

STRAWBRIDGE & CLOTHIER

We Have Marked Hundreds of Thousands of Dollars' Worth of 1920 Merchandise at New Lower Prices for the New Year, 1921 Also Finding Many Lots in the Market BELOW Market Prices

AND WE CONFIDENTLY ASSURE YOU THAT

The Second Week of the January Sales Brings Greater Advantages Than the First

Because, Although the Downward Revision of Prices Was Quite General After the Inventory on a Readjustment Basis, Many Departments Have Been Roused to Further Efforts, Additional Reductions Have Been Made, Exceptional Purchases Consummated on the New Lower Cost Basis, and Extra Concessions on Close-out Lots Procured.

THE GREAT January Sales started last Monday with such enthusiasm as was never before seen at the opening of any new year. All January selling records were exceeded. Practically every Department did a much larger volume of business than at the opening of last January. Thousands of different articles of merchandise were marked at less than the prevailing prices for the autumn and winter season of 1920, and tens of thousands of customers have shown their appreciation of our determination to GIVE THE DOLLAR A LARGER PURCHASING POWER.

It is true that some folks expected greater reductions in some lines than it is possible to give. It is true that in some lines of goods there has been little

or no reduction in cost to us—but even in these Departments numerous lots have been greatly reduced in price for the Sale. It is also true that, despite the Firm's specific instructions that no matter whether the present market cost is higher or not, NO PRICE SHOULD BE HIGHER THAN THE REGULAR 1920 PRICE, a careful checking-up revealed some items which had been reduced last month, and then marked at the regular price after inventory based on market cost. These scattering errors and misunderstandings have been corrected. NO PRICE IS HIGHER THAN THE 1920 PRICE (with the possible exception of lots here and there that may have been procured for Clover Day or other special occasions before this Sale).

The Great Outstanding Fact is That ALL Our Prices Are RIGHT; That Thousands of Things Are Lower Than in 1920, and Thousands Below the Present Market Value

A question blank, filled out in detail and signed by each Department head, results in the following carefully compiled information:

A List Showing the Number of Lots at LESS Than Regular 1920 Prices

Silks, 195 different lots	Handkerchiefs, 87 lots	Women's Suits and Dresses, 29 different lots	Men's and Boys' Hats, 652 different items	Lamps, 500 different lots
Wool Dress Goods, 500 lots	Ribbons, Laces, etc., 240 lots	Women's Coats, 40 lots	Shoes, 155 different lots	Furniture, all at less than 1920 regular prices.
Cotton Dress Goods, 261 lots	Muslin Underwear, Negligees, etc., 550 different lots	(NOTE—These lots in Women's Outer Apparel represent many hundreds of garments—new lots being constantly added.)	Leather Goods, 440 lots	Metal Beds, Bedding, 42 lots
Domestics, Blankets, etc., 275 lots	Corsets, 260 different lots	Men's Suits, 4000	Toilet Articles, 40 lots	Rugs and Carpets, 120 lots
Upholstery Goods, 444 lots	Infants' Wear, 146 lots	Men's Overcoats, 1400	Jewelry and Silverware, several hundred items	Linens, 700 different lots
China, Art Wares, 300 lots	Furs, 300 different items	Trousers, thousands of pairs	Stationery and Candy, 30 different lots	Toys, Baby Coaches, 100 lots
Housefurnishings, 350 lots	Waists, 200 different lots	Boys' Suits, 2800	Pictures, 111 different lots	Sporting Goods, auto supplies, 150
Art Needlework, 100 lots	Millinery, 350 different lots	Boys' Overcoats, 500		Books, no change in cost, but thousands of Books reduced
Hosiery and Underwear, 180 lots	Misses' Wear, 3100 garments			
Men's Furnishings, 122 lots				

Several other Departments have lesser numbers of items at less than the 1920 prices, but all Departments have many special and reduced lots. SEE THE MONDAY MORNING NEWSPAPERS for our January Sale Announcements—descriptive details of exceptional values in many Departments. But please remember the above list—thousands of different things at less than last year's prices. The only details we can give in this page are these—

Four Golden Specials Among the Great Values for Monday



500 Pairs of Men's Separate Trousers
One-half Value
At \$4.90

This is a wonderful collection from our recent large under-price purchase of Men's and Young Men's Trousers. Five hundred pairs in the lot, under the famous Golden Special sign on Monday, at \$4.90 a pair, which is one-half or less than one-half the average 1920 price. Real worsted, all-wool fabrics, in neat dark patterns; also blue serge, well tailored, and in a range of sizes to meet practically every requirement—\$4.90.

Our Entire Stock of Clothing at Less than the Season's Regular Prices

Strawbridge & Clothier—Second Floor, East



A Large Purchase of Men's Soft HATS
Extraordinary Value
At \$2.95

A special purchase of several hundred Men's Soft Felt Hats, in NEW SPRING STYLES, bought at less than the new lower market price, at a time when the manufacturer was anxious for orders to keep his organization intact. The same grade sold during 1920 at \$7.00 and \$8.00. The price on Monday, under the Golden Special sign, will be \$2.95. New shapes and colors; styles for men and young men, in all usual sizes. Buy your Spring Hat now, at less than the new spring price will be.


Strawbridge & Clothier—Second Floor, Market Street, East



4000 Pairs of Women's Silk Stockings
Far Below Value
At \$1.35

Of course, you know that Silk Hosiery costs less than last year, but this remarkable lot is so much less that it is well worthy a place under our well-known Golden Special sign. Seldom indeed have we had a more remarkable value. FULL-FASHIONED Silk Stockings, with cotton tops and soles; an excellent quality, handsome and durable. In BLACK, WHITE, CORDOVAN, RUSSIA CALP and NAVY BLUE. Sizes from 8 1/2 to 10. Be sure to get your share on Monday.

Strawbridge & Clothier—Alma 4, Centre



6000 Yards of 40-inch All-Silk CREPE DE CHINE
Extraordinary Value
At \$1.65

We had a wonderful sale of this beautiful, high-grade Crepe de Chine late in 1920. The value was remarkable, but we have procured a limited lot (about 6000 yards) to sell at a LOWER PRICE than has been quoted for years past—\$1.65 a yard. A wide range of beautiful colors—Black, White, Ivory, Ciel, Pink, Reseda, Corn, Turquoise, Garnet, Lilac, Nile, Steel Gray, Taupe, Ecru, Old Rose, Copenhagen Blue, Belgian Blue, Cadet Blue, Poppy Red, Coral, Golden Brown, Dark Brown, Marine Blue, Navy Blue, Midnight Blue. BE HERE EARLY MONDAY. Telephone orders will be filled while the assortment lasts.

Strawbridge & Clothier—Alma 6, Centre

Market Street
Eighth Street
Filbert Street

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