

Beginning To-morrow at Strawbridge & Clothier's A Sale of 1500 Dresses

In the Women's Wear Section—Second Floor

About 50 New and Beautiful Styles, Street and Afternoon Models, in Nine Price Groups—Every Dress Marked at an Unusual Saving

Here's good news, indeed—news such as can be told but seldom—such as has not been told since our Anniversary Sale five months ago! The result of weeks of planning linked with fortunate circumstances. Not fortunate for the manufacturers, of course—for, if August weather in October had not delayed expected re-orders, such wonderful concessions in price could not have been obtained. So, here are these lovely new Dresses, at far below the season's regular prices—1200 fresh from eight of our own best regular manufacturers, made especially for us, to use up materials on hand and to keep their dressmakers busy. Also 300 from our own regular stock, marked at great reductions to make the values comparable to those in the great special purchases.

Dresses at great savings when so many women need dresses! Not left-overs, not unsuccessful models, not "bargain" Dresses—but new, fresh, fashionable, well-made Dresses of class and quality, such as women of taste and discernment will appreciate. BE HERE EARLY TO-MORROW. EXTRA SELLING SPACE. EXTRA SALESPEOPLE.



A Sale of Men's Winter Overcoats

That Convincingly Demonstrates the Matchless Value-Giving Possibilities of Philadelphia's Greatest Clothing Store for Men

Away back—months ago, long before there was any thought of winter's freezing weather—Philadelphia's greatest Men's Clothing Store was already planning an Overcoat event that would outdo any previous value-giving achievement.

Orders were placed with leading American and English manufacturers long in advance of the usual buying season—thereby enabling the factories to keep their working forces busy during what would otherwise be the dull season. Manufacturers were glad, for this reason, to sacrifice most of their profit. Prices of fabrics, too, were much lower than later.

We could not secure the same Overcoats, during the usual buying season, at anywhere near the low prices we paid—that is why you can buy some of the Overcoats in this Sale for approximately to-day's wholesale prices.

To-morrow, the Sale of these Overcoats begins, and you may profit by this merchandising achievement! You can choose from more than 20 distinctly different styles—and scores of handsome fabrics. Five price groups and every Overcoat in every group presenting a value at the Sale price, that no man in justice to his sense of investment can afford to pass by. Every man in Philadelphia who intends to buy a new Overcoat this winter—should make it a point to at least see these:

Overcoats at About Wholesale Price } **\$19.50**

Smart-looking Ulsterettes for wide-awake young men, great warm Ulsters for men of more reserved taste. Fabrics, all-wool—every thread—in the most sought-after colorings of the present season. Tailoring of excellent quality. Not since previous days have we sold such fine Overcoats at so low a price—\$19.50.

Alco and Other Good Overcoats } **\$24.50**

Overcoats any man might well be proud to wear—regardless of the price consideration. Each a tailoring achievement—an ideal blending of handsome fabrics, smart style and careful workmanship. Ulsters and Ulsterettes—belted back or belted all around—of handsome plaid-back fabrics. Dressy Oxford Overcoats with velvet collars.

Wickham and Other Fine Overcoats } **\$28.50**

Overcoats for which you would otherwise gladly pay over one-half more. Beautiful, warm styles, tailored with painstaking care, of thick, sturdy, fabrics from the looms of one of America's foremost mills. Styles for young men—styles for older men. Bright-toned fabrics and subdued colorings.

Winter Overcoats of Fine Fabrics } **\$38.00**

Fabrics, chiefly with plaid-back. Fabrics of rich beauty—in light tones and dark shades. Styles of instant appeal—irresistible to young men. We predict that these Overcoats will go out very quickly at this price, for their counterparts cannot be found anywhere for many dollars more.

Overcoats—England's and America's Best } **\$44.00**

Leading English and American tailoring concerns strove to outdo each other in making Overcoats to sell at this price. Imagine if you can great, enveloping Ulsters and smart Ulsterettes—many of genuine Scotch and Irish fabrics—tailored in the best styles England can produce and the most popular American adaptations of the same. One-half more is a very conservative estimate of the present retail price of these.

To-morrow is the day to choose if you want to view the assortment at its best.

Silk-and-Wool Neckties—85c

Silk-and-wool is one of the most effective combinations possible for men's Neckties, from the viewpoint of both wearing quality and appearance. These Neckties in autumn tones and interesting patterns are decided value at 85c.

Woven Madras Shirts—\$1.35

Men will be especially pleased with this group of Soft Shirts for the patterns and colorings, as well as the fabrics, are of the sort usually found only at a far higher price. All sizes from 13½ to 18 inches—\$1.35.

Men's New Hats, \$2.85

Smartly shaped and in wanted autumn colors. All sizes at this special price—\$2.85. Derby Hats, about 100 at a low price—\$3.35. Tweed and soft cloth Hats in wide variety—\$4.00 and \$5. Scores of Caps of American and imported fabrics—\$1.35.

Buy Now and Pay in January

If you have a charge account here, all merchandise purchased from November 1st to December 31st inclusive, may be paid for in January.

This is an original Strawbridge & Clothier plan, inaugurated for the convenience of our charge customers—and to facilitate early Christmas shopping.

No need to put off necessary purchases when you have two months in which to pay.

FOR A SMART FROCK Wool Canton Crepe, 40-inch, \$2.50 a Yard

"Just what I want," we hear every day as we cut dress length after dress length of ALL-WOOL Canton Crepe. The warmth of wool with that supple texture and light weight that drapes or swirls or hangs in graceful panels to perfection. Moreover, this Crepe will not wear shiny—\$2.50 a yard.

Strawbridge & Clothier—Aisle 7, Centre

The Smartest New Hand Bags, \$5.00

If you prefer a Leather Bag, here's a wealth of new styles of pin-seal, morocco, cowhide, English straight grain, goatskin and vachette, including many Swagger Bags and Envelope Bags. Peep inside and see the pretty linings. Also La Garde Secret-pocket Bags in the group at \$5.00.

Silk, Velvet and Duveline Bags, \$5.00

Dress Bags that will go to the maxima or the tea. Fouch Bags of convenient size for general use, and large Shopping Bags among them. All new and smart and mounted on plain or decorative frames. Such lovely linings and novel catches as these Bags have! Many, many styles—\$5.00.

Strawbridge & Clothier—Aisles 8 and 9, Centre

AMONG NEW SILKS Firsheen Robinette at \$5.00 a yard

Ask to see Firsheen Robinette, to-morrow. Just the weight and texture that accord with Fashion's vogue, of soft draperies, swirling circular skirts and coat-like frocks. A rich fabric in autumn's choicest hues. Also black—\$5.00 a yard.

Imported Corduroy, \$3

Fine Corduroy in all the most-wanted shades for little folks' apparel and for women's coats and frocks.

Crepe de Chine in Black and Colors, \$3.00 a yard

A heavy quality, special, to-morrow. In 40-inch width.

Strawbridge & Clothier—Aisle 6, Centre

Handkerchiefs for Every One

With Christmas gifts in mind many are choosing now.

WOMEN'S HANDKERCHIEFS

Irish linen, hemstitched, 12½c each; with spoke-stitched border and hemstitched hem, 18c each, or 3 for 50c; with woven cord border and hemstitched hem, 25c; daintily embroidered, 35c each, 3 for \$1.00; with an embroidered Japanese initial—50c each.

MEN'S HANDKERCHIEFS

Of Irish linen, initialled, 25c and 50c each; plain hemstitched, 35c, or 3 for \$1.00; cord border, hemstitched, 50c.

FOR CHILDREN

Novel colored Mull Handkerchiefs, 75c a box of 7—one for each day in the week; embroidered mull, 15c each. Of colored linen—25c each.

Strawbridge & Clothier—Aisle 6, Centre; and 12, Market Street

Three Models in Women's Corduroy Bath Robes, \$5.00

New and distinctive and REMARKABLE IN VALUE are these rich-looking Bath Robes that are lovely enough for negligees. In shades of rose, cherry, purple, Copenhagen blue and fuchsia.

One model is smartly tailored in effect—\$5.00. —A beautiful model is collarless, with novel pockets, trimmed sleeves and a girde—\$5. —A third model is lined with "seco" in matching shade—\$5.

Strawbridge & Clothier—Third Floor, Filbert Street, West



200 Dresses at

\$22.50

Canton Crepe and Poiret Twill, Serge and Tricotine Dresses, also Cloky Blouse Dresses with twill skirt. A great assortment—including circular draped styles, straight-line models with one-sided lapel and smartly draped sash and surplice effects. Handsomely beaded sleeves, satined panels, jeweled buckles, bonnaz embroidery, flat silk braid and beaded cabochons for trimming. Regular and extra sizes. Black, navy and brown.



200 Dresses at

\$32.50

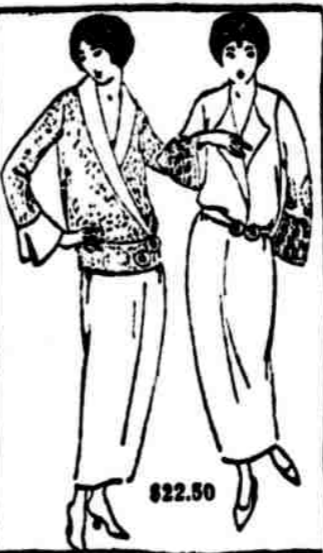
Canton Crepe Dresses in black, navy blue and brown, in draped and plaited styles with self trimming. New leg-o'-mutton sleeves with tight-fitting cuffs or flowing sleeves. Self girdles. One smart model has blouse back. As soon as you see the quality of the crepe in these Dresses, you will know they were never intended to sell at \$32.50. They are wonderful value and the collection cannot possibly last long at this low price—\$32.50.

\$15.00

Canton Crepe and Crepe de Chine Dresses with flowing sleeves and round neckline, or made with smart self vestee and collar. Black and colors.

\$20.00

Poiret Twill Dresses in red-tinge style. Beaded or plaited Canton Crepe Dresses in straight-line styles or with side drapery.



125 Dresses at

\$27.50

Dresses of Poiret twill and tricotine in draped coat style or circular effect, with drapery drawn to one side and finished with silk embroidery and round neck-line with one-sided surplice closing; another straight-line model has a circular side skirt and a wide color-embroidered band at waist-line, giving a very smart effect. One model has loose braided panel and new flaring sleeves. Some models are embroidered or beaded.



Boys' Suits with

Two Pairs of Trousers—\$10.75

Your boy will get extra wear from a Suit with two pairs of trousers. These have mohair-lined coat and full-lined knickerbockers. Of durable chevots, cassimeres and corduroy. 7 to 18 years, \$10.75.

Excellent Suits with Extra Trousers, \$18.75

Perfectly tailored Suits of tweeds, cassimeres and homespuns, 8 to 18 years—\$18.75.

Mackinaw Coats Special at \$9.75

The kind every boy wants, of a warm all-wool blanket cloth, in the new tan shade as well as dark plaids and mixtures. Many with yoke and box-plait back, all with muff and large side pockets. Sizes 9 to 18 years—\$9.75.

Little Boys' Overcoats, \$13.75

Of all-wool chinchilla cloth, with warm wool lining and convertible collar. In tan, navy blue, brown and gray. Sizes 3 to 10 years—\$13.75.



200 Dresses at

\$25.00

Very smart Poiret Twill Dresses in navy blue and black, and tricotine in brown; in blouse-back models. Trimmed with novelty braid, flat silk braid in basket weave or embroidery, in contrasting color, or colored duveline facings. Also Canton Crepe Dresses, regular and extra sizes, with draped skirts, steel bead trimming, pin tucks, lace collars or novel girdles.



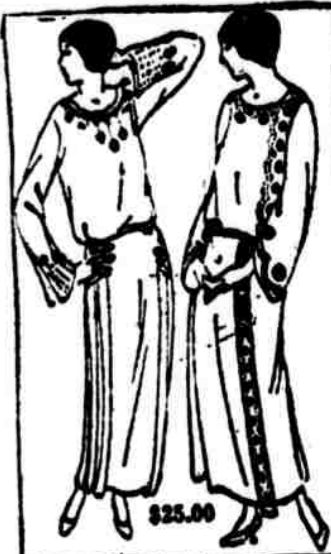
200 Dresses at

\$35.00

Poiret Twill Dresses with unusual silk embroidery trimming, one-sided closing in straight-line style, with flowing sleeves; also Canton Crepe Afternoon Dresses in very stylish embroidered models or plaited models with very smart new sleeves. Canton Crepe in navy blue, black and brown. Poiret twill in blue. Many of these Dresses were made for us by the manufacturer of a high-grade line, whose Dresses we sell exclusively in Philadelphia.

200 Dresses at **\$18.50**

Tailored Dresses of Poiret twill, and Silk Afternoon Dresses of Canton crepe and crepe de chine, in regular and extra-large sizes. Draped and straight-line models, silk and metal thread embroidery, steel beads and novelty braid and spoke-stitching for trimming. Poiret twill in black and navy blue; silks in black, navy blue and brown. Dresses like these are seldom to be had at \$18.50—they are out of their price class entirely.



100 Dresses at

\$30.00

Chiffon Velvet Dresses in black, sapphire and Alice blue. Sardanaple or novelty metal cloth girde with pansy trimming and very smart draped sashes. Unusual sleeves. Draped models in very artistic effects, also slender, straight-line styles. One beautiful model caught at the side with silver corsage ornament; another in shirred bodice style, drapery faced in silver cloth.



New Pumps and Oxfords Under Price at \$8.75

BLACK SUEDE PARISIAN STRAP PUMPS, also Black Suede Oxfords, trimmed with patent leather; military heels—\$8.75. **OXFORDS**, of brown oose calf trimmed with Brown Russia calf. Also Tan Grain Blucher Oxfords, with military heels—\$8.75. Chestnut Brown Grain Leather STRAP PUMPS with military heels—\$8.75.

Strawbridge & Clothier—Eighth and Filbert Streets

Special Purchase of Misses' Dresses \$29.50

Wonderful value! Only one hundred Dresses, but an exceedingly choice, well-selected lot—seven different models, each one out of the ordinary, showing high-grade style features not usual in the common run of Sale Dresses. Remarkable at \$29.50.

Canton Crepe, Satin-faced Crepe, Poiret Twill and Velvet - and - Silk Combination Dresses

Ribbon-trimmed Crepe Dresses with Bertha Collar—One sketched; Crepe Dresses with chain-stitched waists with circular or panel skirt—one sketched; Poiret Twill Dresses with cord tucked and plaited-panel skirt; black Chiffon Velvet Dresses with novelty colored silk waist.

Many new features in puffed girdles and sleeves, girde ornaments, colored facings and self trimmings.

Strawbridge & Clothier—Second Floor, Market Street

