—Strawbridge & Clothier—Third Floor, Market Street

Almost All Our Silk Lamp Shades Are Marked at Less

—Than the prices in effect a short while ago. Silk Shades for candleabra are now 75c to \$1.50. Silk Shades for table lamps are \$4.75 to \$7.00.
Many Lamps are now Marked at Lower Prices
Floor Lamps—\$10.00 to \$50.00
Table Lamps—\$3.25 to \$4.00
—Strawbridge & Clothier—Fourth Floor, East

Black and Colored Wool Dress Goods of Exceptional Savings

Women will appreciate the January Sale prices all the more when they see the quality of the fabrics—Wool Dress Materials, handsome Cloakings and Suitings—thousands of yards re-priced:
Wool Plaids, 54-inch—now \$1.50
Wool Plaids, 54-inch—now \$3.50
Wool Plaids, 48-inch—now \$3.50
Wool Plaids, 48-inch—now \$3.00
Wool Plaids, 40-inch—now \$2.50
Wool Jersey Cloth—now \$2.00
Printed Challis—now \$1.25 a yard
Wool Broadcloth, 48-inch—\$3.50
Wool Broadcloth, 54-inch—\$4.50
Pastel Broadcloth—now \$5.00
Imported Cream Suiting—\$3.00
Colored Serge, 54-inch—\$3.00
Serge, black or navy—\$3.50
Navy Blue Serge, 40-inch—\$1.50
Tweed Suitings, 54-inch—\$2.50
Overplaid Tweeds, 54-inch—\$2.50
Wool Goldtone Velour, 54-in., \$3.50
Mixed Wool Suitings—now \$2.00
Colored Wool Velours—now \$4.50
Colored Wool Velours—now \$3.50
—Strawbridge & Clothier—Aisle 7, Centre

Peg-top Rompers and Creepers Another Lot Under Price, 95c

Many mothers have been asking for these unusually attractive Rompers. And here is another lot of 1500. Creepers in sizes 1 to 3 years; Rompers, 3 to 6 years. All with straight blouses and picturesque peg-top bloomers stitched fast. Large pearl buttons at the waist give buttoned-on effect. Some are in plain colors, others with white blouse and colored bloomers, some of poplin hand-smocked. A substantial saving at 95c.
—Strawbridge & Clothier—Third Floor, West and Filbert Street, Cross Aisle

Here are Some of the New Low Prices Marked on Our Shoes

A downward revision of prices has been made in our Shoe stocks—reductions of the past few weeks continue in effect, and many further reductions have been made.
These are 20 to 50 per Cent. Under the Prices Current in 1920

Men's Shoes
Chestnut Brown Cordovan Shoes, English lasts with low broad heels and full double soles, now \$12.50.
Gun-metal calf, English-last Shoes—\$10.00.
Banister tan calf English and tan calf broad-toe Blucher Shoes, now \$15.00.
Tan grain Blucher Shoes, perforated tips, solid leather soles with rubber slip soles, now \$10.00.
Tan calf, English-last Laced Shoes with rubber heels, now \$7.50.
Tan calf Cordovan Brogue Oxfords, full wing tips, now \$12.50.
Boys' Shoes
Tan calf and gun-metal calf Shoes, now \$7.50.
Dark tan calf, English-last Laced Shoes, now \$4.15.
Misses' and Children's
Infants' dark tan Laced Shoes, \$3.00.
Infants' black kidskin wide-ankle Shoes, for fat babies, \$3.00.
Children's patent leather Button Shoes with white kid tops, \$4.25.
Women's Shoes
Smart Pumps of black and chestnut brown calf, brown kidskin and black satin, covered Baby Louis heels—\$8.50.
Shoes from Laird, Schober & Co. and from the James A. Banister Co., in a variety of attractive styles—\$9.95.
Black kidskin Laced Shoes with welted soles and leather military heels—now \$8.75.
Brogue Oxfords of genuine Scotch grain, with Highland Brogue perforations and full wing tips—now \$12.00.
—Strawbridge & Clothier—Eighth and Filbert Streets