

All These Goods on Sale Monday!

Store Opens Daily at 9 A. M.—Closes 5:30 P. M.

# MONDAY! OUR THIRTIETH ANNIVERSARY SALE

### Special Anniversary Offer!

# 50 YELLOW TRADING STAMPS FREE

To Every Purchaser of One Dollar's Worth or More

## Series Nos. 47 & 48

Good in Any Yellow Trading Stamp Book

No matter how many other "Extra" Stamps you already have.

HATS TRIMMED FREE OF CHARGE

# Lit Brothers

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

### Rounding Out Three Decades of Faithful Service to the Shopping Public With a Sale That Will Make Merchandising History

Our Thirtieth Anniversary Sale! A value event that is going to break every record! A mammoth gathering of every desirable kind of winter and holiday merchandise at prices which are nothing short of phenomenal. This whole big store is literally on tip toe—ready for the most important epoch in its entire history—ready for a sale that will measurably add to the esteem with which our customers hold this store and which will increase their numbers by thousands more!

## Ready-to-Wear & Untrimmed Hats

Marvelous Anniversary Bargains for Monday! Majority of Prices Just About Wholesale!

Further proof of our undisputed leadership in matchless millinery values!

- Misses' & Children's \$1.98
- \$3 Beaver Hats... \$2.98
- \$4 Full Nap Beaver Sports Hats... \$2.98
- \$5 Ready-to-Wear Hats... \$2.98
- \$5 Ready-to-Wear Duvetyné Hats... \$3.98
- \$2 Untrimmed & Ready-to-Wear Hats... 98c
- \$3 Untrimmed Velvet Hats... \$1.98



Greatest Purchase in Our History!—Monday, a Half Million Dollars' Worth of

# Women's & Misses' Winter Outer Apparel!



All women who know style, who know quality, who know true worth, annually look forward to this Anniversary event—Philadelphia's greatest of ALL sales—for sensational bargains.

- Women's & Misses' \$20 Velour Coats } \$12.75
- Women's & Misses' \$25 Dresses } \$14.75
- Women's & Misses' \$30 Suits } \$17.75
- Women's & Misses' \$50 Coats } \$29
- Women's & Misses' \$25 Coats } \$15
- Women's & Misses' \$30 Coats } \$19.50
- Women's & Misses' \$65 Coats } \$49.75
- Women's & Misses' \$16.50 Dresses } \$18.50
- Women's & Misses' \$20 Suits } \$13.50
- Women's & Misses' \$52.50 Coats } \$35
- Women's & Misses' \$40 Fur-Trimmed Coats } \$25
- Women's & Misses' \$30 Dresses } \$18.50



### Ready Monday! Tremendous New Shipment of

## \$2.50 to \$4 Wool Goods

A price that will lead you to believe the bottom has surely dropped out of the market!

Thousands of yards—all are fashion-leaders—all of unquestioned quality. Every yard of these goods is pure Australian wool—42, 48 and 64 inches wide. Because these prices are far below what the manufacturers themselves are quoting we must refuse to sell dealers and wholesalers, and we cannot fill mail orders.

- Wool Canton Crepe
- Melrose Cloth
- Mixed Yarn Suitings
- Wool Taffetas
- French Serges
- Crepe Poplin
- Imperial Serges
- Vigoureux Suitings
- Tailor Serges
- Needle Cords

Not all colors in every weave but all colors in the lot, with plenty of navy blue and black. Without doubt the most extraordinary wool goods bargains ever offered!

Lit Brothers—BANK BUILDING AND DRESS GOODS DEPT.

- \$3.50 All-Wool } \$1.79
- Doeskin Velour } \$1.79
- \$3 All-Wool Jersey Cloth } \$1.78
- \$3.75 All-Wool French & Men's Wear } \$1.59
- Serge, 52 & 54 inches wide
- \$1.25 All-Wool } 69c
- Storm Serge } 69c
- \$5.50 to \$6.50 Embroidered Serges } \$3.69

Beautiful velvet finish. Dark and medium brown, Copenhagen, Pekin, midnight blue and black. 54 inches wide.

Burgundy, dark and medium brown, moss green, taupe, reindeer, plum, navy, midnight blue and black.

Medium twill. In cardinal, wine, garnet, plum, Copenhagen, dark brown, green, navy, midnight blue and black. 36 inches wide.

Fine twilled serge. Many embroidered in colors and others in rich combinations of navy with black, taupe, henna, Copenhagen, white, gold or tan. 54 inches wide.

Lit Brothers—First Floor, South

## For Monday! Women's \$10 to \$14 Ultra-Fashionable High Shoes

Probably the Greatest Single Value Sensation in This Whole Mammoth Anniversary Sale.

- Boys' \$5 Shoes, \$2.95
- Young Women's } \$3.95
- \$7 to \$8 Shoes
- Children's \$3.50 } \$1.95
- to \$4.50 Shoes.
- Infants' \$2.50 to } \$1.19
- \$3 Shoes



Patent colt, gun-metal and tan. Sizes 4 to 8.

Black and tan kidskin and patent colt. Sizes 1 to 4.

## Women's \$6 to \$9 High and Low SHOES

- Women's \$6 to \$9 } \$2.45
- High and Low SHOES
- Misses' & Children's } \$2.95
- \$5 to \$6 Lace Shoes

Black and tan leather, patent colt and black and tan kidskin. Sizes 8 1/2 to 2. Lit Brothers—First Floor, North

Lit Brothers—Second Floor

## \$1.50 to \$2 Combinations & Night Gowns, 98c

Twelve good styles in regular and extra sizes in gowns; regular sizes in combinations.

- \$2 Night Gowns & Chemise, \$1.19
- \$1 Flannelette Night Gowns... } 69c
- \$2.50 to \$3 Night } \$1.79
- Gowns

Famous "Dove Brand." Trimmed with lovely lace and satin ribbon. Like sketch.

Exquisite Philippine Undergarments

\$3 & \$3.50 Values \$4 to \$6 Values \$1.95

Hand-made night gowns and chemise.

Lit Brothers—Second Floor

## \$5 Beacon Blanket Bath Robes \$2.95

Three good styles. Collar, cuffs and pockets trimmed with braid or satin; pretty cord at waist. No mail or phone orders. Pictured.

\$3 to \$6 "L'Aiglon" and "Dix-Make" House } \$1.89

Of gingham, chambray and percale. Sizes 36 to 52. Some are slight imperfections.

\$2 House Dresses, \$1.39

Close-out of a prominent New York maker's surplus stock. Pretty stripe gingham in ten smart styles. Sizes 36 to 44. Pictured.

Lit Brothers—Second Floor

Lit Brothers—Second Floor

## Big & Little Girls' Wear

Sensationally Low Priced for Monday

For Monday—thousands of dollars' worth of fine, new, fashionable garments in charming styles and of qualities that will have instant appeal to all provident parents.

- Girls' All-Wool Navy Serge Dresses
- \$6 DRESSES, \$9.50 to \$10.50
- \$3.95
- \$4.95
- \$6.95

Straight line and belted effects. Collars and cuffs embroidered in contrasting colors; smart novelty pockets. Sizes 8 to 14. Two sketched.

\$18.50 to \$20 Coats, \$12.95

Girls' \$26 Coats, \$17.95

Tots' \$4.50 to \$5.50 Wool Frocks, \$1.89 & \$3.29

## \$10 & \$12 Stunning Trimmed Hats

Hats for Matrons in Fine Showing—and Charming Styles for Misses and Women.



Of finest Silk Lyons Velvet in brown, navy, taupe, black and all the lovely autumn shades; also handsome qualities of silk duvetyné in every fashionable coloring.

Hats distinctively styled, beautifully made and of highest quality.

Feather-trimmed, embroidered, beaded—some featuring surprisingly pretty new uses of ribbons. Majority small and medium-size shapes that will be very smart to wear with veils.

Lit Brothers—Millinery Salon, Third Floor

## Startling Anniversary Values in Fashionable Silks

Handsome Weaves at Practically 50c on the Dollar for Monday

- \$2 Japanese SILKS... } 89c
- \$1.50 Natural Colored Pongee } 89c
- \$3.50 Radium and Pussy Willow Silks, \$1.98
- \$6 & \$7 Duvetyné, \$3.98
- \$3 Black Satin Charmeuse } \$1.69

Five hundred pieces. Just received from the Orient. Fine quality. 33 inches wide.

Shades suitable for coats and dresses; also new millinery colors. 36 and 40 inches wide.

Taken from regular stock. Wanted colors. 40 inches wide.

Remnants, yard... } 98c