

8000 Different Articles Below the 1920 Prices In Strawbridge & Clothier's Great January Sales

A Sale of 1000 Axminster Rugs at Great Reductions

In Three of the Most Wanted Sizes at Notable Reductions from To-day's Lower-than-1920 Prices

To-morrow morning we shall begin an under-price disposal of 1000 fine Axminster Rugs right out of our regular good stock, at reduced prices that afford exceptional savings to every home furnisher who participates. Every Rug in the collection has recently been reduced in price to conform to 1921 standards—regardless of the price we paid. And now for this clearance these prices have again been reduced. The clearance prices, therefore, are far less than even to-day's retail values.

For example, Sanford Beauvais Axminster Rugs, 9x12 feet, \$90.00 last year, were recently reduced to \$75.00 at a sacrifice of profit, to meet new market conditions, and now further reduced in this Sale, to \$65.00. All the others are reduced in about the same proportion.

The designs are artistic, and will meet every decorative taste. There are Rugs for every room in the home, and at these prices the best Rug value obtainable anywhere.

- Sanford's Beauvais Superfine Rugs, 9x12 feet (seamless)—\$65.00
- Alex. Smith & Sons' Kerman Rugs, 9x12 feet (seamless)—\$60.00
- Sanford's Fervak Axminster Rugs, 9x12 feet (seamless)—\$52.50
- Alex. Smith & Sons' Yonkers Rugs, 9x12 feet (seamless)—\$50.00
- Alex. Smith & Sons' Carlton Rugs, 9x12 feet (seamless)—\$49.50
- W. & J. Sloane's Khorassan Axminster Rugs, 9x12 feet—\$39.50
- Sanford's Fervak Axminster Rugs, 8.3x10.6 ft. (seamless)—\$48.50
- Alex. Smith & Sons' Carlton Rugs, 8.3x10.6 feet (seamless)—\$47.50
- Roxbury Heavy Axminster Rugs, 8.3x10.6 feet—now \$49.00
- Sanford's Fervak Axminster Rugs, 6x9 feet (seamless)—\$27.50
- Philadelphia Axminster Rugs, size 6x9 feet—now \$24.50

100 Roxbury Brussels Rugs (10 wire) 9x12 feet—now \$37.50

100 Wiltone and Axminster Rugs, sizes 4.6x6 and 4.6x6.6 feet, at One-half Original Prices

In the Lower-priced Department—Reductions Have Been Made From Already Low Prices

The standard of value-giving of this great economy department is at all times out-of-the-ordinary. These lots, however, represent reductions from already low prices:

- Rugs Measuring 9x12 Feet**
 - Superfine Seamless Axminsters—\$49.50
 - Seamless Axminster Rugs—\$42.50
- Rugs 8.3x10.6 Feet**
 - Axminsters (slightly imperfect)—\$47.50
 - Axminsters (slightly imperfect)—\$39.50
- Stair Carpet**
 - Tapestry Stair Carpet, 27-inch—75c yd.
- Felt-base Floor Covering**
 - In Tile and Wood effects—45c sq. yd.
- Rug Border**
 - Handsome floor effects, 36-inch—35c a yard
- Heavy Wool-and-fibre Rugs—\$14.50**

Fabric Hand Bags Re-priced Great Savings at \$2.50 to \$52.50

Hundreds of smart Hand Bags of VELVET, SILK and DUVETINE are reduced. From small Dress Bags to large, practical sizes for general use. All are beautifully lined; many trimmed with beads, some with tassels. All of the season's lovely styles, effectively mounted on frames in shell effect, metal or fabric-covered. At savings of one-fourth to one-half—now \$2.50 to \$52.50.

Night Gowns in Larger Sizes In the Sale at \$1.25

High-neck Night Gowns of cambrie that give extra protection in cold weather. Made in the style sketched, and finished with embroidery at neck and three-quarter-length sleeves. The Sale price is \$1.25. Only two hundred in the lot.

Cambrie Drawers, Excellent Value, 45c

A special lot of 600 Drawers in regular sizes. Of sturdy cambrie, finished with tucks and attractive embroidery.

Petticoats in the Sale—\$1.50 to \$4.50

Many pretty models of soft cambrie, some frilly with lace, others with embroidery flounce, and many trimmed with lace-and-embroidery in combination. All at January Sale prices.

Envelope Chemise—now 85c to \$3.50

Lovely styles of soft nainsook, many daintily trimmed with lace or lace-and-embroidery combined. Excellent values at 85c to \$3.50.

Seasonable Knit Underwear At Less Than 1920 Prices

January Sale prices on these seasonable Knit Undergarments are considerably less than last year's prices:

- | | |
|--|---|
| Women's Underwear | Men's Underwear |
| Medium-weight Swiss Ribbed Cotton Vests, 40c; extra sizes—50c. | Heavy-weight Ribbed Cotton Shirts and Drawers—90c each. |
| Low-neck, sleeveless Vests, with lace front—29c. | Men's Medium-weight Gray Merino Shirts and Drawers—\$1.00 each. |
| Ribbed Wool-and-cotton Vests and Drawers, \$1.25 each; extra sizes—\$1.50 each. | Men's Heavy-weight Gray Wool-mixed Shirts and Drawers—\$2.00 and \$2.50 each. |
| Ribbed Cotton Union Suits, band top, low neck, sleeveless, shell knees, extra sizes—85c. | Heavy-weight Ribbed Cotton Long or Gray Union Suits—\$1.65. |
| Ribbed Wool-and-cotton Union Suits, \$2.50; extra sizes—\$2.75. | Men's Light or Heavy Weight Gray Ribbed Merino Union Suits—\$3.50 each. |

Women's High-Grade Suits At Great Price Reductions

These are the choicest models of the season, developed in such elegant materials as duvetine, duvet melange, velvetyne, velonide, erlando and the finest wool velours and silvertones and tricoline. Some on the simplest of lines tailored to perfection, some braided or embroidered, and others handsomely trimmed with fur—\$75.00 to \$275.00.

Tailored Suits Reduced—now \$35 to \$65.00

Of duvet de laine, wool velour, broadcloth, tricoline and tweed effects, variously tuckered and finished with smart belts. Also models on plain-tailored, unbelted lines.

Tailored Suits Reduced—now \$23.75 to \$30

Of wool velour, silvertone and tweed, in pin-tucked and plaited effects, also straight-line models loosely belted. Some embroidered, some fur-trimmed.

Fine Tailored Suits, Special at \$35.00

Of wool velour in black, navy blue and brown, made in belted styles, plaited below the waist-line; convertible collars.

Fine Tailored Suits, Special at \$37.50

Wool velour and broadcloth, in black, navy blue and brown, belted and semi-belted, trimmed with stitching and bone buttons.

Prominent Lots in the Reduction Sale of All Boys' Clothing

- Cheviot Suits, 8 to 17—\$10.75, \$12.75, \$16.75
- Warm Western Mackinaws, 8 to 13, \$12.75
- Warm Western Mackinaws, 14 to 18, \$14.75
- Small Boys' Wash Suits, 4 to 8—\$2.25

January Sale of Linens \$250,000 Worth at Reductions That Are Exceedingly Attractive

There has been no appreciable lowering of Linen prices at the source—and from all indications the present shortage will exist for a long time to come. Despite this situation we have large quantities of Linens to sell during January at prices far less than even our own regular "lower-than-elsewhere" prices. The following lots, all much under-price, are representative of the many remarkable opportunities—

- Round Scalloped Linen Lunch Cloths, 36-inch—now \$2.00
- Hemstitched Linen Napkins, 15x15 inches—\$7.50 a dozen
- Scarfs, 17x50 inches, linene centre, Cluny effect lace—90c
- Japanese Hand-printed Pillow Tops, 15x20 inches—75c
- Plain Linen Scarfs, 18x54, scalloped, hemstitched—\$1.50
- Madeira Embroidered Luncheon Sets, 13 pieces—\$10.00
- Round Centrepieces, 24-inch, Cluny lace-trimmed—\$5.00

All Men's Clothing is Now on the New Lower Cost Basis, Regardless of the Prices We Paid—Wonderful Savings

On the last day of 1920 we made a thorough inventory of our entire stock of Men's and Young Men's Clothing at the LOWEST MARKET VALUE of that date, thus leaving our losses behind us upon entering the new year. That means that ALL THE CLOTHING we bought at the higher prices is now marked at far below the 1920 prices, and all we are now buying is on the new lower cost basis—AND EVEN LESS IN MANY INSTANCES, for this is the JANUARY CLEARANCE, and most of the SPECIAL LOTS are marked at less than the prices will be for Spring Clothing. In other words—

Reductions of One-third to One-half

—From the prices of the regular 1920 autumn and winter season. This is, and must continue to be, PHILADELPHIA'S BEST CLOTHING STORE. This is the exclusive distributing centre for three of the best lines of Clothing in America—STEIN-BLOCH, HART, SCHAFFNER & MARX and "ALCO," besides several good lines not confined to this Store. All these are in the Sale at reduced prices.

- Suits at \$44.50**
Early season prices from \$70.00 to \$90.00. Fine worsteds and cassimeres; from Hart, Schaffner & Marx and other makers.
- Suits at \$54.50**
Early season price from one-half more to nearly double this price. Fine worsteds, in conservative and youthful models.
- Suits at \$28.50**
Many of these are about half the regular 1920 prices. "Alco" Suits, in plain blue. Also Suits in neat mixtures, from another maker, with TWO PAIRS OF TROUSERS.
- Suits at \$22.50**
Hart, Schaffner & Marx and other good makes; standard all-wool fabrics, well tailored. It's worth seeing to see how wonderful the value is.
- Overcoats, \$71.50**
Hart, Schaffner & Marx finest Winter Overcoats—rich, warm fabrics—one-third less than regular price.
- Overcoats, \$42.50**
Men's and young men's Ulsters and Ulsterettes, from Hart, Schaffner & Marx and others. Extraordinary value.
- 500 Overcoats
Wonderful at \$54.50**
Hart, Schaffner & Marx Ulsters and Ulsterettes, of fine plaid-back fabrics; a wonderful assortment; a saving of one-third and more.
- Overcoats, \$28.50**
Men's and young men's Ulster Overcoats; of all-wool, 22-ounce coatings; full cut, deep convertible collar.
- Overcoats, \$22.50**
Men's and young men's Ulsters and Ulsterettes. An extremely low price.
- Dress Suits, \$54.50**
Evening Dress and Tuxedo Suits; Hart, Schaffner & Marx and other makes; worth one-third more.
- Evening Dress Suits, not all sizes, half price—now \$20.00 and \$30.00.**
- Fur-lined Coats**
Saving of one-third to nearly one-half, as compared with 1920 prices.
- Leather Overcoats**
A lot at \$50.00, formerly double this price. Also, LEATHERETTE OVERCOATS at far below half former prices—now \$10.00.

Aervento Raincoats at Half Price or Near It—Made of Rubberized Tweeds—now \$10.00, \$12.50, \$18.50, \$22.50
Trousers—Great Values at \$2.75, \$4.75, \$6.75 and \$8.25

Strawbridge & Clothier, Fourth Floor, West

Men's Sweaters Reduced to \$7.50

Fine warm winter Sweaters, in V-neck, pull-over style, worth nearly double this new price. Some in plain shades, others in two-color combinations, now \$7.50.

"Peace" Metal Weather Strips (The Real Fuel Saver)

We can equip your house at once in any sort of weather, without any inconvenience to you—and for less than the usual prices. Shall we submit an estimate? Fourth Floor, Market Street, West

A Remarkable Purchase of Night Gowns

Philippine Hand-made and Hand-embroidered
\$2.50, \$3.45, \$3.75

The loveliest of fine white Nainsook Night Gowns, exquisitely embroidered in artistic Philippine work, and run with pink ribbon. Models with round, square or V-shaped necks, many with French backs. Just the kinds that a woman likes best, now one-third less than regular prices.



The New Frocks for Spring and Southern Wear are Lovely

So full of new ideas—so many features that are not only decidedly original, but lovelier than any shown for a long, long time. The new Tailored Wool Frock (\$175.00) shown in the sketch, interprets Paris' latest version of the new silhouette—straight and slender, but with an ample side fullness. It is one of a group of—

The Finest Tailored Cloth Dresses in Many Seasons

Of plectine, tricoline, tricoline and tulle serge, some combined with crepe-back satin. Some have the new circular effects in skirts, some are paneled, others are straight and soft and loosely girdled. All nun-tailored to perfection, and some embroidered in marvelously lovely designs and colorings. Prices \$65.00 to \$200.00.

New Satin, Crepe de Chine and Taffeta Frocks, \$17.50 to \$45

Afternoon Dresses in new tulle effects, plaited and straight-line styles. In black, navy, gray and brown.

For Southern Wear

Especially for Southern wear, are the new Frocks of Canton crepe, crepe Metoucau, Thisledu, Tunkin, taffeta, crepe melon and crepe Georgette, many in lovely light shades, particularly in dove gray and many showing the new cut-work. Frocks for sports, for afternoon and dinner wear, in this group—\$60.00 to \$165.00.

An Excellent Line of New Cotton Frocks

Charming Dresses of voile, linen, dotted Swiss and organza, including some of the daintiest and most unusual French hand-made Frocks. Prices \$25.00 to \$65.00.

Women's Colored Silk Umbrellas Special at \$3.95

Of silk taffeta in green, blue, purple, brown, black, taupe and warmer; some with plain mission handles, others with colored bakelite tops; all finished with wrist caps.

These Umbrellas have slight imperfections in the covers, which we claim at inexpensive, and will not impair their wearing qualities.

Automobile Robes Away Under Price

Warm DOUBLE-FACED ROBES of green-and-blue plush at new low prices: 60-inch, now \$7.86; 72-inch, now \$12.50, and 84-inch, now \$15.00

Wool Robes—now \$11.50

Finged Wool Automobile Robes in dark tones reduced.

Automobile Supplies—Save

These and many other wanted Supplies under price: Dixon's Graphite—now 20c Grease Cups—12c Gear oil—50c Tire Pressure Gauges—now \$1.00 Blow-out Patches—now 15c each

Have You Read Zane Grey's New Novel?

"The Mystery Ride"—the first big novel of the New Year. Price \$2.00.

Men's Madras Shirts, \$2.50

A saving of one dollar or more goes with every one of the 1200 Shirts now marked at this reduced price. They are of fine-texture madras, with the colors of the smart patterns woven clear through and, therefore, indelible.



Smart Set Corsets Half Price and Less \$2.85

Rarely are Smart Set Corsets available under price. These are fashionable, up-to-date models, but are to be discontinued by the manufacturer. Corsets for women of average figure. Made of fine, light-weight, Uzooro cloth, with low bust, long hips and substantial boning. Corsets sold formerly at double the price and more, but there are only 720 of these exceptionally desirable models, at \$2.85.

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