

Strawbridge & Clothier Ready with Complete Stocks for Gift Seekers Who Prefer to Choose when Assortments are at their Best

All Millinery

Now in Our Show-room to Be Sold for Exactly

Half Price

Select Any Hat and Pay One-Half the Original Price on the Ticket

Paris Hats, our exclusive Elene Hats, New York Hats, reproductions of Paris models, hats from our own workrooms—all the Trimmed Hats in both the main show-rooms, at exactly one-half the original price marked on the ticket.

Our entire stock on hand—hundreds of trimmed hats, all in this season's styles, shapes and shades. This is the largest stock we have ever offered at such a reduction because we have never made reductions quite so early in the season—in time, in fact, for Thanksgiving and the big Holiday games.

Hats of Lyons velvet, felt, duvetoine, brocades and exquisite imported materials, trimmed with feathers, flowers, metallic lace, veils, ornaments, ribbons and novelty plumage—large picture hats, tailored hats and the soft little affairs that accompany great coat collars so becomingly.

Remember! To-morrow, any Hat in either of the Market Street show-rooms at exactly one-half the original fair price on the ticket.

Former Prices \$10.00 to \$85.00—now \$5.00 to \$32.50

Strawbridge & Clothier—Second Floor, Market Street, West

We've Never Had Better Looking Cloth Dresses Than These at \$22.50

All of fine Fouton twill, in navy blue and black, some in the fashionable Balkan-bloss style, others on straight lines, or gracefully draped, embroidered or trimmed with braids in tailored effect. Round necklines, or the newer square line, flowing sleeves or the closer sleeves with circular cuffs—\$22.50.

Charming Frocks of the Many New Silk Crepes, \$22.50 to \$37.50

Canton crepe, satin-faced crepe, chinchilla crepe, broche crepe—the broche crepes made up on simple lines, with not a bit of trimming to detract from the beauty of the material; the chinchilla crepe on the severe lines to which it lends itself so well; the other crepes draped or plaited, or falling in soft folds from neck to hem. Many embroidered and beaded models with novel girdles. Dozens of the newest models for selection.

Strawbridge & Clothier—Second Floor, Market Street

Each Day Sees New Rugs Come, and Many Go Out

One is struck, in this completely equipped Rug Store, with the constant air of newness and freshness that prevails. Intense selling activity keeps Rugs of every known weave going out in a steady stream, while new ones arrive to replace them. Note these good values, among others, which have been recently received:

Superfine Wilton Rugs, 8.5x10.6—\$102.50; 9x12—\$110.00; Royal Wilton Rugs, 6x8—\$54.00; 8.5x10.6—\$81.50 and \$93.50; 9x12—\$87.50. Extra Large Royal Wilton Rugs, 9x15, 10.6x12 and 11.5x12—\$130.00; 10.6x13.6—\$147.00; 11.5x15—\$160.00. Extra Large Superfine Wilton Rugs, 10.6x12 and 11.5x12—\$172.00; 10.6x13.6—\$198.00; 11.5x15—\$215.00.

Strawbridge & Clothier—Fourth Floor, West

Boys Will Choose These Two-Trousers Suits, \$12.75

Boys feel just right in them, the coats are so well cut and so smart. The colorings are the newest. And these ALL-WOOL Suits of chevrons, tweeds and cassimeres will give the best kind of service. Coats are mohair-lined and both pairs of knickerbockers are lined. For boys of 7 to 18 years—\$12.75.

All-Wool Serge Over Twist Suits, \$7.75

Trimmed in regulation style with a chevron on one sleeve, as little fellows like. Sizes 3 to 8 years.

Strawbridge & Clothier—Second Floor, Filbert Street, East



Felt Comfy Slippers Might Well be Named Gift Slippers

And this is the Gift Slipper Store. For we have a pair for everyone, some designed just for boys and girls, and more styles than you ever dreamed of for the grown-ups of the family. These are the well-known DANIEL GREEN FELT COMFY SLIPPERS and models made by THE L. B. EVANS' SONS CO.

For Women

Platin Comfy Slippers, in taupe, brown and wine shades, with chrome leather soles and padded heels—\$1.50. Trimmed Felt Slippers, in blue, rose, taupe and pink, \$1.75; Hy-Lo Slippers with convertible cuffs, \$2.25; Felt Julietts, with leather soles and heels, \$2.75; Oxford Gray Slippers with leather soles and heels, \$2.15; and Felt-and-Satin Slippers with combination soft soles and leather heels, with built-up arch—\$3.50.

Children's Slippers

Include Children's Tan Felt Comfy Instep Head Moccasins, \$2.00; Moccasins and Children's Felt Hy-Lo Slippers, \$1.75 and \$2.00; Quilted Satin Slippers, 8 1/2 to 2, \$1.50; Flannel-lined Moccasins of brown sheepskin, \$1.25 to \$1.75. Misses' pink or blue felt Fuss-in-Boots Slippers—\$2.00.

Strawbridge & Clothier—Eighth and Filbert Streets

BOYS' Tan Leather Everett Slippers, \$2.75; Romeos, \$3.00. Felt Comfy, Everett style, \$1.50; Hy-Lo—\$2.00.

Men's Leather and Felt Slippers

OF LEATHER—Cavalier Slippers of tan kid or red and green morocco, \$8.00. Tan Romeos, \$3.50 to \$5.00; Faust, \$6.00; Everett, \$3.50 to \$5.00; Opera, \$4.50. Red Kid Opera, \$5.00. Tan Alligator and Gray Oze Opera Slippers—\$6.00.

OF FELT, Gray Everett and Hy-Lo Slippers, \$2.00; brown, wine, blue and taupe Everetts, \$2.50; blue and brown Hy-Lo, \$2.50. Felt Slippers with leather soles include Oxford Gray, blue and brown Hy-Lo Slippers, \$3.00; Camel's-hair Hy-Lo, \$2.50; Everetts, \$3.00 and gray felt Everetts with leather soles—\$2.50.

Come and See Our New Radio Broadcasting Studio

We are now broadcasting from our new sound-proof studio, planned by the foremost acoustical and radio engineers, and believed to be as nearly perfect as such a room can be.

The new studio is on the third floor, adjoining the Department of Radio Equipment. The interior may be viewed through the double-sash windows.

Broadcasting Schedule

Station WFL—400 Metres
1.15 P. M. daily—Late News
1.30 P. M. daily—Late News
4.30 to 4.30 P. M. daily—Vocal and Instrumental Music.
4.30 to 4.30 P. M. daily—Sports News or Announcements.
6.30 P. M. daily—The Children's Own Half-hour. Stories.
Wednesday and Saturday, Evenings—Varied Program of Vocal and Instrumental Music and Readings.
Sunday Afternoon—Radio Chapel Service at 4 o'clock.
Sunday Evening—Regular Service at the Arch Street Presbyterian Church.
Agricultural Department Broadcasts—Wave Length 187.5 Meters
Produce Market and Live Stock Reports daily (except Sunday) at 10 A. M. and 2 P. M. for the Bureau of Agriculture Economics.

More Electric Washers, \$37.50

Save About One-Third

The "Kleenwell" Washing Machine, that washes, boils and sterilizes in one operation—saves time and inconvenience, saves the hands from unsightly chaps and redness, and the feet from many weary steps. Saves the clothes, too. Wash anything in it, from the baby's best dress to your heaviest wool blanket.

\$10.00 First Payment—secures immediate delivery, and the balance on easy terms of \$8.00 a month, if desired.

Strawbridge & Clothier—Fourth Floor, Filbert Street

For Gifts

A helpful list for Christmas gift shoppers. Already the Store is teeming with gifts arranged so that selection is a delight.

Gloves

Women will like silk-lined gray Mocha Gloves. These are excellent value at \$2.50. Also Gauntlet Gloves of mode, brown or tan capeskin, and white Strap-wrist Capeskin Gloves, at \$2.25.

Men's and Women's Handkerchiefs, 50c

FOR WOMEN, Linen Handkerchiefs with spoke-stitched hems; with revers, borders and hemstitched hems; some with block, Japanese or French initial; others with embroidered corners; also styles with colored embroidery and white or colored hems. Madras Hand-embroidered Handkerchiefs; styles in gay colors, embroidered and with drawn threads; also French Novelty Handkerchiefs in fascinating array—50c each.

FOR MEN, Fine Irish Linen Handkerchiefs, hemstitched or with cord borders and hemstitched hems. Some with colored hems, others with an embroidered initial. Fine English Lisseu Handkerchiefs—50c each.

For the Traveler

Crétone Tourist Cases rubber lined, with convenient pockets for toilet articles, 50c to \$2.25. Silk Cases, rubber-lined—\$1.50 to \$4.75. Tourist Bags with draw strings, covered with silk or crétone and rubber-lined—\$1.00 to \$3.00. Air Pillows, silk- or linen-covered—\$3.00 to \$5.00.

Strawbridge & Clothier—Second Floor, Market Street

More of Those Fine Coats Special Value, at \$70.00



Fortunately, more were obtainable to sell at this price—about seventy-five, which means that seventy-five women will be making exceptional cost investments to-morrow, for the last lot went like magic!

These are all in Bolivia weaves—the soft, lustrous, light-weight weaves that are so fashionable, and show up so beautifully against the soft, deep-toned furs. These are all trimmed with fur—fur collar of natural squirrel, golden beaver or dyed brown squirrel, the latter with cuffs as well.

Some in wrap effects, some on straight lines with narrow tie belt, some with platts giving panel effect, or stitched in panel effect. All elegantly lined. Black and all fashionable shades, and a good range of sizes. Strawbridge & Clothier—Second Floor, Centre

Front-Lace Corsets, Gossard, of Course

Every Gossard Corset laces in front. Let us fit you in the model suited to your figure and you will be delighted with the simple adjustment. And even more delighted with the smooth, flat line in back and the flattening effect in front—Fashion's mandates you know. Models for slim girlhood, models for women of average build and specialized styles for larger women—\$2.75 to \$25.

A pink brocade model with semi-elastic top is excellent for slender figures—\$3.50. For short women inclined to be stout, a white coutil model with medium bust—\$5.00.

For tall women, a pink coutil model with medium bust—\$6.50.

Strawbridge & Clothier—Third Floor, Market Street, West

Thanksgiving

China
Dinner Sets of 98 pieces, with pretty border decoration, nearly half price—\$35.00.

French China Dinner Sets, of 107 pieces, daintily decorated with border, away under price—\$65.00.

Roasters
Wear - Ever Aluminum Roasters in three convenient sizes—\$3.95, \$4.95 and \$5.95.

Linens
Bleached Linen Dinner Cloths, sturdily woven with round centre design and square border. Size 70x70 inches, unusual—\$5.00.

Bleached Linen Napkins, from Scotland. Size 21x21 inches, under price—\$5.00 a dozen.

Strawbridge & Clothier—Aisle 11, Centre

Decorative Linens A-plenty

Beautiful, dainty and original creations that add a decorative touch to the home.

Round Lunch Cloths, with linen centre and lace edge in file effect, 36-inch size—\$1.50; 45-inch size—\$2.00; 54-inch size—\$2.50.

Tray covers and Scarfs, of fine, serviceable linen damask, 18x27 inches—\$1.00; 18x36 inches—\$1.25; 18x45 inches—\$1.75; 18x54 inches—\$2.25.

Scarfs and Squares of excellent oyster-white linen woven in attractive conventional patterns, with hemstitched hem, 18x36 inches—\$1.25; 18x 54 inches—\$1.75; 45x45 inches—\$3.00.

Scarfs, Pillow and Bolster Shams, of plain Irish linen of rich quality. Scarfs, 18x36 inches—\$1.50; 18x45 inches—\$2.00; 18x54 inches—\$2.50. Shams, 30x30 inches—\$2.00; 27x54 inches—\$3.00; 27x72 inches—\$4.00.

Embroidered linen Scarfs and Lunch Sets, generously treated with eyelet and solid work. Scarfs, 18x36 inches—\$2.50; 18x45 inches—\$3.25; 18x54 inches—\$4.00. Lunch Sets, of 13 pieces—\$6.00 a set.

Strawbridge & Clothier—Aisle 11, Centre

THE WOMEN'S SHOE STORE ANNOUNCES A NEW SERVICE

Evening Slippers Made to Order to Match Any Gown

For the convenience and greater satisfaction of our many customers who desire perfect harmony of costume, without the evident effort to obtain it which results when slippers are dyed, we will make to-order Slippers to harmonize with any evening gown.

We are showing a beautiful line of samples—plain and brocaded materials and metal cloths, in the most fashionable shades of the season, from which to make selection; or if preferred, Slippers will be made up from any material supplied us, if the material can be satisfactorily manipulated for this purpose.

In either case, the difference in price between the made-to-order and ready-to-wear Slippers will be very slight, not nearly commensurate with the satisfaction it insures.

Strawbridge & Clothier—Eighth and Filbert Streets

To Transform Bobbed Hair

Whether one's features are classic or piquant a Coronet Braid is becoming and invaluable to women and girls whose bobbed locks are in that in-between stage—\$5 to \$12. Cluster Curis and Side Parts—\$4.00 to \$6.00. All-around Curly Bobs—\$7.50 to \$12.00. Nine-inch Bobs for the back of the head—\$6.50. Switches and Transformations in all shades.

Manicuring, 50c

First Floor, Balcony, Filbert Street

Oriental Rugs Keep Low in Price Here

Although wholesale prices for fine Oriental Rugs of this character have recently advanced about 20 per cent., you can still buy them here at old, low prices. For example: Woven Persian Mahal Rugs, average 9x12 size—\$225.00; average 10x14 size—\$325.00.

Expertly woven Gorsevan Rugs, average 9x12 size—\$185.00; average 10x14 size—\$235.00.

Strawbridge & Clothier—Fourth Floor, Market Street, West

The Charm of the Fine Fur Coat is Priceless

A furrier can reckon the value of a pelt, the fur merchant the price of the finished coat, but who can accurately appraise the charm of a graceful model, posed on lovely woman, and silhouetted against any wintry background.

These Furs are the finest obtainable, their prices are the fairest possible for the quality—their charm will be in proportion to their becomingness, and every choice model is here to insure a satisfactory selection.

Natural Black Muskrat Coat

One of our newest models, 45-inch length, fashionable chin collar—\$485.00.

Black Caracal Coat

45-inch model of richly curled skins of fine lustre, handsomely trimmed with black fox—\$445.00.

Black Caracal Cape

handsome model with full sweeping skirt; 45-inch length; collar combined with black fox—\$375.00.

Persian Lamb Coat

45-inch model of tightly curled skins; handsome collar and cuffs of natural mink—\$495.00.

Natural Muskrat Coat

Trimmed with natural beaver; 45-inch length—\$325.00.

Hudson Seal Wrap

(dyed muskrat). Capelike Wrap, 46 inches long, fashioned from lustrous skins—\$575.00.

Siberian Squirrel Cape

very fashionable model in rich dark shade, nicely lined—\$625.00.

Natural Raccoon Coat

good dark skin with well defined stripes; handsome shawl collar and turn-back cuffs—\$585.00.

Hudson Seal Coat

(dyed muskrat) one of our latest models, handsomely lined, large rolling collar, 45-inch length—\$595.00.

Hudson Seal Wrap Coat

(dyed muskrat) the newest in wrap styles; 45-inch model, richly trimmed with genuine skunk—\$550.00.

Siberian Squirrel Coat

45-inch model of clear natural skins, handsomely lined—\$735.00.

Russian Kolinsky Coat

with deep reverse border; 45-inch length—\$1175.00.

Natural Beaver Coat

45-inch model with handsome shawl collar and turn-back cuffs—\$635.00.

Australian Opossum Coat

45-inch model of full-riche skins of the finest quality—\$485.00.

Strawbridge & Clothier—Second Floor, Filbert Street

TOY STORE

Santa Claus Iptydoo and All the Toys

And a Story Book from Santa for every good little girl or boy who visits him in Philadelphia's easiest-to-get-to Toy Store—a few feet down from the first floor.

Of course, you know all about Santa Claus—you probably saw him here last year—but did you ever hear of Santa's helper, Iptydoo, the funny clown who makes Santa Claus laugh so much when he's way up north? Santa Claus sent for Iptydoo so that he can make you laugh, too.

So come in and see him and the wonderful Toys—Electric Trains, Dolls, Doll Houses, Mechanical Toys, and oh, just all sorts of wonderful things. And Santa will give you a story book for your very own—that's one thing you'll get before Christmas comes.

Remember—Santa Claus, Iptydoo, Wonderful Toys—and a Story Book for every child who visits the Toy Store.

Strawbridge & Clothier—Basement, West

Incomparable Wickham Soft Hats for Men—\$3.45

Wickham Hats have been the pace-setters for true Hat value ever since their inception. And more Philadelphia men are realizing this each season. There is a Wickham Hat here in a style and shade to match your new overcoat; chiefly silk-lined. Try one on to-morrow—\$3.45.

Strawbridge & Clothier—Second Floor, Market Street, East

Shirts Make Fine Gifts for Men

Provided, of course, the Shirts are good.

You may be sure that Shirts bought at this Store are of the best possible quality at the price, are generously cut, and are well sewn. No matter what the price they must measure up to our strict specifications.

Percale Shirts, sizes 13 1/2 to 18—\$1.25.

Woven-stripe Madras Shirts—\$1.55.

Russian Cord Madras Shirts with blue, tan, lavender and green backgrounds and white cords—\$1.95.

Shirts of Empire Mellow-spun silk, a heavy, smooth weave with flat stripes in pin, pencil and fancy effects. Bought by the yard this silk would cost you about as much as the Shirts—\$2.50.

Strawbridge & Clothier—Second Floor, Market Street

Hundreds of Men Have Profited by the Sale of "Alco" Suits and Overcoats—\$24.50, \$32.50, \$36.50

Hundreds of Men Have Saved \$7.50 to \$20.00 in This Sale
Hundreds of matchless Alco Suits are still available at most extraordinary savings. Those men and young men who could not attend the opening days should come to-morrow to profit.

Superbly tailored models of closely woven worsteds, serge and cassimere in the newest stripes, checks and mixtures suited to men and young men—\$24.50, \$32.50 and \$36.50.

"Alco" Overcoats Are Included at \$24.50 and \$36.50

Overcoats of this character are seldom seen at such remarkably low prices. It will profit men to come early for them, as they are going out speedily. The savings are as great on these as on the Suits—\$24.50 and \$36.50.

"Alco" Suits With Extra Trousers—\$29.50

Bought in this same special purchase and rare value, indeed. Exceptionally well tailored, in this season's smartest sports and conservative styles and a wide pattern range—\$29.50.

Strawbridge & Clothier—Second Floor, Market Street

IN THE LOWER-PRICE BASEMENT STORE

Winter Coats and Dresses

To-morrow, \$15.00

Worth Almost One Third More

Here's an event staged for to-morrow that again demonstrates the matchless value-giving of this wonderful Lower-Price Basement Store. The Coats and Dresses are of exceptionally fine quality, tailored with extreme care and carefully finished to the smallest detail.

Coats at \$15.00

Smartly designed models, of all-wool plaid-back coatings, herringbone and imported tread. Made with rayon sleeves, patch and side pockets, inverted plait in back, and notch or high collar. In tan, gray and brown; sizes 36 to 44. Coats you will much admire—\$15.00.

Dresses at \$15.00

Beautiful models, of fine velveteen, Fouton twill and Canton crepe, with fashionable side drapes, plaited panels and colorful bands. In navy blue, black and brown. Sizes 36 to 44—\$15.00.

Strawbridge & Clothier—Lower-Price Basement Store

