

**STRAWBRIDGE & CLOTHIER**



**The Season's Greatest Sale of Philippine-Embroidered Lingerie \$1.85, \$1.95, \$2.25, \$2.85, \$2.95**

7000 Night Gowns and Envelope Chemises, Embroidered in Exclusive Designs

Women will be delighted with the value of this Lingerie, so much that you'll find them selecting all they need for themselves and Christmas gifts as well. This is our Special Philippine Hand-embroidered and Hand-made Underwear at prices lower than elsewhere. See these to-morrow.

**THE EMBROIDERY** is exquisite, in new and beautiful designs, some simple, others elaborate. **THE FABRIC** is lingerie cloth, at once fine and sturdy, closely woven and soft in finish.

**Night Gowns, with round, V-shape or square necks, with sleeves or sleeveless—\$1.85 to \$2.95**  
**Envelope Chemises, with shoulder straps or regulation armholes—\$1.85 to \$2.95**

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

**New Silk Underwear is Beautiful**

No wonder we are selling more Silk Underwear than ever this season. **IN FLESH PINK** are Silk Night Gowns, \$3.95 to \$7.95; and Envelope Chemises, tailored or lace-trimmed—\$2.95 to \$8.50. **Costume Slips**, of radium silk or satin, in brown, navy blue or black—\$3.25 to \$7.75.

**Bodices**, flesh pink, navy blue or black satin or radium silk, \$1.00 to \$3.50; in brown, \$1.50 to \$3.00. **Bloomers**, in flesh pink—\$2.95 to \$5.00. **White Satin or Radium Silk Petticoats** for brides or for evening wear—\$3.00 to \$7.50.

**Bloomers in the Muslin Underwear Store**  
 → Strawbridge & Clothier—Third Floor, West

**Gossard Corsets Lace in Front**

—And with their smooth, well-fitting lines impart to every woman, whether slim or not so slender, the form of fashion.

A complete line of models for your selection and expert fitters in attendance. In this, a Corseted Season, Gossard Corsets are of the greatest importance. New models give that flat effect back and front so much desired, and that smooth, unbroken line in back that Fashion demands. In addition, Gossard wearers step forth with the poise and serenity that correct corseting assures.

**Gossard Corsets—\$2.75 to \$25**. At \$2.75, a model of white brocaded coutil, with low bust, medium long hips and light boning. For slender girlish figures. At \$6.50, of pink batiste, with semi-elastic top, slightly higher in back. For women not so slender.  
 → Strawbridge & Clothier—Third Floor, Market Street, West

**Corduroy Bath Robes are Here**

Soft as velvet, rich-hued, and luxuriously warm are these Corduroy Bath Robes and Breakfast Coats. And, with wintry weather just around the corner, it's time to be choosing the model you like.

These, of wide-wale corduroy, are 'in rose, cherry red, Copenhagen blue and wistaria. Graceful, loose models, girdled and trimmed in novel effects, \$3.95 to \$6.55; with mull lining—\$6.50 to \$11.50. A fringe-trimmed model is \$7.50. The Negligee, trimmed with black braid and silk-lined, is \$11.50. Others are trimmed with mouffon, \$11.50 to \$16.50, and a model with quilted black satin collar and cuffs, is \$13.50. Breakfast Coats are \$3.95 to \$8.75. Corduroy Bath Robes in extra sizes, \$8.75; mull-lined—\$10.00 and \$11.50.  
 → Strawbridge & Clothier—Third Floor, Filbert Street, West

**\$18,000 Shipment of Heavy Axminster Rugs at Decided Savings**

Another remarkable feature of the \$800,000 Sale of American and Oriental Rugs, Carpets and Linoleums is this shipment of heavy Axminster Rugs in the Department of Lower-Price Floor Coverings at these remarkably low prices.

**1000 Small Axminster Rugs Much Under Price**

Every home needs small-size Rugs, and may now have them at attractively low prices:  
 27x54 inches—\$3.25; 36x63 inches—\$4.85; 36x72 inches—\$5.75.  
**Axminster Rugs, 9x12 feet, \$33.75**  
 An exceptional lot, under price because of minor defects, hardly noticeable.

**Additional Sale Values To-morrow**

Anyone who has priced Rugs recently will immediately recognize the exceptional savings here, in this group of heavy-grade Axminster Rugs. Trifling imperfections that do not affect the wearing qualities, but considerably lower the prices! Note:  
 Size 9x12—\$25.75 and \$29.75      Size 9x9 feet—\$22.75  
 9x15 & 11.3x12—\$35.75, \$44.75      Size 9x10.6 feet—\$24.75  
 Size 6x9 feet—\$16.75  
 Size 6.9x9 feet—\$22.75      Size 8.3x10.6—\$27.75, \$32.75  
 → Strawbridge & Clothier—Floor 4 1/2, Filbert Street

**Silk Knitted Grenadine Neckties, \$2.50, \$3, \$3.50**

Such handsome Four-in-Hands as these will add greatly to a man's personal appearance, for the colorings and patterns are most distinctive.

Well made, of pure silk, decided value at \$2.50, \$3.00 and \$3.50.  
 → Strawbridge & Clothier—Aisle 1, Market Street

**Remarkable Value! Men's and Young Men's Suits With Extra Trousers—\$23.50, \$29.50, \$32.50**

Men everywhere are turning to the Two-trousers Suit idea as the greatest economy yet evolved in men's clothing. This Store, doing Philadelphia's largest Men's Clothing business, naturally assumes the lead in the sale of Suits with extra trousers. Smartly tailored Two-trousers Suits of all-wool cassimere and worsted serge, \$23.50, \$29.50 and \$32.50. Matchless values.

**Also, Wickham and Other Fine Overcoats for Men and Young Men in Three Special Groups—\$27.50, \$30, \$35**

→ Strawbridge & Clothier—Second Floor, East



**A Wonderful Sale Begins To-morrow Morning in Strawbridge & Clothier's Lower-Price Basement**

**SENTIMENTS OF THE SONS OF THE FOUNDERS**

*A Tried and Trusted Strawbridge & Clothier Man Manages Our Basement*

Our first thought in planning our Lower-Price Basement Store was to guard against the acceptance of merchandise of undesirable quality, and to be sure that our established rules and principles would be observed with strict fidelity. Therefore, the first step was to choose one of our own most able and experienced men—

**M. J. Comerford, Basement Manager**

The addition of these departments necessitated the employing of many new people, but they were selected with great care as regards character and intelligence, and Mr. Comerford's constant supervision insures adherence to the safe standards set up by the Founders.

Morris L. Clothier  
 Frederic H. Strawbridge  
 Robert E. Strawbridge  
 Isaac H. Clothier, Jr.  
 Francis R. Strawbridge

Thousands of dollars' worth of fresh, new, dependable and RELIABLE lower-price merchandise will be ready in all departments for the thousands of thrifty Philadelphia women.

The extraordinary values in this Sale will but serve to increase the fame and popularity of this new and DIFFERENT Basement Store. It will emphasize to our old friends, and show the hundreds of new ones who will come to-morrow, what a true Basement Store should be and can be like.

The merchandise is of absolutely RELIABLE quality, thoroughly well made, carefully selected and inspected, and at most remarkable PRICE CONCESSIONS.

You may buy here with CONFIDENCE. The same upright business principles and high ideals upon which our reputation rests, govern this Strawbridge & Clothier Basement Store.

So come to this great Basement Sale prepared to enjoy Strawbridge & Clothier hospitality and service as well as the wonderful values. Only a few of the rare opportunities are mentioned here; there are hundreds more.

**1800 Women's and Misses' Lovely New Dresses at Less Than Usual Wholesale Price**

We visited thirty manufacturers to buy these wonderful new dresses. There are eighty models, of nine materials, AND ALL SIZES from 14 years to 52 1/2 bust. Come early, be here when the doors open for best selection.

**\$9.85**

Dresses here to please every woman in Philadelphia. Of Canton crepe, satin-faced Canton, Roshanara crepe, Poirer twill, worsted jersey, crepe de chine, charmeuse, tricotine and tricolette. In black, navy blue, brown, tan, taupe and cocoa—every desirable shade.

Every variation of Autumn modes: blouse, basque, one-piece, straight-line, draped, paneled, tailored models, with three-quarter and short sleeves, flowing sleeves, trimmed with nail-head beads, buckles, embroidery, silk braid, plaits—Oh! it's impossible to tell you all their delights! You MUST see them.

Remember that every Dress is less than regular wholesale cost. Many of them are worth double and more than double the price. You've never seen such values. Come early, to-morrow.  
 → Strawbridge & Clothier—Lower-Price Basement Store



**1950 Corsets Less Than Half Price!**

**600 "American Lady" Corsets, 95c**  
**1350 Fine-grade Corsets, \$1.85**

Another remarkable Sale opportunity, to-morrow. The "American Lady" Corsets at 95c, are for slender figures. Of tresco material, in a short or hip confiner style, semi-elastic top, very short hips, lightly boned. Discontinued model. Those at \$1.85 come in two styles—one with very short hips, lightly boned, with elastic inserts at top; the other heavily boned, with low bust, slightly higher in back. Discontinued styles.  
 → Strawbridge & Clothier—Lower-Price Basement Store

**200 Misses' and Juniors' Coats, \$22.50**

Beautiful models of deep, soft wool velour, Bolivia and sports mixtures in brown, reindeer, navy and Sorrento blues. Many with wonderful fur collars and cuffs, some with fur collars alone and others plain. Sizes 14, 16 and 18, 13 and 15 years. All new and considerably less than usual—\$22.50.  
 → Strawbridge & Clothier—Lower-Price Basement Store

**Exceptional Group of Girls' Dresses—\$1**

Very attractive little Dresses of checked gingham, trimmed with bias folds. Collars and cuffs of self material or chambray. White checks with pink, blue, green or lavender. All with large, perky sashes. Either long or short sleeves. A wonderful Sale opportunity for 7 to 14 year-old girls.  
 → Strawbridge & Clothier—Lower-Price Basement Store

**100 Women's Fur-trimmed Coats**

**Values Average One-Half More! Twenty Models to Choose from!**

**\$29.50**

Coats for women of every taste in this splendid Sale group—blouse-back, straight-line and wrappy styles, of excellent Bolivia, Normandie, diagonal Bolivia and velour. Large loose sleeves, finished effectively with point and tassels or plain-tailored sleeves. Great warm collars of Manchurian wolf, or dressy curved. A few with crushable self collars or throw tie, silk-stitched and plaited. In navy blue, brown, black, Sorrento blue and gray. Peau de cygne-lined and interlined. Sizes 36 to 46. At the same price—\$29.50. A group of stylish Sports Coats, flared or belted models, of light tan and gray plaids. These Coats also peau de cygne-lined, and away under price—\$29.50.  
 → Strawbridge & Clothier—Lower-Price Basement Store



**Women's Good Silk Stockings 50c**

Seconds of a Grade Worth Double. Remarkable value for the first day of the Sale. About 2000 pairs, of black silk with seamed backs, cotton tops and soles.  
 → Strawbridge & Clothier—Lower-Price Basement Store

**1,000 Women's Union Suits—45c**

At a Great Saving. Women's ribbed cotton Union Suits, low neck, sleeveless, knee length. Regular sizes, 45c; extra sizes, 50c. Perfect. Remarkably low in price.  
 → Strawbridge & Clothier—Lower-Price Basement Store

**1030 Bungalow Aprons—70c**

Worth One-Half More to Nearly Double. In all sizes, 36 to 52. Many pretty and practical models, of good percale, trimmed with contrasting material, rick-rack braid or neat binding. Finished with fancy or straight pocket and sash.  
 → Strawbridge & Clothier—Lower-Price Basement Store

**2000 Pairs of Women's Strap Pumps, Oxfords, Sandals \$2.75**

Worth Double. A fine collection of excellent Footwear for all occasions, street, dress and sports wear. All Goodyear-welted or turned and sewed. Of black and brown calf, patent leather, satin, suede, and combinations. All desired heels—high, low, Cuban military, Baby French. Some in sizes 3 to 7, others 4 to 8. Widths AA to C in some, others B, C and D. An extraordinary Shoe event that no economical woman will want to miss. Come early, for even 2000 pairs will not remain long at this great saving—\$2.75.  
 → Strawbridge & Clothier—Lower-Price Basement Store

