

OUR THIRTY-FIRST ANNIVERSARY SALE!

Special Anniversary Offer

50 YELLOW TRADING STAMPS FREE

To Every Purchaser of One Dollar's Worth or More

Series Nos. 111 & 112

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

IN THIS Anniversary Sale, we have earnestly endeavored to celebrate thirty-one years of value-giving by achieving greater values than ever!

We have marshaled every resource of cash, market favor and influence with manufacturers; we have ignored all thoughts of profits for this event. As a result, values that cannot even be APPROACHED! And be sure to get the Yellow Trading Stamps with your purchases—they are good for valuable premiums FREE.

Ready-to-Wear & Untrimmed Millinery

Achievement Extraordinary! Prices Down to Wholesale and Less for Anniversary!

At a glance you'll realize why this store is recognized as millinery headquarters by thousands of well-dressed women, for specials like these cannot even be approached elsewhere!

\$6 to \$7 Ready-to-Wear Velvet Hats \$3.98

Wear Velvet Hats \$3.98

Sample and surplus lots from a very important maker. Lyons and paon velvet and also duvetyne in large dressy, medium and small effects with lovely trimmings of ostrich, clever fancies, novel pins or soft velvet bows.

\$3 to \$4 Untrimmed Velvet Hats \$1.98

Very smart medium and small shapes in Lyons and paon velvet. Great variety of becoming models.



\$2 Ready-to-Wear Hats \$1.30 A. M. Sale 98c

Wonderfully Good Choosing!

Felt, wool, braid, suedelike and embroidered suedelike hats in very attractive shapes and every popular color. No mail or 'phone orders filled.

Hats Trimmed Free of Charge

\$4 to \$5 Ready-to-Wear Hats \$2.98

Smart styles in hatters' plush combined with beaver or velvet and effectively trimmed with tailored bands or bows.

Lit Brothers—First Floor, North

Monday—Superlatively Fine Anniversary Values in Fashionable Outer Wear for Women and Misses!

This great sale is always the one big, outstanding value-event in women's wear in Philadelphia—and this year's bids fair to set a standard for all years to come in the vast and varied scope of its offerings, the wondrous beauty of its styles!



\$25 Coats \$15

Many Smartly Fur-Trimmed. Of sports coatings, velour and seal plush in all shades. Some lined throughout.

\$30 Coats, \$19.75

Bolivia, velour and mannish mixtures—with warm fur collars, big, roomy pockets and plain or fancy silk linings. Fashionable shades.

\$45 Coats, \$25

The Collars are of Beaverette, Caracul, Black Opossum or Raccoon. Bolivia cord, chamoistyne, heavy plaid-back sport coatings, chinchilla, suedine, yalama cloth, Scotch mixtures and seal plush. Peau de cygne linings. New shades.

\$50 Winter Coats, \$35

Very smart models in bolivia, of favorite colors. Loose hanging belted style, attractively braided. Loose flowing sleeves and handsomely fur-trimmed. Lined throughout with peau de cygne.

\$55 Coats \$39.75

With Handsome Collars of Fox, Mink, Squirrel or Caracul. Beautiful dressy models in chamoistyne, plain or corded bolivia and plush; peau de cygne or crepe de chine linings.

\$30 Dresses \$17.75

Lovely new frocks in Poiret twill, tulle cord, Canton crepe, crepe-back satin and crepe de chine. Straight-line, panel and plaited styles in every approved shade.

\$45 Dresses \$25

Of matelasse, mystic crepe, crepe roma, crepe-back satin, Georgetown, Poiret twill, piquette and silk velvets. Show latest sleeves and neck lines. Many lovely colors.

\$47.50 Dresses \$29.75

Stunning models of navy and black. Poiret twill and ocean wave satin. Coat effect with buckle at side or featuring bolster bottom.

\$40 Suits, \$23.75

Effective straight line models enriched with fur collars. Of nice quality tricotine and duvet de laine in navy, black and brown. Peau de cygne lined.

\$55 Suits, \$32.50

A wonderful new lot—velour and yalama cloth, in navy, black and brown. Tailored styles and dressy models. Caracul, beaverette or mole collars. Peau de cygne lined.

\$10 Skirts, \$5

Tremendously special group of prunella cloth, serge and velour in attractive plain or striped effects. Also knickers for sports wear.



Wool Dress Goods

Thousands of Yards at Phenomenally Low Prices!

Tremendous mill surpluses—every advantage ready cash could command—minimum profit on a big stock to be quickly turned over—these facts ASSURE you greatest possible money's worth. Next Monday!

\$18.52 Wool Dress Goods & Suitings \$6.9c

An enormous lot in 36- to 42-inch widths. Included are all-wool homespuns, skirting plaids and checks, Poiret twills, tricotines, storm serges, velour checks, Roman-stripe skirtings, shadow checks, granite cloth, tweeds, mixed yarn suitings. On account of this exceptionally low price no mail or 'phone orders will be filled and none sold to dealers.

\$3 & \$4 Coatings, Suitings & Velours, \$1.49

Some sample pieces. Pure Australian wool, in polo cloth, doeskin velours, suiting-weight jerseys, nub suitings, men's English tweeds, chevrons, silk and wool velours, diagonals and Oxford suitings. No mail or 'phone orders. 54 and 56 inches wide.

\$2 All-Wool Tailor Serge \$98c

50 inches wide. Sponged and shrunk. Fine twill in navy and midnight blue.

\$3.50 & \$4 All-Wool Doeskin Velour \$1.98

Soft velvet finish. Choice shades of beaver, reindeer, Copenhagen, new blue, henna, leather, rust, Pekin, dark brown, navy, midnight blue and black. 54 inches wide.

\$2.50 All-Wool French Serge \$1.39

Exceedingly smart for fall and winter dresses, 48 inches wide. Pure Australian wool. Dark brown, Burgundy, wine, navy, midnight blue and black. Sponged and shrunk.

\$2.25 All-Wool Dress Crepe \$1.59

40-inch. Pure Australian wool. Rose, Pekin, Copenhagen, golf red, Burgundy, plum, beaver, wine, dark brown, tan, blue and black.

\$3 and \$3.50 Tricotine and Poiret Twill, \$1.95

48- and 50-inch. Pretty fall shades and black.

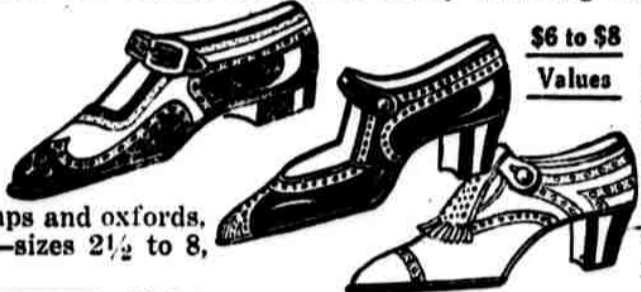
\$4 to \$7.50 Bolivia Coatings \$2.69

Extra fine material, 54 inches wide. Pure Australian wool; rich velvet finish. Pekin blue, beaver, Copenhagen, dark brown, navy, midnight blue and black.

For Anniversary! A Huge Purchase of Women's \$6 \$8 Low Shoes \$3.95

First quality patent colt, black satin, black suede, black kid, black Russia calf, brown kid and tan Russia calf—also many stunning combinations.

Beautiful Footwear for Every Occasion



Fine sample pumps and oxfords, also regular lines—sizes 2 1/2 to 8, AAA to D.

Women's Daintiest Pumps and Oxfords Created This Season, \$4.85 Super!—Worth \$8 to \$10

Fine quality patent colt, gunmetal calf, black kid, brown kid, genuine tan Russia calf and several smart combinations. Sizes 2 to 5.

Women's \$6 Smart Colonial Pumps \$2.95

Patent coltskin. All sizes and widths in the lot.

Men's \$8 and \$9 New High Shoes and Oxfords, \$4.85

Genuine tan Russia calf, black kid. Straight and wing tips, absolutely solid leather construction. Welted soles; rubber heels. All sizes.

Mrs. A. R. King Sample Shoes

For Children of Every Age—Infants' \$2 and \$1.35

\$3 Shoes \$1.95

Sizes 2 to 5.

Children's \$3.50 & \$4 Shoes \$1.95

Sizes 4 to 8.

Misses' \$5 to \$6 \$2.95

Sizes 8 1/2 to 2.

Young Women's \$6 to \$8 Shoes, \$3.95

Patent colt, black or tan Russia calf, white buckskin and many exceedingly smart combinations. So many wait for this sale each year that early selection is advisable.

Guaranteed Rubbers Boots and Arctics On Sale in Our Subway Store!

A new pair for any that fails to give complete satisfaction.

Men's \$7.50 High Boots \$2.95

All first quality. Bull, Bison, moose, Hood and Boston makes. Sizes 7 to 11.

Men's \$1.50 Rubbers \$98c

Misses' and Children's 85c Rubbers, 65c

Boys' and Youths' \$1.10 Rubbers, 89c

Women's \$1 Rubbers, 29c

Storm and regular cut. All perfect; all sizes.

Also Samples from T. D. Barry Co. and Lehigh Valley Shoe Co. Lit Brothers—First Floor, North

Ostrich-Trimmed Hats \$4.98

\$10 to \$12 Monday

Kinds

Sensational Anniversary offering of stunning models for women, young women and matrons—ultra-fashionable ostrich-trimmed effects—all black and a few with colored feathers.



Of smart glossy paon velvet combined with Lyons velvet.

Delightful large shapes—most becoming—and superior in every detail of quality and making.

They feature sweeping lengths of uncurled ostrich, swirling about the crowns or dipping coquettishly over the brows. Every charming variation of crown and brim—most attractive novelty features in plaitings and facings. All beautifully made—every single hat a wonder for this amazingly low price!

Military Salon, Third Floor

Glorious New Silks

More than 100,000 yards for Anniversary selling—the newest silks for dresses, blouses, linings and trimmings—taken over for cash from the biggest mills in the country.

\$3, \$3.50 & \$4 Silks \$98c

Remnant Lengths. Plain and fancy silks in the season's most popular weaves and richest colorings—plain crepes, rose bud, satins, sports satin, taffeta, brocades, Canton crepes, suede knit, shirting silks, foulards and various other good-looking silks. No mail or 'phone orders filled.

\$4.50 Black Canton Crepe \$2.69

One of the most fashionable fall and winter weaves. Absolutely all pure silk of exceptional quality in a perfect jet black.

\$5 & \$6 Sports Silks, \$2.98

Novelty patterns and striped effects in clever new designs.

\$4.50 White Crepes, \$2.98

Handsome quality Canton and flat crepe—most popular for bridal gowns, 40-inch.

\$2.25 Black Taffeta, \$1.19

A very special purchase for the Anniversary Sale. Handsome all-silk quality with rich chiffon finish. Brilliant jet black, 35-inch.

\$3 Colored Taffeta \$1.55

Exquisite two-tone effects and plain shades. 35 inches wide.

\$3 White Silk Pongee \$1.69

A huge purchase from a well known maker. Semi-rough weave, 40 inches wide.

\$2.50 Black Satin Duchesse, \$1.49

Standard white edge quality—rich lustrous finish in a brilliant jet black, 35-inch.

\$2 Satin de Chine, \$1.15

Extra fine, soft and very lustrous. A delightful showing of crepes. Effective patterns on dark over fifty new colors including grounds, street and evening shades.

\$3 New Silks, \$1.45

Satin, foulards and printed patterns. Effective patterns on dark over fifty new colors including grounds, blouses and linings, 40-inch.

\$2.50 Imported Brocaded White Habutai, \$1.39

Lovely patterns for dresses or blouses; 36-inch.

Lit Brothers—First Floor, South

Big and Little Girls' Wear

Biggest cash purchases of children's apparel on record!

Tots' \$11.50 Coats \$4.95

On Sale 10 A. M. Monday. Warm chevrons and velvetyne—smartly belted or loose. Novelty collars and lined throughout. Sizes 2 to 6.

\$18 Coats \$9.95

High quality velour and polo coatings—some fur-trimmed. Brown, tan and blue. Lined. Sizes 8 to 14.

Girls' \$2 to \$3 Tub Frocks, \$1

On Sale 10 A. M. High-grade ginghams and chambrays, contrastingly trimmed or embroidered, some ruffled and frilled; many with bloomers. Sizes 6 to 14.

\$36 Coats \$17.95

High grade silk bolivia in elegant new styles—youthful throw collars, some sleeves and long coats with fur collars—all warmly lined. Sizes 8 to 14.

\$28.50 Coats \$19.95

Velour and silk-vertine in the most fashionable colors. Loose-backed belted models with handsome silk stitching. Many fur-trimmed. Size 8 to 14.

Girls' All-Wool Frocks \$7.50 value—\$3.95 \$9 value—\$4.95 \$10 value—\$5.95

Straight-line or belted models—with dainty embroidered collars and cuffs and novelty pockets. Sizes 6 to 14.

Lit Brothers—Second Floor

\$3 Silk Petticoats \$1.95

Monday

A most exceptional lot! Chiffon, taffeta, messaline and jersey tops with tulle flounces. Straight models with ruffled ruffles.

Also silk jersey pantaloons—with double elastic cuff. In black, navy, brown and pretty changeables. No mail or 'phone orders.

\$5 Silk Petticoats, \$2.95

Best messaline and radium silks, with hemstitching and ruffles; sectional flounces. Colors and changeables. No mail or 'phone orders.

Lit Brothers—Second Floor

\$2 to \$2.50 Night Gowns & Chemises \$1.19

Monday

Wonderful choice of pretty styles. GOWNS—in line nainsook; lace and embroidery trimmed. Regular and extra sizes. CHEMISES—built-up shoulder and strap models.

\$1 Very Dainty Chemises, 69c

FIFTEEN STYLES! Of fine lingerie cloth, trimmed with laces and embroidery medallions.

\$2 Silk Camisoles, \$1.09

Of excellent quality washable satins, in twelve dainty lace trimmed and tailored styles.

\$3 to \$5 Philippine Undergarments \$1.89 and \$2.89

Hand-made night gowns and chemises of finest materials; beautifully embroidered in variety of lovely patterns.

\$3 Silk Chemises, \$1.95

Several pretty lace trimmed styles in crepe de chine or satin.

Lit Brothers—Second Floor

