

RELIGIOUS LEADERS AT 5TH CONFERENCE

Victorious Life Meetings to Open Tonight at Chambers-Wylie Church

The fifth winter "Victorious Life Conference," which opens tonight in the Chambers-Wylie Presbyterian church...

A young people's meeting at 7 o'clock this evening will open the conference...

WINTER RESORTS ATLANTIC CITY, N. J.

NO SNOW ON THE BOARDWALK ATLANTIC CITY, N. J.

The Boardwalk is absolutely dry, free from snow and slush, and is thronged with happy visitors enjoying the wonderful bracing ozone and health-producing salt sea air.

When It Snows, Come to Atlantic City

THE LEADING HOUSES. Always Open. Write for information. Rates, Etc. (All are American Plan unless otherwise noted.)

Hotel Dennis ATLANTIC CITY, N. J. Directly on the Ocean Front. An American Plan Hotel of Distinction.

The TRAYMORE ATLANTIC CITY. World's Greatest Hotel Success. Lakewood, N. J. Lakewood's Largest, Foremost Hotel.

FURNESS-BERMUDA LINE. (Under Contract with Bermuda Govt.) The palatial steamers of the Furness Bermuda Line land their passengers and baggage directly at Hamilton Dock...

West Indies Cruises. Two De Luxe Cruises of Twenty-three Days Each. Leaving New York Feb. 4—Mar. 4.

COULDN'T PLAY TUNE ON IT So Pair Are Arrested and "Gorden" Becomes Typewriter

Charlie Hutchinson couldn't play a tune on a typewriter, so now he's in jail. With Dominic Alendro, Hutchinson was strolling along Chestnut street about 3 o'clock this morning.

IS PARENTHOOD A LOST ART?

Read the startling facts presented by nationally prominent preachers in the Magazine Section of next Sunday's PUBLIC LEDGER.

VISIT THE Philadelphia Poultry Show. First Regiment Armory. Broad & Callenshill Sts. Jan. 10, 11, 12, 13, & 14.

WINTER RESORTS ATLANTIC CITY, N. J.

THE QUI-SI-SANA. GREEN COVE SPRINGS, FLA. Ideal climate. Beautiful scenery. Excellent food.

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NASSAU BAHAMAS. —for that "Long deferred Vacation." An investment in health that will add years to your life.

ROYAL MAIL TO BERMUDA. "The Comfort Route" by Palatial Trans-Atlantic Liner "ARAGUAYA".

QUALITY VALUE SERVICE STRAWBRIDGE & CLOTHIER January Reduction Sale News for To-morrow's Shoppers

SHOPPING HOURS 9 to 5:30



In Conformity With the Present Day Tendency in the Conduct of Large Enterprises, it Has Been Decided That the Handling of This Business Will Be Facilitated by Changing it from a Partnership to a CORPORATION

We deem it will be of interest to our many thousands of friends to know that we, THE SONS OF THE FOUNDERS of this business, are undertaking its Incorporation...

There will be NO CHANGE IN OWNERSHIP; NO CHANGE IN PRINCIPALS OR PRINCIPLES; NO CHANGE IN PERSONNEL, nor in methods or statements affecting our relations with the public or our employees.

It shall be the same living, human, flesh-and-blood institution, controlled and impelled by the same considerations of right, the same principles of integrity by which its founders were guided...

In short, it shall continue to be STRAWBRIDGE & CLOTHIER, with the good Friend Penn as its model, and the Seal of Confidence as the symbol of its guarantee of satisfaction in quality, value and service.

Strawbridge & Clothier

Thousands of Men Have Already Profited Handsomely Through the January Sales



Hundreds of Suits and Overcoats Added at Reduced Prices

Remarkable selling activity—naturally to be expected when savings of one-third on desirable Strawbridge & Clothier clothing are available—has forced us to draw upon our reserve stocks...

Suits with Two Pairs of Trousers Now \$23.50, \$29.50 and \$32.50

Men's and young men's Suits of worsted, cassimere and of blue serge. Two pairs of trousers to every suit insure extra wear...

Hundreds of Fine Suits and Overcoats \$32.50

The Suits include "California"-weight garments worn the year-around by many men. Some in advance Spring styles. Ulsters and Ulsterettes of rich fabrics.

"Alco" and Other Suits and Overcoats \$23.50

All types of single- and double-breasted Suits; Ulsters, Ulsterettes and Chesterfield Overcoats in a wealth of fabrics beyond description.

Hundreds of Fine Suits and Overcoats \$28.50

Handsome new Suits and Overcoats, in a variety of styles and fabrics to satisfy every taste—up-to-the-minute and conservative.

Fine Overcoats, \$54.50 and \$62.50

Handsome Overcoats of Crombie and other imported fabrics. Faultless in tailoring and style.

Fur-lined Overcoats Reduced—now \$75.00, \$135.00, \$175.00, \$235.00

Great Sale of Separate Trousers—Save 40 Per Cent—now \$2.45, \$4.45, \$5.45, \$6.45 and \$7.45

A great variety of styles and fabrics—in all sizes for men and young men.

Thousands of Shirts Reduced

Well-made, comfortably-proportioned Shirts—the Strawbridge & Clothier kind, at sharp reductions from the already-low Strawbridge & Clothier prices. What better opportunity could there be for men to select a season's supply?

Some Very Good Shirts are now marked \$1.00

Shirts from many higher-priced lines now \$1.50

Fine Shirts of Woven Madras and Cheviot, \$1.65

Shirts from several well-known makers, \$2.65

Silk Shirts, in many weaves and patterns, \$5.65

Outing Flannel Pajamas, \$1.75; Night Shirts, \$1.65

Strawbridge & Clothier—East Store, Eighth Street

Phonographs Reduced!

Handsome Cabinet Styles That Were Originally \$100 to \$165 Now \$70, \$80, \$90, \$110

Dependable, clear-toned Phonographs in beautiful mahogany and golden oak cases. They have been used for demonstration purposes here in the Piano Store...

CONVENIENT PAYMENTS—of \$5.00 initial payment, and \$5.00 monthly thereafter WITHOUT INTEREST, can be arranged if desired.

Unusual Shoe Values. Among the many remarkable economy groups in the Sale are these four, of special interest to to-morrow's shoppers:

Men's Shoes now \$4.95, Boys' Shoes now \$3.65, Children's Shoes, \$2.75, Shoes, \$3.35

Women's Coat Sale

Exceeding All Former January Selling and Value Records

Record-breaking days, days that in volume of business far surpass the greatest days of last January—these are what prove our values and the public's appreciation of them.

\$27.50. Coats of heavy, plaid-back cloaking with body and sleeves lined—rather mannish. Others of high-grade fabrics, silk-lined throughout.

\$50.00. Several models with deep collar and cuffs of fur, also an untrimmed model with deep hooded collar. All elegantly silk-lined.

\$37.50. One of the smartest belted models of the season, silk-lined throughout; deep collars of Australian opossum. Excellent value.

\$67.50. A miscellaneous lot of high-grade Coats—favored models, through-out; deep collars of Australian opossum. Beautifully lined.

Strawbridge & Clothier—Second Floor, Centre

Added in the Great January Sale of Damaged Books

Several Cases of Books from a prominent New York publisher just received and placed in the Sale at HALF REGULAR PRICES.

These Novels by Rex Beach—now 60c each. The Spoilers, Rainbow's End, The Net, The Silver Horde, The Barrier, The Ne'er-Do-Well, The Auction Block, The Heart of the Sunset, The Iron Trail and The Winds of Chance.

Thousands of Other Novels—25c to 90c

Strawbridge & Clothier—Second Floor, Filbert Street, West

Special Prices for Re-covering Umbrellas

Now is the time to have new covers put on favorite Umbrellas at less than regular price. Covers of—American Taffeta (cotton)—now 95c and \$1.25

Piece-dyed Union Taffeta (all- and-cotton)—\$2.15

Rugs in the Sale

Hundreds of desirable Rugs are included in the great January Sales, at worth-while savings. Practically every desirable weave is represented in a score of sizes and many patterns. Representative prices—

FINE WILTON Rugs, 8.3x10.6—\$92.50

Rugs, 9x12 feet—\$97.50

FINE AXMINSTER Rugs, 6x9 feet—\$26.50

Rugs, 8.3x10.6—\$40.00

Rugs, 9x12 feet—\$44.50

Royal Wilton Rugs—\$100

Unusual Shoe Values

English-last High Laced Shoes of chestnut brown calf; invisible eyelets. Solid leather soles and heels. Close to half price at \$4.95.

High Laced Shoes of chestnut brown leather, with oak-tanned leather soles and rubber heels. Much under price at \$3.65.

High Laced Shoes of tan calf, of brown leather with soft oze calf tops, and Laced Shoes of tan elkskin. Remarkable value.

High Laced Shoes of tan calf and of storm leather. Laced Shoes of tan leather.

Strawbridge & Clothier—Eighth and Filbert Streets

All Caps Half Price

Every Cap in the Men's Hat Store—imported and American-made, including the famous shower-proof McGregor English Caps, now half former prices:

95c, \$1.25 and \$1.50

For tweed and other Caps that were double.

Strawbridge & Clothier—Second Floor, Market Street, East

Women's Spring Dresses At January Sale Prices

New Canton crepes and taffetas, as straight and slim and unadorned as a reed, or fluttering headed crepe Gorette panels and the new wide sleeves of the headed crepe, as in the model sketched. Some show heavy cable cording which is a feature of many imported models...

Fine Crepe de Chine Dresses Special \$16.75 to \$22.50

Plaited-skirt, plaited-tunic and em-broidered-tunic models, some trimmed with braid, others with silk faceting—simple, practical Frocks that every woman likes, when they are smartly fashioned. Black, navy and brown.

Wool Jersey Dresses, Special \$12.50

The type of practical Tailored Frocks that every woman needs for early Spring. Navy, brown and black.

Strawbridge & Clothier—Second Floor, Market Street



Your Hardwood Floor Will Cost Less

If we lay it during January, for we shall do work of this character as well as repairing and renovating at special low prices all this month. Just a measure to keep our staff of skilled artisans intact. Estimates furnished.

Strawbridge & Clothier—Fourth Floor, Market Street, West

Umbrellas Special, \$2.50

All have Paragon frame, covered with American (cotton) taffeta of excellent grade. WOMEN'S—Handles are of plain or fancy carved wood, or with bakelite tops, finished with wrist cord and ring.

MEN'S—Handles of plain or carved wood in hook or crook styles—\$2.50. Alle 7, Market Street

STRAWBRIDGE & CLOTHIER MARKET STREET EIGHTH STREET FILBERT STREET