

# Reduction, Clearance and Quick Turnover the Slogan of Strawbridge & Clothier's January Sale

TO-MORROW, Tuesday, the new and different and extraordinary January Sales begin! We change our Inventory time from January 1st to February 1st, and shall reduce our stocks by clearance and reductions to the lowest point before the later date. Besides, we have given our buyers greater freedom to make purchases and to go into the market for close-out lines and special lots for quick turnover at small profit. We have taken every advantage of this Store's prestige to procure choice merchandise at bed-rock prices.

## Nearly 5000 Women's Dresses Bought for the January Sale

The most remarkable special purchases in all our long business experience—thousands of Dresses of the most desirable kinds, right on the crest of Fashion, purchased to sell at the height of winter at prices you would expect to pay for accumulated odds and ends about two months from now. Included is a remarkable—



**Special Purchase of Four Hundred Dresses**  
Of Poiret Twill and Wool Jersey  
**\$15.00**

New spring models, a great variety of them—four, selected at random, are shown in the sketches. Tricotine in black and navy, embroidered in self and contrasting color or trimmed with black braids, Jersey in black, navy and brown. The smartest models of the season, and in sizes 36 to 46.



**New Poiret Twill Dresses And Canton Crepe Dresses \$25.00**

POIRET TWILL DRESSES in black, navy and brown—all new spring models, in straight-line and circular-skirt styles, with smart, distinctive new trimmings. All sizes from 36 to 46.  
CANTON CREPE DRESSES in black, navy and brown—a low-waisted model, plaited and braided-trimmed, and finished with a wide girdle with sash ends.

**High-grade Cloth Dresses Now \$37.50 to \$100.00** **Silk Afternoon Dresses Now \$50.00 to \$125.00**

Clearances from our regular stock of Cloth Dresses—duvetine, tricotine, Poiret twill, pique-tine and tricotine. Black and colors. Many handsome models.  
Out entire remaining stock of Silk Afternoon Dresses—crepe Georgette, Canton crepe and Roshanara crepe, in good shades and excellent styles.

## 8000 Women's Waists

Eight thousand new Blouses, fresh as the day, also some wonderfully fine lots from our regular stock at clearance prices—some are remainders of special purchases at still lower prices!

**Smart Tailored Voile and Dimity Blouses Extraordinary at \$1.50, \$2.00 and \$2.25**  
Peter-Pan models of plaid voile and dimity, \$1.50. Others of dimity in Peter-Pan and Tuxedo styles, \$2.00 and \$2.25.

**Porto Rican Hand-made White Batiste Blouses, \$2.95, \$3.50, \$3.95 and \$4.95**  
Every stitch hand-made, and all the trimming done by hand, many trimmed with fine filet and Irish crochet laces. Vest effects and tucked models among them.

**Tailored Pongee Waists, special at \$3.00**  
Tailored models, Peter-Pan, convertible or Tuxedo collars.

**Mignonette Over-Blouses, special at \$3.95**  
Light and dark shades, embroidered in color or trimmed with flat braid or narrow tape fringes.

**1500 Lovely Crepe de Chine Blouses and Over-Blouses**  
**\$3.75 \$5.00 \$5.75**

Over-Blouses in canna, Gotham, honeydew, Dutch blue, gold and navy blue. Tailored Tuck-in Blouses in flesh and white.

**Striped and Plaid Silk Waists—\$3.95**  
Dark, rich colorings. Convertible collar and long sleeves.

→ Strawbridge & Clothier—Second Floor, Centre

## The January Sale of Boys' Clothing

**Brings Forward Many New Attractions**

Large special purchases consummated especially for the January Sale, are now beginning to arrive and take their place alongside the many remarkable under-price lots already available in this great winter event. Among the outstanding value groups—

**Cheviot Suits with Extra Trousers, \$10.25**  
Mohair-lined Coats, with 2 pairs of full-lined Knickerbocker Trousers. Sizes 7 to 18 years.

**500 Boys' Wash Suits, Special, \$1.95**  
Special purchase of attractive new Wash Suits for boys 3 to 8 years.

**Blanket Cloth Mackinaws—\$9.75**  
Warm, comfortable garments for boys of 8 to 17 years.

→ Strawbridge & Clothier—Second Floor, Filbert Street, East

## Heralding the Greatest January Sale of Muslin Underwear

The eagerly awaited Sale of Muslin Undergarments will begin to-morrow, with values that surpass all former sales. Thousands of fresh new garments purchased specially in the Sale, at extraordinary savings.

PLANNED TO BE OF THE GREATEST SERVICE TO ALL WOMEN. Both Silk and Cotton Underwear is included, in regular and extra sizes. The simplest of plain, very inexpensive styles and fine, exquisitely trimmed models the bride will select for her trousseau.

AGAIN, AT 50c, a woman will find Cotton Envelope Chemises, Night Gowns, Drawers, Corset Covers and Short Petticoats, and on up to as much as she desires to pay—assured that every garment is the best value obtainable.

**NOTE THESE SPECIAL LOTS**

**500 Marcella Undergarments One-third Under Price**

A sample line of these well-known Undergarments at this notable reduction.

**Night Gowns, Envelope Chemises, Combinations, Corset Covers and Drawers**

**1200 Night Gowns Special at \$1.65**

Really wonderful value for these are of "Fruit-of-the-Loom" muslin, made with square, surplice or high neck and full-length sleeves. Embroidery trimmed.

**Envelope Chemises Special at \$1.00**

A special purchase of 300 of these sturdy Chemises of "Fruit-of-the-Loom" muslin. Trimmed with hemstitching and ribbon-run casing. Worth one-half more.

**Silk Night Gowns Special at \$3.95**

Rare value at this Sale price, for they are of satin or crepe de chine in many styles, some tailored, others beautifully trimmed with lace. Under price.



→ Strawbridge & Clothier—Third Floor, West

## Philippine Hand-Embroidered Underwear

**AT EXTRAORDINARY SAVINGS**

**Night Gowns—\$1.95 to \$6.50** **Straight Chemises—\$1.85 to \$3.50**  
**Envelope Chemises—\$1.95, \$2.95, \$3.95, \$5.00 and \$6.50**

→ Strawbridge & Clothier—French Salon, Third Floor, West

## Starting 1922 With a Great Sale of Silk Average Reductions About One-third

This means that the January Sale prices, in some instances are about half the prices for which the same grades will sell later on, as all of these Silks—thousands and thousands of yards—were bought before the recent advance in raw silk. These are all Silks from our regular manufacturers—the good, dependable kinds which people have learned to expect to find here whatever the occasion. Excellent assortments, all weaves and weights, and many single pieces and short lines, not mentioned here, at extraordinary reductions.

- |  |  |   |
|--|--|---|
| <b>Printed Georgette—now \$1.65</b><br>Good shades and designs; 40 inches wide.                                      | <b>Satin-face Crepe—now \$2.65</b><br>Tan, gray, taupe, marine, Copenhagen blue, jade, henna, brown, navy, blue and black; 40 inches wide. | <b>Satin Imperial—now \$2.00</b><br>A full line of shades; 35 inches wide.        |
| <b>Brocaded Silks—\$4.00 to \$5.00</b><br>Brocaded Crepes and Satins. Black, white, blue and taupe; 40 inches wide.  | <b>Shirting Silks—now \$2.00</b><br>Broadcloth, radium, crepe de chine and white Jersey. Widths 32 and 36 inches.                          | <b>Sports Silks at Half Price</b><br>Nearly all 40-inch, \$3.50 to \$5.00 a yard. |
| <b>Chiffon Velvet—now \$5.95</b><br>Black and Colored Velvets; 40-inch.  | <b>Brocaded Poplin—now \$2.85</b><br>Penikes, Brocaded Silk Poplin, in navy, brown, black, tan and gray; 40 inches wide.                   | <b>Silk Tafeta—now \$2.00</b><br>Black, navy and brown. Excellent quality.        |
| <b>Fine Velveteen—now \$2.00</b><br>Fast pile and color; 27 inches wide.   | <b>Fine Charmeuse—now \$2.85</b><br>Black and all good dress and sports shades; 40 inches wide.  | <b>Satin Duchesse—now \$2.00</b><br>A favored Black Satin; 35 inches wide.        |
| <b>Foulards—now \$2.50 and \$3.00</b><br>High-grade Foulards in exclusive designs; 40 inches wide. Wonderful values. |  | <b>Black Peau de Soie—\$2.00</b><br>Heavy quality and 35 inches wide.             |
| <b>New 1922 Foulards—now \$1.85</b><br>New 1922 patterns; 38 inches wide.  |  | <b>Habutai Silk—now \$1.35</b><br>Imported Black Habutai; 35 inches wide.         |
| <b>Special Aisle Table of Satin de Luxe</b><br>85 inches wide, black and colors—\$1.35                               | <b>Special Aisle Table of Black, Colored and Novelty Silks of All Kinds—\$1.65</b>   | <b>Ninghai Pongee—now \$1.35</b><br>In the natural shade; 33 inches wide.         |

**Sports Satin, 40 inches wide, Wonderful Value, \$2.65 a yard**  
In white, flesh, navy, brown and black. → Strawbridge & Clothier—Aisle 6, Centre

## \$175,000 Worth of Fine Linens to be Sold This Month for \$125,000

By rare good fortune we were able to close great contracts abroad last summer just at a time when leading Irish and Scotch mills had reduced their prices to the lowest levels. Since that time prices have advanced, in many instances as much as 25 per cent. These fortunate purchases, coupled with a sharp reduction in our own fair margin of profit, are responsible for our now having ready for Philadelphia housekeepers—

- |   |  |
|---|--|
| <b>16,450 Yards of Table Damask</b><br><b>More Than 2850 Table Cloths</b><br><b>6333 Dozen Linen Napkins</b>  | <b>40,000 Towels of Every Description</b><br><b>65,910 Yards of Toweling</b><br><b>12,000 Yards of Dress Linens</b>  |
| About \$10,000 worth of Embroidered and Lace-trimmed Linens—at prices appreciably less than current American retail levels—and lower than they can possibly be for many years to come. It is impossible to give complete details of the vast collection here. Let this partial mention suffice— |  |
| <b>Irish Damask—\$1.65 a yard</b><br>Bleached Irish Table Damask, in 5 designs, 70 inches wide.<br>Napkins to match—\$4.25 a dozen.   | <b>Napkins—now \$3.60, \$5.00 and \$6.50 a dozen</b><br>Bleached Linen Napkins—good, sturdy weaves, in attractive designs, 18-inch—\$2.60 a dozen, 20-inch—\$3.00 a dozen, 22-inch—\$4.50 a dozen. |
| <b>Scotch Damask—\$2.25 a yard</b><br>Fine bleached Scotch Linen Damask, in 6 designs; 70 inches wide.<br>Napkins to match—\$6.50 a dozen.  | <b>Linen Towels—\$5.00 and \$9.00 a dozen</b><br>AT linen backback, in damask, checked, etc. 18x24 inches, with hemmed ends—\$5.00 a dozen, 18x22 inches, with hemmed ends—\$9.00 a dozen.         |
| <b>Double Damask Dinner Cloths at Half Price</b><br>A well-known make, and every cloth bearing the manufacturer's label. Sizes 2 1/4 x 2 1/4 to 2 1/2 x 4 yards—all at half price—now \$10.00 to \$20.00.   | <b>Turkish Towels—now 25c to 50c</b><br>Plain white—now 25c and 50c. In fancy colored effects—30c.   |
|   | <b>Linen Toweling 15c and 25c a yard</b><br>Good, sturdy weaves—at savings that average one-third as based on our regular low prices.  |
|   | <b>Linen Sheets—\$16.00 a pair</b><br><b>Pillow Cases—\$3.25 a pair</b><br>Hemstitched Linen Sheets, 90x96 inches—and Pillow Cases, 22 1/2 x 36 inches.  |
|   | <b>All Sorts and Styles of Fancy Linens</b><br>A lower price—anywhere from 15c for a plain double hemstitched Towel to \$30.00 for an exquisite lace-trimmed Lunch Cloth, 72 inches in diameter.   |

### Oriental Rugs Reduced One-third to One-Half

Many of our most beautiful and rarest weaves are affected by these sweeping price reductions. As Oriental Rugs are chiefly one of a kind, we can only attempt a partial mention of the many wonderful opportunities.

- Saruk Rugs, average size, 4.6x7 feet—\$160.00 to \$170.00
- Kurdistan Rugs, 3.6x6 to 4.6x8 feet—\$75.00 to \$125.00
- Dozar Rugs, 4.8x6 to 5.2x6.6 feet—\$65.00 to \$125.00
- Mosul Rugs, 3.5x6.6 to 4.6x9 feet—\$65.00 to \$95.00
- Mosul and Kurdistan, 3.6x3.6 to 4x8 feet—\$55.00
- Chinese Carpets, 11.9x9.1 to 14x10.3 feet—\$195.00 to \$425.00
- Also Saruk Mats, 1.10x2.6, unusual value at \$29.50
- Anatolian Mats, very popular for table runners or doorways—\$7.50 to \$15.00.

→ Strawbridge & Clothier—Fourth Floor, West

### Ten-yard Pieces of S. & C. Long Cloth \$1.95

A saving of more than one-fourth on sturdy, fine-spun Long Cloth, in original 10-yard pieces. 1500 pieces of the well-known S. & C. brand sharply reduced—now \$1.95.

→ Strawbridge & Clothier—Aisle 18, Centre

### 2000 Pairs of Women's Granite Brand Silk Stockings \$1.35

These are the regular \$2.00 grade, but have very slight irregularities which do not mar appearance or impair wearing qualities. FULL-FASHIONED, PURE SILK STOCKINGS, most of them in BLACK, a few in colors. Mercerized cotton tops and soles—and made with the granite blocks in the garter welts to prevent "runs." Sizes 8 1/2 to 10. A great January value at \$1.35 a pair.

→ Strawbridge & Clothier—Aisle 4, Centre

### HOUSE DRESSES \$1.00, \$1.50, \$1.95

Such Values in House Dresses as No Woman Can Afford to Miss

- A Percal Model—\$1.00**  
Worth one-half more. On straight lines, in vest effect, neat and dainty. Sizes 36 to 46.
- A Gingham Model—\$1.50**  
A low-waisted model of checked gingham, also a petalike model plaited from a yoke. House Dresses with defined waist-line of striped gingham or blue chambray, also at this remarkably low price.
- The Model Sketched—\$1.95**  
Striped Gingham House Dresses, on straight lines, plaited from a yoke, with white collar and cuffs. Worth \$1.00 more than the January Sale price of \$1.95.
- Beacon Blanket Bath Robes—now \$3.95**
- Box-loom Crepe Kimonos, Special at \$1.95**

→ Strawbridge & Clothier—Third Floor, Filbert Street, West

**STRAWBRIDGE & CLOTHIER**  
MARKET STREET EIGHTH STREET FILBERT STREET

### Women's Coats Break All Records with These Values

Wonderful special purchases, in many instances duplicate orders, at still lower prices, of the Coats that helped us to break all records in the Coat Store during November and December. People said then that the values were phenomenal, but these are even better. To these purchases we have added, at clearance reductions, the Coats in our own stock, making this a Sale of exceptional attractiveness.

<b>\$20.00</b> Bolivia-weave Coats, semi-fitted and with deep bell-shaped sleeves. Attractively stitched and silk-lined throughout.	<b>\$25.00</b> Swal Plush Coats, resembling fur and silk-lined throughout. Also smart tweed Coats, body and sleeves lined.	<b>\$50.00</b> Manish tailored Top Coats of plaid-back cloth, belted all around; body and sleeves lined. Olive, brown, gray, Oxford.
<b>\$35.00</b> Fine Bolivia Coats in brown, navy and black, elegantly silk-lined throughout and with deep collar of fur.	<b>\$37.50</b> High-grade Coats of various fine Bolivia-like materials, in brown, navy and black, full silk-lined. Deep fur collar.	<b>\$27.50</b> One of our best selling numbers. Dark brown, navy and black. Deep collar and cuffs of dyed wolf or natural opossum.
<b>\$67.50</b> A miscellaneous group of about sixty high-grade Coats, in various styles, all with beautiful fur collars and cuffs.	<b>\$75.00</b> One hundred Bolivia Coats, elegantly lined. Deep collars and cuffs of nutria, some with taupe dyed wolf.	<b>\$150.00</b> Only thirty of these Coats, they are beauties. One of season's best models. Deep collar and cuffs of beaver or squirrel.

**Various High-Grade Coats—now \$100.00 to \$110.00**  
Elegant models, with deep collar and cuffs of gray squirrel or beaver.

→ Strawbridge & Clothier—Second Floor, West

### January Pattern Sale of Wool Dress Goods At a Reduction of One-Third

All the single pieces and part pieces of Black and Colored Dress Goods, remaining after a busy season's selling, have been cut into suit, skirt and dress lengths and marked at a straight reduction of one-third.

All weaves, all weights, all shades, the best staples and the latest novelties—the usual fine variety resulting from very active selling. Prices \$3.50 to \$15.00.

→ Strawbridge & Clothier—Aisle 7, Centre