

Fourteen Elevators and Seven Stairways Lead to the Strawbridge & Clothier Bright, Easy-to-get-to Toy Store

New Blue Bird Blouses One-Third Under Price

Gift special! The manufacturer's special to his trade, which we are passing on to you. To be had here only in Philadelphia. Each blouse spick-and-span in a beautiful Blue Bird box.

Six Models Developed in the Finest French Voile, \$5.00, \$6.75, \$7.50, \$8.50

Voile hardly distinguishable from crepe Georgette, and all made by hand—every stitch, with the care and refinement that have placed Blue Bird Blouses among the foremost in the country. Every tuck and decorative touch done by hand, and the laces used are the finest Irish and fllet laces.

→ Strawbridge & Clothier—Second Floor, Centre

Superfine Seamless Axminster Rugs—Save!

About \$7600 worth of heavy Rugs from one of the country's leading Axminster Mills.

Important news to home-furnishers because of the scarcity of these Rugs in the market to-day, because of the steady advance in wholesale price of those that are available.

Slight irregularities in the weave bring the prices in this group down to an extraordinarily low level.

For example:

Size 4.6x6 feet—\$15.00	6x9—\$23.00 and \$27.50
8.3x10.6—\$38.50, \$45.50	9x12—\$43.50 and \$49.75

→ Strawbridge & Clothier—Floor 4 1/2, Filbert Street

Where Christmas Wishes of Children Come True

The Easy-to-Get-to Toy Store

The first wish of every little boy and girl is to see dear old Santa Claus—AND HERE HE IS in the Easy-to-Get-to Toy Store (Just one flight down from the main floor), ready to greet all his little friends and to find out what they want for Christmas.

Then there's every Plaything a child could wish for—beautiful Dolls, marvelous Electric Trains, most amusing Toys and Games.

Here are some of the many Christmas Wishes that may be fulfilled in the Toy Store:

Jointed Dolls with pretty little faces, lovely curls and eyes that open and close, special at \$1.50

Electrical Train Sets—\$5.15 to \$14.00

Flexible Flyer Sleds—\$2.25 to \$7.50

Mechanical Train Sets—\$1.50 to \$8.75

Blackboards—\$1.00 to \$10.00

Decks—\$2.50 to \$25.00

Velocipedes—\$3.00 to \$20.50

Puzzle Blocks—25c to \$6.50

Building Blocks—75c to \$1.00

A, B, C Blocks—25c to \$2.00

And two new games—"Billy Whiskers" and "Three Guardsmen"—\$1.00 each.

→ Strawbridge & Clothier—Basement, West

Women's Coats That Achieve Distinction

Some are in the severe tailored styles that some women affect with much distinction, others are just as softly feminine as a Coat can be, but they have been especially fashioned for women who have separate furs. Wonderful assortments of each kind.

Sturdy Tweed Top Coats at \$22.50

Mixed tweeds in plain and herringbone weaves, in shades of tan and gray—decidedly trim and good looking—regular overcoat styles; yoke and sleeves lined.

Mixed Cloth Top Coats at \$35.00

This is the remainder of a very special purchase—you'll know at a glance that these are worth more than \$35.00. All in good, soft, warm-looking mixtures in browns and grays.

Bolivia-weave Cloth Coats at \$35.00

Two especially good models, of a high-grade fabric from the Bolivia family—both on straight lines, with throw ties and effectively trimmed with stitching. Lined throughout.

→ Strawbridge & Clothier—Second Floor, Centre

Lower-Price Basement Store

Small Group of Fine Imported Tweed Coats \$15



An Extraordinary Opportunity for Women Who Come Early

Think of getting a genuine imported tweed Coat for so little as \$15.00! It's possible here, in this different kind of Basement Store where good merchandise at lower prices is the keynote.

Coats are of medium weight, very smartly tailored and expertly finished. With raglan sleeves, inverted plait in back, wide belt, patch pockets, convertible collar, and 45 inches long. In assorted shades of gray; sizes 36 to 44.

Unusually desirable value at \$15.00.

→ Strawbridge & Clothier—Lower-Price Basement Store

Misses' Sports Coats—A Limited Lot \$10

Away Under the Regular Price for Such Excellent Coats

Hardly a miss from 14 to 20 years, in all Philadelphia, who, if she saw these wonderful Coats, would not exclaim over their unusual smartness and quality at \$10.00.

Attractively tailored of novelty tweed, polaire and double-faced materials in brown, reindeer and plaids. With slash and patch pockets. Not so many to be had, so don't be late—\$10.00.

→ Strawbridge & Clothier—Lower-Price Basement Store



Women's Fine Gift Scarfs

Our New York correspondent says, "No self-respecting Top Coat or Sports Coat would be seen on the streets these days unaccompanied by a Scarf." That's a pretty good recommendation for a gift seeker to go by, isn't it?

Fibre Silk Scarfs—Gay, lustrous Scarfs, that give new spirit to the costume—a wonderful assortment—\$5.00, \$6.00 and \$7.50.

Soft Wool Scarfs—Very sportive, and the designs are glorious—\$5.00 to \$12.00.

→ Strawbridge & Clothier—Aisle 6, Market Street



A Holiday Shipment of Porto Rican Underwear

Two thousand garments, fresh as the dew, will be spread out in all their snowy daintiness for the first time to-morrow. Night Gowns, Chemises, Bodices, of the softest white lingerie, hand-made and artistically treated to the clever needlework for which the nimble-fingered Porto Ricans are known everywhere.

Note the departures in their designs—special Christmas designs they must be—the lengthening tucks, the use of Irish medallions or fllet edgings, the introduction of color in tailored bands. Even the drawnwork designs are removed from the ordinary—everything from daintiness to distinction that can make a gift more gift-like, has been applied to these exquisite garments.

Porto Rican Night Gowns, \$1.95 to \$3.95

Envelope and Step-in Chemises, \$1.95 to \$3.95

Sets of Vests and Step-ins, \$1.95 each garment

Bloomers, \$1.95

Dainty Bodices, \$1.50

Make your gift selections as soon as possible—a great, fresh assortment like this is a real joy to gift-seekers. EACH GARMENT PUT IN A GIFT BOX IF DESIRED.

→ Strawbridge & Clothier—Third Floor, West

Every Woman Can Use an Extra Apron or Two

That's a helpful thing to remember when making up the gift list, if you want to give a little something yet have that little something as personal as possible. Every woman from hostess to housemaid, can be provided for in this list:

Tea Aprons, 25c to \$2.50

Maids' Aprons, 50c to \$3.95

Nurses' Aprons, \$1 to \$3.75

Dress Aprons, 50c to \$2.75

Bob Aprons, 25c to \$1.25

Band Aprons, 25c to 85c

Small Black Aprons, 50c

Rubberized Household Aprons, 25c to \$1.00

CAPS AND SETS—Maids' Collar and Cuff Sets, 50c.

Maids' Caps, 15c to 85c.

Nurses' Caps, 25c to 38c.

Dust Caps, 12c to \$1.00.

→ Strawbridge & Clothier—Third Floor, West

Men's Neckties Pleasing at 50c

Pleasing in appearance, in quality and in price. Pleasing, too, in workmanship and in variety.

→ Strawbridge & Clothier—Aisle 1, Market Street

Wash Satin Camisoles \$1

Worth One-Half More

Almost a score of lovely styles at this exceptionally low price. Satin, of a good quality, in flesh color. With lace insertion, and ribbon shoulder straps. To-morrow—\$1.00.

→ Strawbridge & Clothier—Lower-Price Basement Store

Women think first of this Lower-price Basement Store when their thoughts turn toward economy.

Women come first to this Lower-price Basement Store when they want quality and economy.

Women come always to this Lower-price Basement Store when they realize that quality and economy are combined with Strawbridge & Clothier traditions, ideals, ownership-management, service and merchandise to give the best possible value for the least amount of money.

Extra-Size House Dresses \$1.95

Much Under Price

Neat, attractive looking long-waisted House Dresses, of checked gingham with collar and cuffs of white pique or plain chambray, neatly bound. Finished with sash at waist, and deep hem at bottom of skirt—\$1.95.

→ Strawbridge & Clothier—Lower-Price Basement Store

Extra-Size Princess Slips \$1.50

Worth One-Third More

Unusually well-made models, of fine twill satine in black. With tailored top and strap shoulders, gathered at the hips, and finished with deep hem. Sizes 48, 50 and 52—\$1.50, Strawbridge & Clothier—Lower-Price Basement Store

Women's Silk Envelope Chemises \$1.95

At a Considerable Saving

Several dainty models in flesh color or orchid, trimmed prettily with lace insertion. All with ribbon shoulder straps. They will make most acceptable gifts—\$1.95.

→ Strawbridge & Clothier—Lower-Price Basement Store

300 Corsets for Heavy Figures \$2.50

Worth One-Half More

Two excellent models in American Lady and Warner Rust-proof Corsets that will appeal particularly to women with average stout figures. Of pink brocade with low bust, long hips and broad front clasp, well boned throughout. Will withstand long general wear—\$2.50.

150 Diaphragm Brassieres \$1.75

Worth Much More Than

Of pink brocade in hook-back style, with narrow bones in front to hold figure. Elastic at waist-line—75c.

→ Strawbridge & Clothier—Lower-Price Basement Store

Extraordinary! 6000 Pairs of Women's Silk Stockings 75c

All are 16-strand Silk Stockings, with mercerized tops and soles, seamed backs and narrowed ankles. In black and white, all sizes from 8 1/2 to 10.

Tiny imperfections (which you probably will not even be able to find), or the price would be almost double 75c. Investigate this Lower-Price Hosiery Section; you will find many worthy values here for women, misses and children. As most of the lots are small, it is advisable to shop early to be sure of the best selection.

→ Strawbridge & Clothier—Lower-Price Basement Store

Smart New Hats Much Under Price \$2.95



Women, particularly young women, are delighted with the smartness as well as the quality of the Ready-to-wear Hats sold here at low prices.

This group at \$2.95 contains scores of lovely styles in both small and medium shapes, many of satin with touches of brocade, some of velvet, and a few with fur trimming. Visit this Lower-Priced Millinery section, to-morrow, to see the new Hats added to the group at \$2.95.

→ Strawbridge & Clothier—Lower-Price Basement Store

Women's High Shoes and Oxfords, Special \$2.90



Excellent quality and desirable styles combine to make these Shoes and Oxfords unusually attractive at this exceedingly low price—\$2.90.

OXFORDS, of black and brown kid and calf, in the season's new styles—\$2.90.

SHOES, of black and brown kid and calf, sensible and stylish—\$2.90.

Both groups in sizes 3 to 8, widths B, C, D, E and EE. Good-year-welted or with flexible turned and sewed soles.

All are first quality, bought under most advantageous conditions, enabling us to sell them for so little—\$2.90.

→ Strawbridge & Clothier—Lower-Price Basement Store

Women's New Dresses \$15

Exceptional Value

The smart dresses in this special lot were made to sell for very much more, and have all the characteristic of higher-price models. Of fine crepe de chine, Poirat twill and velveteen, in several bewitching styles.

One model, of crepe de chine, for instance, is in one piece, with long-trimmed sleeves set on lining for more correct fit. Six separate two-inch panels give the skirt a distinctive style touch.

In the group are numerous Dresses in sizes 36 to 44, in black or navy blue—\$15.00.

→ Strawbridge & Clothier—Lower-Price Basement Store

To-morrow! Misses' Dresses Under Price \$10

More and more of the smartly dressed business misses of Philadelphia are coming to this Basement Store to buy all their clothes.

And this group of Dresses at \$10.00 is a notable example of why they come!

All the Frocks are well made, neatly finished and fashionably modeled of Poirat twill, Canton crepe and crepe de chine. Some have trimmings of ribbon, embroidery, stitching, panels or braid. In navy blue, black and brown; sizes 14 to 18 years—\$10.00.

→ Strawbridge & Clothier—Lower-Price Basement Store

These New House Frocks Just in Stock—Special



Specially priced and made up to our specifications, and all who see will recognize that they are especially attractive in style as well. Two models, both sketched, plenty of each model and all sizes from 36 to 46 now, but make sure of your size as soon as possible—values like these aren't everyday occurrences.

\$1.95

The model sketched at the right, of checked gingham in black, blue, green and lavender; trimmed with the plain chambray and pearl buttons.

\$2.95

The long-waisted sash frock shown on the left; of checked gingham in black, blue, green and lavender, trimmed with the daintiest frilling—French picot effect—and large, glistening pearl buttons.

→ Strawbridge & Clothier—Third Floor, Filbert Street, West

Men's London-Made Ulsters, Special \$38

Men of Philadelphia will be glad to hear of this wonderful under-price purchase of fine, heavy English Ulsters and Ulsterettes at such an extraordinarily low price.

The saving amounts to about one-third, so come early and get yours while the selection is at its best—\$38.

Suits with Two Pairs of Trousers at \$29.50

Lead the Alco Sale

And rightly they should, for this is about normal wholesale cost for such excellent suits. Of all-wool cassimeres in a wide range of styles and shades for men and young men—\$29.50.

Other Alco Suits of worsted, serge and cassimeres—\$21.50, \$22.50 and \$36.50; some very lovely worsteds in the \$36.50 group.

Alco Overcoats in a score of fabrics, many plaid-back coatings included, in ulster, ulsterette, fur and other popular models—\$21.50, \$22.50 and \$36.50.

→ Strawbridge & Clothier—Second Floor, East



Another Lot of Girls' New Dresses Specially Priced

ON SALE TO-MORROW—one hundred and twenty-five new Dresses, never shown before, and likely never to be shown again at anything like these prices.

A lot of one hundred Dresses, different models, but similar values, were hardly on the floor last week before they were sold.

Dresses About Wholesale Price at \$12.50

The model at the left, in sizes 10 to 16 years, made of shade-stripe jersey cloth and velveteen combined. Others in sizes 8 to 12 years, of velveteen and wool crepe, in a great variety of styles; wool crepe, applied in wool-embroidered velvet, made with pounce collar and cuffs; and various little straight-line velveteen Dresses with soft ribbon sashes, some with deep lace collars. Many different styles, frequently only two or three of a style—for instance, two darling little velveteen jumper Dresses, and, perhaps, six or seven lace-collared velveteen Frocks. So come early for these in sizes 8 to 12 years.

\$12.50

\$10.75

Fairfield Dresses, Special at \$10.75

A special line of Dresses, our own exclusive design, and one of our pet specialties at the regular price—at \$10.75 they will go like magic. Made in the style sketched at the right, of jersey cloth, in nut-shade, henna, brown, and navy blue; embroidered band on the Balkan Blouse, and white linen collar and cuffs. Full plaited skirt attached to body. Sizes 10 to 16 years.

→ Strawbridge & Clothier—Second Floor, Market Street

Women's Fine Tailored Twill Dresses at \$20.00

An unusually good showing of very good looking models—models with distinguishing touches that are the usual light of much higher-priced Dresses. All of fine tailored twill in blue and black.

Straight-line Frocks as slim as a reed, circular-sole model or coat model, trimmed with soft shawl or cord trims—all distinctive looking Twills.

Poirat Twill Dresses, \$27.50 to \$47.50

With colored embroidery in very smart designs or with black silk embroidery, or with unusual trimming for trimming. Surplice, straight-line and panel models.

Silk Crepe Dresses, \$18.50 to \$32.50

Autumn crepe, chinilla crepe and satin-faced crepe. Draped and straight-line, circular and plaited-panel styles, with embroidery and beading for trimming. Wide, flowing sleeves or with close-fitting cuffs. Black, navy or brown.

→ Strawbridge & Clothier—Second Floor, Market Street

White-Gold Wrist Watches, \$15.00



A timely gift opportunity arrives with the importation of these fine Wrist Watches of white gold in the smart octagon or tonneau shape that every woman wants. Engraved case of 14-karat white gold; 15-jewel lever movement with cut balance. A handsome piece of jewelry—a reliable timepiece, an ideal gift—and a rare value.

→ Strawbridge & Clothier—Aisle 6, Market Street