

MARKET ST.
EIGHTH ST.
FILBERT ST.

STRAWBRIDGE & CLOTHIER

Each Day Finds Many Fresh New Attractions in the January Sales

Women's New Dresses at January Clearance Prices

Dresses you will need in the spring, and the kinds that will be fashionable in spring, are now in the January Clearance Sale at much less regular prices:

Jersey Dresses, Special at \$15.00

Fine Wool Jersey Dresses, in navy blue, brown, rust, beaver and black, made in the tunic and panel styles that look so well without a coat in the spring. Braided and embroidered.

Cloth Dresses, Special at \$25.00

Poirot, twill and duvet de laine, made in coat and circular-skirt styles and attractively beaded and embroidered. Navy blue, beaver and brown in the collection.

Stylish Crepe de Chine Frocks Special, from \$13.50 to \$18.75

Plaited-skirt, plaited tunic and apron-tunic styles, variously trimmed, some with a smart touch of Paisley. Black, navy blue and brown.

Beautiful Chinese Rugs

We have just received a shipment of these Rugs from the Far East. They are closely woven and in a fine, heavy pile. Unusually artistic patterns of rich grounds of mulberry, blue and rose. Please note the attractive low prices at which we have marked them. These are typical—

Rugs, 8.3x10.1—\$350.00

Rugs, 9.2x12.3—\$425.00

Rugs, 10.3x12.1—\$450.00

Strawbridge & Clothier—Fourth Floor, West

Babies' Nainsook Slips, now 95c

Mothers will want several of these dainty little Slips, with lace edge at neck and wrists. The Sale price is—95c. Specials in Nainsook For Baby's Wardrobe

Nainsook Dresses, yoke or bishop style—\$1.00 to \$3.50.

Cambrie Gertrude Petticoats—\$1.00 to \$3.50.

Flannellette Gertrude Petticoats—\$1.00 to \$3.50.

Hand-made Socks—25c to \$1.25.

Hand-made Sacques—\$1.50 to \$3.25.

Outing Flannel Night Gowns—75c.

Blankets—90c to \$4.50.

Pillow Slips—\$1.00 to \$4.50.

Strawbridge & Clothier—Third Floor, West

Men's Percalé Shirts, \$1.35

The manufacturer contracted to make them at a price concession in order to keep his force busy during a dull period—hence this unusually low price. The percalé is of excellent weave—and is in clean-cut stripes of black, blue, brown, green and heliotrope.

Strawbridge & Clothier—East Store, Eighth Street

A Special Purchase Men's Neckties 65c

Handsome new Four-in-hands, all made with the thin band for easy collar sliding. Made to sell at a higher price, but in the Sale at 65c.

Alto 1, Market Street



New Circle Satin Hats

Special Values \$3.50 and \$5.00

The fancy of the moment—circle satin, in black, in blue, in brown, in henna turban and brim shapes, cloche and flared effects, soft puffed berets and puffed-edge mushrooms—very smart shapes, with just one distinctive touch of trimming—\$3.50 and \$5.00.

Strawbridge & Clothier—Second Floor, Market Street, West

Important for Men Who Want HATS

CLOTH HATS—odd lots and incomplete lines from stock reduced 95c

DERBY HATS—new styles that have been marked one-half more, now \$3.30

FUR CAPS, of fine natural skins; excellent grades, formerly much more—now \$4.95 and \$6.95.

Strawbridge & Clothier—Second Floor, Market Street, East

Pique Bed Spreads, \$4

ONE-THIRD UNDER PRICE White Pique Bed Spreads, in the popular 80x90-inch size, to sell at \$4.00.

Alto 1, Filbert Street

Strawbridge & Clothier
Market Street—Eighth Street—
Filbert Street

Among Many Attractions in Men's Clothing Sale

ALCO Suits

One-third Under Price

\$23.50

\$28.50

\$32.50



Winter Overcoats—now \$23.50, \$28.50, \$32.50

These, too, are in the Sale at reductions that average one-third. Ulsters, Ulsterettes, Raglans and Chesterfields, in rich winter fabrics.

Some Fur-lined Overcoats Half Price—\$75 and \$115

Just fifteen marmot- and muskrat-lined Overcoats, with fur collars, marked at one-half their original prices.

Strawbridge & Clothier—Second Floor, East

Good Values in Seasonable Knit Underwear and Hosiery

Warm Underwear in well-known makes at attractive prices:

WOMEN'S WARM UNION SUITS

Ribbed Cotton, fleece-lined, in angle-length, with high neck and long sleeves, or low neck and no sleeves—\$1.25; extra sizes—\$1.50.

Light-weight ribbed merino, in ankle-length, with low neck and no sleeves. Dutch neck and elbow sleeves or high neck and elbow sleeves—\$3.00; extra sizes—\$3.50.

MEN'S UNION SUITS, SHIRTS AND DRAWERS

Ribbed merino Union Suits, about one-third under price—\$2.00 and \$2.50.

Children's Fleece-lined Vests and Pantalets—37½c each

MEN'S, WOMEN'S AND CHILDREN'S HOSIERY

Children's black ribbed Cotton Stockings, sizes 8 to 10—3 pairs for 25c.

Women's Silk and Wool Stockings in several attractive color-effects—\$2.00.

Men's Heather-mixed Wool Socks in attractive colorings—85c a pair.

Strawbridge & Clothier—Eighth and Market Streets

Our Remaining Stock of Irish Point Lace Curtains Now Reduced One-third

Several hundred pairs of beautiful Curtains in the rich-looking designs for which Irish Point Lace Curtains are famous. Our entire remaining stock of these reduced for quick clearance—now one-third less than our regular fair retail price:

Sash Curtains—now \$7.50 to \$25.00 a pair

Full-length Curtains—now \$12.00 to \$22.50 a pair

Strawbridge & Clothier—Third Floor, Centre

Women's Coats Under Price

Hundreds of them and all wonderful values. Don't miss this January Sale of Coats, if you need a Coat this year or expect to need one next year:

Wool Velour Coats Reduced to \$22.50

Full-belted models with deep, square-cut collar and silk-lined throughout—one of the most favored models of the season. Navy blue, black, brown and tan.

Smart Plaid-back Overcoats—now \$27.50

Plaid-belted, notched-collar models, in good, dark serviceable shades, body and sleeves lined with satin.

Fur-collar Dress Coats—now \$37.50

High-grade Cloth Coats, belted and elegantly silk-lined.

Fur-trimmed Bolivia Coats—now \$50.00

In good dark shades; collar and cuffs of fur; also loose, wrap-like Coats, with deep hood collar. All silk-lined throughout.

High-grade Cloth Coats—now \$70.00

Full-belted models, one model slightly fitted, all with fine silk lining. Deep fur collars, a few with fur cuffs.

Strawbridge & Clothier—Second Floor, Centre

Fine Chenille Carpet \$8.85 a Square Yard

One of the many remarkable value groups presented in the Rag Store this month is this collection of fine Chenille Carpet—in high favor to conform to modern interior decorative schemes—at an exceptionally low price. Colors include dark blue, light blue and rose; each in three widths—all at \$8.85 a square yard. Other attractions—

ROYAL WILTON Rugs, 6x9 feet—\$42.50
8.3x10.6—\$61.00, \$68.50
9.2x12.3—\$63.00, \$72.50
SUPERFINE WILTON Rugs, 8.3x10.6—\$92.50
Rugs, 9x12 ft.—\$97.50

AXMINSTER RUGS Rugs, 6x9 feet—\$19.50
Rugs, 8.3x10.6—\$40.00
Rugs, 9x12 feet—\$44.50
Rugs, 11.3x12—\$47.50

Strawbridge & Clothier—Fourth Floor, West

2 CAMDEN STORES AND A HOME BURN

Starts in Economy Department Store and Spreads to Jewelry Shop—Loss \$140,000

5 FIREMEN FALL IN BLAZE

Fire early this morning in the South Camden business district destroyed the Economy Department Store, at 427-29 Kaighn avenue, spread through an adjoining Jewelry store and one dwelling house.

Five firemen, perched on a rickety roof, were hurt when the roof gave way and dropped them into burning ruins below. One of the firemen, Martin Carrigan, thirty-nine, of 610 Henry street, Camden, is believed to have suffered a fractured skull in the fall and is in a critical condition in Cooper Hospital.

The combined loss in the blaze is estimated at about \$140,000. Three alarms brought most of the Camden fire companies to the scene.

The blaze started in the department store which is operated by the firm of Peck, Spector & Lerner. It was a three-story brick structure.

The flames did not seem to be making much headway when the firemen arrived, but the whole structure seemed to be enveloped in flames with a dull roar like a muffled explosion which seemed to come from the basement.

From the store the fire spread to

the adjoining Jewelry store of S. L. Yuban, 431 Kaighn avenue. The store was ruined and the fire spread to the upper floors, where the Yuban family lived.

Invalid Carried Out
Mrs. Leon Yuban, mother of the store proprietor, an invalid, was lifted in the third-story of this building while the flames were spreading.

Patrolmen Becker and Cheemen and Constable Buckingham made their way to the third story and carried the woman to safety through a back stairway.

The five firemen injured had mounted the roof of an old butcher shop, now unoccupied, and from there were playing water on the burning buildings, when the roof gave way.

Besides Carrigan those injured are: Harry Lorang, twenty-nine, of 19 Hudson street, burned hands and burns on his side; George Beout, forty-six, of Seventh and Mt. Vernon streets, burns on right hand; C. J. Andrews, thirty, of Sixth and Mt. Vernon streets, crushed right hand, and John Voll, twenty-two, of Fifth and Royden streets, burns on hands and face.

Firemen in Hospital
All of the injured firemen were taken to Cooper Hospital in a police ambulance. They were all members of Headquarters Company, Fifth and Arch streets.

The department store firm estimated its loss at about \$75,000 in stock, while Morris Handle, owner of the building, said his loss would be about \$40,000.

The loss in the Yuban Jewelry store is \$25,000. The home of Mrs. Sadie Vodner, 433 Kaighn avenue, was damaged to the extent of \$1000. The fire started about 1 o'clock this morning.

It soothes and satisfies

ASCO Coffee

25c lb

At all our Stores



The Chance of a Lifetime! Last 4 Days!

GENUINE AXMINSTER RUGS



Some slightly mismatched—others perfect.

At \$20 \$25 \$30

6x9 8.3x10.6 9x12

ALL OTHER RUGS, CARPETS AND LINOLEUMS REDUCED.

EST. 1859

Atwoods

We Guarantee that should the price of these rugs be further reduced in the February Sale, the difference will be immediately refunded to you.

40 and 42 So. 2d St.

New Pearce Gas Range Top

LET'S DOWN THE GROOVE LEVEL WITH TOP OF STOVE

Sent P. P. \$7.90
Prepaid...

See name and number of range when ordered
Geo. W. Pearce & Co.
410 Market St., Phila. Wyoming 6241

THE TRAINED NURSE INFANT SHOP

1810 Chestnut St.
Trained Nurses in Attendance
Layettees From Safety Pin to Bed

The only shop of its kind where the prospective mother can shop and obtain advice as to the proper layette for the newborn.

All-White Receiving Blankets Pink or Blue Edge
Nice quality, white wide-striped Carduroy Coats, Sizes 1, 2, 3. Rec. \$4.75... \$4.00

SPRUCE 2193

REID AND FORT

Founded in 1894

1204 Chestnut St. 11 South 15th St. 1119-21 Market St.

Beginning Wednesday Morning!

Reduction Sale Of Men's Furnishings And Hats

Here is a partial list of the repriced goods—all of R. & F. standard!

Hats	Shirts	Silk Shirts
Formerly \$8 & 10 - \$6	\$1.50 Madras Shirts - \$1.10	\$7 & 8 Silk Shirts - \$5
Formerly \$12 & 13 - \$7	\$2 & 2.50 Madras Shirts - \$1.35	\$9 & 10 Silk Shirts - \$7
Formerly \$15 & 18 - \$9	\$3 & 3.50 Madras Shirts - \$2.25	\$11 Silk Shirts - \$8
Formerly \$20 & 25 - \$11		

\$1.00 Neckwear - 50c	\$2.50 Neckwear - \$1.50	Reduced One-Third Caps Underwear Sweaters Robes
\$1.50 Neckwear - \$1.00	\$3.00 Neckwear - \$2.00	
\$2.00 Neckwear - \$1.50	\$3.50 Neckwear - \$2.50	
\$4.00 Neckwear - \$2.50		

\$2.50 and \$3.00 Gloves - \$1.50	\$1.00 and \$1.50 Half-hose - 75c
\$3.50 Pajamas - \$2.25	\$5.00 Silk Reefers - \$3.50
\$6.00 and \$7.50 Silk Reefers - \$5.00	\$9.00 Silk Reefers - \$6.00

Our Entire Stock Of Kirschbaum Suits And Overcoats Reduced One-Third

Single Exclusive Models in Fur Coats and Wraps At Clearance Reductions

These are the fine, exclusive Coats and Wraps from our regular stock marked at straight reductions from the regular prices:

Alaska Seal Dolman—\$835	Persian Lamb Coat—\$550
Japanese Mink Coat—\$435	Persian Lamb Coat—\$535
Japanese Mink Wrap, \$320	Black Caracal Dolman, \$695
Kolinsky Fitch Wrap, \$365	Natural Mink Coat—\$750
Blended Squirrel Coat, \$525	Natural Mink Wrap—\$735
Squirrel Sports Coat, \$295	An Excellent Alaska Seal Coat Wrap—\$825.00
Blended Squirrel Dolman—\$625.00	
Black Caracal Coat, lynx collar and ruff—\$575.00	
Hudson Seal Coat, skunk-trimmed—\$395.00	
Hudson Seal Coat, 46 inches long—\$625.00	
Natural Muskrat Sports Coat—\$150.00	
Natural Black Muskrat Dolman—\$595.00	
American Broadtail Sports Coat—\$350.00	

Strawbridge & Clothier—Second Floor, Filbert Street

Dainty Night Gowns Special at \$1.95

One of the lovely styles in this group is sketched. Others are equally pretty. Of white nainsook, trimmed lavishly with lace and embroidery in the prettiest effects we have seen this season, at \$1.95.

Long Cloth Petticoats Under Price—\$1.00 to \$3.25

An exceptionally good collection in the Sale at less than regular prices. With ruffles of lace or embroidery.

Flesh-pink Batiste Undergarments, Special

Night Gowns, 75c to \$3.75 Envelope Chemise, 50c to \$2

Daintily trimmed with lace. Many models, beautifully hand-embroidery or fancy trimmed. With straps or regulating armholes.

Batiste, Satin, Crepe Bloomers, Special, 50c to \$2

Strawbridge & Clothier—Third Floor, West

Cotton Blouses Half Price In the January Sale \$1.00, \$1.50, \$2.95

An accumulation of small lots and discontinued lines—large and varied assortments resulting from the exceedingly heavy selling early in the month.

Semi-tailored White Batiste Blouses—\$1.00

With fancy roll collars trimmed with filet lace edging or platings. Also some Tailored Soisette Blouses in the lot.

White Voile and Batiste Blouses—now \$1.50

Lace-trimmed frill models and vest effects in voile; in batiste, the smart tailored models touched with color.

French Voile, Batiste and Organdie Blouses—\$2.95

Embroidered models, frill and vest effects, some trimmed with lace, others with a touch of color.

Strawbridge & Clothier—Second Floor, Centre

The Sale of Pianos and Player-Pianos

—Affords a rare opportunity for home owners to save from \$50 to \$400 on used Pianos, new Pianos, new Player-Pianos, new Reproducing Pianos and new Grand Pianos.

Strawbridge & Clothier—Fifth Floor, West