

Store Opens Daily at 9 A. M. and Closes at 8.30 P. M.

All These Goods on Sale Monday

Mail and Phone Orders Filled

Monday! Lecture and Demonstration of Stylish Stout and Stylish Slender Corsets Posed on Living Models

Daily from 10.30 A.M. to 12.30 P.M., and from 2.30 P.M. to 4.30 P.M.
This is the time for you to choose the corset you should wear if you would have your figure at its best.
"Stylish Slender" Corsets, \$5 & "Youthline" & "Reduso" Corsets, \$6 & \$6.50
"Stylish Stout" Corsets, \$9 to \$25 "Stylish Slender" & "Stylish Stout" Brassieres, \$1.50 to \$7
—Auditorium, Second Floor

HATS TRIMMED FREE OF CHARGE

Lit Brothers

Market Eighth Yellow Trading Stamp With Every 10c Purchase All Day Filbert Seventh

\$17 Chest of Rogers Silverware
For Monday only. 28 - pieces. Guaranteed for 25 yrs.
\$9.65
The beautiful Lincoln pattern. Six each of knives, forks, tea spoons, table spoons, 1 sugar shell and 1 butter knife. Attractive oak chests. First Floor, Main Arcade

Monday!
\$4 Silk Petticoats \$2.68
Of messaline with deep flounce trimmed with rows of shirring and draped pin cording, or decorated with draped and scalloped figured ruffles. Black, plain colors and changeables. Limited quantity. Not over two to a customer. Two Sketched. Lit Brothers—Second Floor.

Our Great January Sales Start the Week Afresh With New Purchases & New Prices

Manufacturers, in their zeal to close out stocks on hand, have sacrificed practically all profits to gain our consideration. We in turn have marked these purchases very close to the figures we paid. Some of the most wonderful bargains known to retail selling since the breaking out of the war are listed here!

Phenomenal Shoe Sale Monday: 23,302 Pairs

One of the most extraordinary footwear events in the whole history of this Store—a sale that will create a sensation in the entire shoe industry.

ON SALE FIRST FLOOR NORTH AND SUBWAY

2,016 Pairs Women's & Growing Girls' Tan Lace Shoes \$2.95
\$6 Values
High-cut model with military heel; smart English last. Sizes 2 1/2 to 7.

3,466 Pairs Boys' Shoes \$2.35
\$4.50 Value
Gun metal. Lace English last. Sizes 1 to 5 1/2.

3,522 Pairs \$3 to \$4 Misses', Children's & Infants' Shoes \$1.95
\$1.95 Value
Sizes 6 to 8—8 1/2 to 11—11 1/2 to 2. Lace styles in gun metal. English and natural broad toe shapes.

Big Girls', Misses', Children's, Infants' and Boys' Shoes Less Than 50c-on-the-Dollar!

A Gigantic "Spot Cash" Purchase from One of the Most Famous Manufacturers in America
The name and trade-mark are familiar throughout the United States, and the label distinguishes them as genuine and high grade.

Every Pair New and Perfect

The name "Niagara" is a guarantee of first quality leather, high-class workmanship, correctly shaped lasts & superior wearing qualities.

NIAGARASHOE CO.
INCORPORATED
"Watch the Way They Wear"
BUFFALO, NEW YORK

We offer the maker's entire surplus stock from this season's production, at prices that even in pre-war days had no equal.

Every pair with sturdy stitched oak soles that give lasting wear—honestly made throughout, dependable and good-looking in every respect.

First Floor and Subway Store

ON SALE FIRST FLOOR NORTH AND SUBWAY

2448 Pairs of Misses' & Children's Tan Lace Shoes \$2.35
\$4.50 Value
English last; sizes 1 1/4 to 2. Natural broad toe last; sizes 8 1/4 to 11.

2458 Pairs of Small Boys' \$4 Gun-Metal Shoes \$1.95
\$4.00 Value
Natural broad toe lace style. Sizes 9 to 13 1/2.

3188 Pairs of Growing Girls' & Women's \$5 Shoes \$2.35
\$5.00 Value
Lace style in gun metal; English toe shape. Sizes 2 1/2 to 8.

2928 Pairs of Small Boys' Tan Lace Shoes \$2.35
\$4.50 Value
Broad toe shapes 10 to 13 1/2.

3276 Pairs of Boys' Tan Shoes \$2.95
\$5.50 Value
Lace model; English toe. Sizes 1 to 5.

Men's \$8 to \$10 Shoes, \$4.65
Swagger new English last. Medium and broad toe shapes; welted sole. Tan calfskin, gun metal, black and brown kidskin.

Undermuslins At 25% to 50% Less
More Overtopping Values Swing Into the White Sale Monday!
HALF PRICE GROUPS ARE PLENTIFUL!
The fine soft qualities you prefer may be had now at old-time prices, and sometimes actually less.

\$1.50 Chemise 79c
Four styles in fine nainsook. Trimmed with lace, embroidered insertions and ribbons.

80c Drawers, 39c
Of muslin. Opened or buttoned on side. Lace and embroidery trimmed.

80c Corset Covers, 49c
Lace-trimmed styles with embroidered medallions.

\$2 Night Gowns 98c
Four styles. Pink batiste, with fancy stitchings and shirring. Two pictured.

80c Bloomers, 59c
Pink batiste with fancy stitching. Reinforced.

\$1.50 Extra-Size Nightgowns, 98c
Of fine muslin. Round neck, set-in sleeves. Trimmed with embroidery. Sizes 18, 19 and 20.
Lit Brothers—Second Floor

A Sensational Monday Event!
\$2 to \$3 House Dresses \$1.19

A lucky purchase of hundreds of dozens.

Fine gingham and percale in stripes and checks. Fitted and Billie Burke models with detachable belts. Long or short sleeves. Trimmed with embroidery or contrasting colors. Sizes 36 to 44.
Lit Brothers—Second Floor—Main Arcade

\$25,000 Sale! Famous "Gordon" Hosiery
WOMEN'S AND CHILDREN'S LEADING LINE: HALF PRICE AND LESS

A huge purchase that sweeps this celebrated mill clear of every surplus lot, including the entire 1920 reserve stock, and takes in several large orders canceled because of delayed shipment.

Women's "Gordon" 69c
\$1.25 Stockings. Full-fashioned.

Boys' 69c & 69c "Gordon" Stockings 29c
Heavy black cotton ribbed.

Infants' & Children's 25c
50c "Gordon" Stockings. White lisle thread ribbed.

Women's \$3 to \$3.50 Underwear \$1.69
High-grade part-wool vests and pants; also mercerized union suits—low neck and sleeveless; ankle length.

Children's 69c to \$1 29c
Sports Stockings. Heavy cotton, English ribbed. Black, brown, polo gray and other colors with contrasting ribbed tops. No mail or phone orders filled.

Infants' \$1 "Gordon" 49c
Stockings. White lisle ribbed. Sizes 4 1/2 to 6 1/2.

Women's \$1.25 Vests 79c
Heavy cotton ribbed, fleece lined.

Children's 50c & 59c "Gordon" Stockings 25c
Black, white and cordovan cotton ribbed. Sizes 6 to 10.

Women's \$1 & \$1.25 59c
Union Suits. Lisle thread and cotton ribbed. Low neck and sleeveless; lace trimmed or close fitting at knee.

Infants' 75c to \$1.25 Bands and Wrappers 39c
Part wool; all qualities. Limited quantities of underwear—therefore cannot fill mail or 'phone orders.

January Sale of Silks
Pre-eminently the Greatest Silk Values in Philadelphia!

Fine lustrous weaves that Fashion prefers, purchased at drastic reductions and marked accordingly.

\$2 Black Dress Silks, \$1.25
Satin Messalines and Taffetas. All-silk and 85 inches wide. No Mail or Phone Orders.

\$5.50 Satin Charmeuse \$2.39
40 inches wide. Black, blue, light and dark colors.

\$1.50 Natural Pongee Silk 89c
From Japan. Pretty ecru shade. 34-inch.

\$6 Handsome Silk TRICOLETTE \$1.69
Another shipment of these very fashionable silks! Yard-wide. Wonderful variety of colors, including white, flesh, navy, brown and black.

\$4.50 New Printed Silks \$3.39
40-inch. Pussy Willow and Morning Glory. Stunning new patterns.
Lit Brothers—First Floor, South

\$2 Georgette Crepe, \$1.39
40-inch. Colors, also white and pink.

\$2.50 Fancy Silks, \$1.69
Striped and plaid effects. 55-inch.

Monday! Annual January Sale of Floor Coverings
Famed Manufacturers' Discontinued Patterns!

Lots from M. J. Whittall Mills—a \$50,000 purchase from the recent auction sale of Alexander Smith & Sons—also a stupendous purchase from the Bigelow-Hartford Co.

Inlaid Linoleums
Two yards wide
REMNANT LENGTHS
\$1.95 to \$2.25 value; square yard
97 1/2c, \$1.07 1/2 & \$1.17 1/2
Full Rolls: \$1.95 to \$2.25 Vals. sq. yd.
\$1.37 1/2, \$1.47 1/2 & \$1.57 1/2

Royal Wilton Rugs: 9x12 Feet
Famous M. J. Whittall make.
\$150 Anglo-Perian Rugs, \$110
\$125 Royal Worcester Rugs, \$92.50
\$110 Teprac Rugs, \$82.50
Also other sizes in limited lots, reduced. From 22 1/2x36 inches to 11.8x15 ft.

PRINTED CORK LINOLEUM
\$1.25 Value, square yard... 67 1/2c
Remnant lengths; two yards wide... 89c
Full rolls, four yards wide.

\$115 Royal Wilton Rugs, \$57.50
Size 9x12 feet. From W. & J. Sloane, A. & N. Karagibian and John and James Dobson. Lot is limited—none sold to dealers.

\$1 Tapstry Brussels, yard 75c
\$1.95 Jute Velvet, yard \$1.45

\$65 Seamless Axminster Rugs, \$39.50 and \$49.50
\$60 Seamed Axminster Rugs, \$35 and \$42.50
Size 9x12 feet. From Alexander Smith & Sons.

In Our Section of Extra Low-Price Goods Room-Size Rugs Reduced
Mostly samples.
SEAMLESS VELVET
\$65 Value, Size 11.3x12 feet... \$35
\$65 Value, Size 9x12 feet... \$39.95
\$55 Value, Size 9x12 feet... \$33.50

\$18 Colonial Rag Rugs, \$7.98
9x12 feet size. Extra heavy.
Lit Brothers—Fourth Floor

Comforts Mill Reductions! Values Phenomenal

The latest shipments offer some of the finest qualities yet opened. In any number of instances the price is not as much as the cost of weaving.

\$6 Cotton-Filled Comforts \$3.95
Special Monday Only!
Figured cambric center, satin border and figured back; also plain color satin with cambric backs. Scroll stitched. Size 72x80.

\$28 Japanese Silk Comforts \$15.95
Special Monday Only!
Silk covered. Cheney Bros. Filled with Australian lambswool. Size 72x78.

\$5.50 Cotton-Filled Comforts \$3.45
First Floor and Subway
Special Monday Only!
Covered with silkline; silk or satin borders. Size 72x80.

\$17 California Wool Blankets, pair \$8.49
Cotton mixture. Silk ribbon binding. Size 70x82.
Lit Brothers—First Floor, North

\$21 Satin Comforts \$12.95
Special Monday Only!
Figured satin tops, plain satin borders and plain silk backs. Australian lambswool filling. Size 72x80.

PLAID BLANKETS
\$7.50 Values, pair \$10 Values, pair
\$3.75 \$4.98
66x80 inches 72x84 inches
Fleecebound (china cotton). Silk mohair binding.

\$10 Lambs' Wool Blankets \$5.95
Special Monday Only!
Of silk finish, figured cambric. Plain 9-inch satin borders. Scroll stitched. Size 72x80.

Monday! \$40,000 Purchase! The "Victor" 40% LESS Than the New List Prices
Non-Skid CORD AUTO TIRES

For this sale we have lowered even further the NEWLY REDUCED regular list prices!

Victor cord tires are nationally-advertised and famous. We are the sole agents in Philadelphia, and we have planned this phenomenal sale to give them a speedy introduction to motorists in this city.

Guaranteed for 10,000 miles of service

Anticipate your needs for spring while such low prices obtain. With many factories closed, indications are that prices may soon start climbing—there are definite prospects of shortage.

Super-Cord Non-Skid Tires for Fords 12,000 MILES GUARANTEED

Size	Newly Reduced Price	Old Price	Size	Newly Reduced Price	Old Price
32x3 1/2	\$43.30	\$25.95	33x4 1/2	\$63.70	\$38.20
32x4	\$55.05	\$33.00	34x4 1/2	\$65.25	\$39.15
33x4	\$56.75	\$34.05	35x4 1/2	\$67.20	\$40.30
34x4	\$58.20	\$34.90	36x4 1/2	\$68.85	\$41.19
32x4 1/2	\$62.25	\$37.35	35x5	\$81.40	\$48.85
			37x5	\$85.80	\$51.35

Every tire fresh and new, with manufacturer's serial number. Backed by the maker's guarantee and our own.

Two extra layers of cord. Extra heavy; extra strong. These wonderful tires have six layers of cord and are extra reinforced throughout.
Lit Brothers—Second Floor

Monday! \$100,000 Worth of Upholsteries & Draperies
They Have Reached Our Stocks for the January Clearance

You will be glad to share the opportunities in readiness—the brightening touches and new decorations you have wanted are now within easy reach of even very slender purses.

\$9 Sectional Window Lace, each, \$6.59
Marie Antoinette—three sections to the yard. Beautiful patterns. Suitable for any width.

\$12 Irish Point Lace \$9.75
Ivory tone. Neat applique borders on quality nets.

\$5 Marquissette Panels, each \$4.25
Trimmed with cluny lace and medallions. Two patterns.

65c to 75c Drapery Cretonnes, 39c
Floral, bird and foliage patterns—also brocaded stripe effects.
Lit Brothers—Third Floor

\$27 Cedar Chests, \$22.48
Of Tennessee red cedar. Tongue and groove construction. 44x20x17, with lock, key and casters.

\$11.50 Velour Portiere \$5.98
Self border patterns in rose, blue, gold, mulberry.

\$4 Circular Pillows, \$2.79
Shirred effect with cluster of modern fruit. Silk poplin in popular colors.

WINDOW SHADES \$1 Water Opaque \$69
Shades... \$1.19 Machine Oil Opaque \$95
Shades... \$1.45 Hand-Made Opaque \$1.29
Shades...
Guaranteed rollers, wanted colors, all necessary fixtures.

\$1.50 to \$1.69 Terry 79c & 97c
Cloth...
36-inch. Beautiful designs printed on both sides. Splendid colorings.