

Strawbridge & Clothier—Ready for the Greatest, Happiest Christmas Ever



Novelty Blouses in Time for Gifts

An imposing company of exclusive Blouses—an special Holiday group with greater beauty and charm, and with more novelty because they are meant for gifts.

Printed velvets, printed crepe de chine, printed satin, some in Paisley prints, many richly brocaded, exclusive novelty materials combined with plain materials—picturesque, colorful, artistic; some that a Bakst might have conceived, others that might have been snatched from an exquisite drapery by Joseph Urban.

As gifts—tra, la! What happiness Christmas morning! Prices \$7.50 to \$22.50.

Strawbridge & Clothier—Second Floor, Centre



Silk Underwear a Luxurious Gift

A gift that brings a radiant smile to the face of the fair recipient is Silk Underwear. Piles and piles of Lovely Undergarments have arrived just for holiday selection. This year shades of blue, orchid and honeydew are as much in favor as delicate flesh pink and white.

NIGHT GOWNS, of crepe de chine or radiom silk, are lavishly trimmed or hem-stitched in the tailored effect many women prefer—\$3.95 to \$25.00.

ENVELOPE CHEMISES, of crepe de chine or radiom, lace-trimmed or tailored—\$1.95 to \$7.50.

BODICES, of washable satin in flesh, pink or white, tailored or lace-trimmed—\$1.00 and \$1.25.

Strawbridge & Clothier—Third Floor, West



Cabinets of Fine Stationery, \$1.25

Ask for "Hamilton Lawn." Good-looking Cabinets are attractively filled with 72 sheets of Linen-finish Writing Paper, 24 each in white, blue and pink, and 72 Envelopes to match. A lovely gift at \$1.25. Cabinets of Homestead-weave Stationery, 24 sheets of Letter Paper and 48 Correspondence Cards and 48 Envelopes, in white or tints—\$1. Fine Gift Stationery, Crane's, Hurd's, White and Wyckoff's and other well-known makes, in gift boxes—50c to \$15.00.

Fountain Pens for men, women and children. All are guaranteed, \$1.25 to \$16.00. Sets of Fountain Pen and Pencil—\$8.50 to \$12.00. Eversharp Pencils—50c to \$12.00.

Strawbridge & Clothier—Aisle 10, Centre

Nemo Cirlet Brassieres

For intimate gifts. In fact, they have become such favorites as gifts that—

Miss Hocter

Of the Nemo Institute, will be in the Corset Store, to-morrow, and all the week to tell of their unusual features. So skillfully designed are Cirlets that they mold the figure above the waistline with the least adjustment. Models for every woman—\$1.00 to \$5.00, packed in gift boxes.

The Cirlet Junior is just the model young girls like. Of jersey silk, sizes 30 to 36 inches. In a dainty holly envelope—\$1.

Strawbridge & Clothier—Third Floor, Market Street, West

Sleep Better on a Good Mattress

—Which our Beds and Bedding Store can supply at a moderate price. For example: Snow-white, roll-edge felt mattresses, made by Stearns & Foster, in their sun-lighted factory. Fine cotton felt covered with heavy art ticking, in two parts, for full-size beds, \$21.50; twin-bed size—\$18.00.

"Popular" Mattresses, made especially for this Store by Stearns & Foster. Filled with good, clean cotton stock and made with roll edge. Full size, in one or two parts—\$15.00; twin-bed size—\$13.50.

Floor 24, East

Every Man Can Use a Knitted Vest

And use it to good advantage most of the winter, too. Worn just as an ordinary vest is worn, beneath the coat, it offers a decided protection from cold.

Vests made in America—\$5.00, \$6.00, \$7.00, \$12.00 and \$13.50.

Vests from Scotland—\$10 and \$12.00.

East Store, Eighth Street

A Book Telling How to Make Novel Ribbon Gifts, 25c

Hundreds of dainty and practical gifts made of ribbon are suggested in this instructive book, illustrated in color—25c. The Ribbons may be obtained here, from our lovely collection of Ribbons of all kinds, in various widths and colors.

Aisle 11, Market Street

Choose the Gift Coat In the Sale of Furs

Hundreds of women will have finer Fur Coats for Christmas because of this under-the-sage Sale. Fur Coats under price at the peak of the season is just one more way of proving our sincerity in value giving. And these Coats are all of our regular high standard of quality.

Forty-inch Fine Sealine Coats, \$92.50
Made on easy lines, with the new crush collar. (Sealine is Australian coney.)

Fine Fur Coats of Various Kinds, \$135.00
Muskrat Coats from 30 inches to 40 inches long; chin collar or shawl collar. American Opossum Coats, in the 40-inch length, with reverse border. Black Russian Pony Coats, with large collar and cuffs of genuine skunk. Sealine Coats (Australian coney) with shawl collar and deep cuffs of fine Australian opossum. Sports Coats of leopard cat with collar and cuffs of nutria.

Natural Muskrat and Nearseal Coats, \$185.00
Nearseal Coats (French coney) with collar and cuffs of gray squirrel, beaver or skunk. Natural Muskrat Coats with collar of raccoon, nutria or muskrat.

Coats of Four Different Furs, \$235.00
Persian lamb with collar and cuffs of genuine skunk. Hudson Seal (died muskrat) in the 40-inch length, with self collar and cuffs. Nearseal Coats (French coney) with handsome collar of Siberian squirrel or skunk. Russian Pony Coats in rich brown tones with large collar of the finest beaver.

Four Different Kinds of Fur Coats, \$295.00
Long Hudson Seal Coats (died muskrat) with real skunk collar and cuffs. Dark Muskrat Coats with beaver collar. Handsome Raccoon Coats with reverse border. Persian Lamb Coats with deep shawl collar—some with collar of skunk.

Caracul Kid and Hudson Seal Coats, \$345.00
Black Caracul Kid Coats with deep collar and cuffs of genuine skunk. Hudson Seal Coats (died muskrat) in several different models, with collar of Siberian squirrel or skunk.

Black Muskrat and Hudson Seal Coats, \$395.00
Black Muskrat Coats with attractive crush collar of the fur. Elegant Hudson Seal Coats (died muskrat), plain or richly trimmed with contrasting fur.

Sealskin, Mink and Persian Lamb Coats, \$435.00
Genuine Sealskin Coats with collar and cuffs of skunk. Beautifully marked Japanese Mink Coats. Persian Lamb Coats with collar and cuffs of dark mink.

Second Floor, Filbert Street

Useful Gifts That Please the Household

There is no task in selecting useful gifts from this Store, for everything here has been first carefully selected for you by our own buyers. Note these examples of useful and decorative things from the Upholstery Store:

Red Cedar Chests Special at \$17.75 and \$22.75
Two convenient sizes, soundly constructed of richly grained and polished red Mountain Cedar. For storing clothing, furs, etc., free from dust and moths—\$17.75 and \$22.75. Others up to \$47.50.

Library Covers and Scarfs—\$2.50 to \$5.00
Fibre silk tapestry and velour Covers, distinctive and beautiful in design and coloring, in sizes for the library table, phone stand, music cabinet, etc. A wide choice at \$2.50, \$3.50 and \$5.00, with others ranging up to \$15.00.

Couch Covers \$2.50, \$4.50 to \$7.50
Attractively patterned, well-made Couch Covers that may be effectively used on the day bed, couch or window seat. To be had in tapestry, striped, verdure, foliage and conventional patterns, with 1,000 to select from at \$2.50, \$4.50, \$5.00 and \$7.50. Others up to \$18.00.

Cretonnes for the Home Decorator
To the some one in your family, in every family, who enjoys making things with the needle, this Cretonne collection would afford unlimited pleasure.

Yards upon yards of beautiful, warmly colored Cretonnes in chintz effects, foliage and verdure patterns, pin stripes, wide floral stripes, conventional designs—in short, every sort one could hope for.

Specially desirable for making curtains, covers, cushions, fancy work of various sorts, spreads, etc. Broad and edging to match, and linings obtainable, too.

Cretonnes in 90- and 96-inch widths at 25c to \$3.00 a yard, with specially arranged tables featuring five popular price-groups—25c, 35c, 50c, 60c and 85c a yard.

Strawbridge & Clothier—Third Floor, Centre



The Toy Store is the Children's Own Land of Happiness

But children are generous and want to share Christmas joys with grown-ups, so you'll find mothers and fathers and aunts and uncles, and especially doting grandparents, enjoying the Toy Store as much as the boys and girls. Most of them, of course, have brought the Little Folk with them, for this is the Easy-to-Get-to Toy Store, just a short flight down from the Main Floor, and it is a pleasant task to bring the children here to talk to Santa Claus and to see the wonderful new Toys, Games and Dolls that bring joy to every youngster.

Such Toys as make eyes dance, and you can guess what little lips whisper in Santa Claus' ear if you watch closely. Now is the time to see the Toy Store at its best. Bring the children, to-morrow.

THESE VARIETIES AT LESS THAN REGULAR PRICES

Life-like Dolls, with voice, undressed, \$4.50 and \$6.00
Dressed Life-like Dolls that say "Mama"—now \$6.75, \$7.50, \$8.00 and \$10.00
Toy Tea Sets, of decorated china—cups, saucers, plates, teapot, sugar bowl and cream pitcher—\$1.85
Children's Desks, golden-rod finish, at a saving of one-third. Only forty of them at \$9.50 each
Dolls' White Enameled High Chairs with tray—75c

100 Prancing Hobby Horses, hair-covered, can be pulled or used as rocking horses—\$8.25
Coaster Wagons, disk wheels with rubber tires. Wonderful value at \$9.75
White Enamel Doll Coaches, Bloch make—100 of them away under price—\$6.95
500 Mechanical Train Sets, complete with brake and track. We suggest that you get your Set early, \$1.50

Strawbridge & Clothier—Basement, West

Gifts for Everybody In the Book Store

Illustrated Books for the kiddies, thrillers for big brother, rare editions for that discriminating book lover, mottoes and cards for passing friends, books on household science for the young matron, scientific works on health, among the many attractions.

Long Counters of Novelties Thirteen Tables of Fiction A Table of Little Gift Books

Religious Books of All Kinds Standard Sets in Great Variety Wonderful Books for Children

Many Books at special prices, and many lovely gift volumes that will furnish fine thoughts for years.

Fine Collection of The Mosher Books
We wish to call your attention particularly to our excellent collection of Mosher Books, in leather and half-leather, which includes many rare volumes—in fact, there is only one or two of any volume.

Strawbridge & Clothier—Second Floor, Filbert Street, West

Women's Ingrain Silk Stockings, Special, \$1.85

Three thousand six hundred pairs of these fine Stockings—a special purchase just in time for Santa Claus' pack. Full-fashioned, ingrain Silk Stockings with mercerized hile tops and soles. Black, Cordovan, African brown, tan and dark gray. Sizes 8 1/2 to 10.

Strawbridge & Clothier—Aisle 3, Market Street

One-Third Saving on Our Entire Reserve Stock of Men's Wickham Suits \$22, \$29.50, \$32.50

Here, now, is the chance for men to become well acquainted with the matchless merits of Wickham Clothing—at a greater-than-usual profit to themselves!

It is almost unprecedented, this presentation of our exclusive Wickham Clothing at such drastic price reductions at almost the beginning of the season.

The Suits are superbly tailored, of fine all-wool fabrics (worsted, cassimeres, silk mixtures), in a wide and pleasing choice of patterns and shades. The prices—\$22.00, \$29.50 and \$32.50—are one-third below regular, surely a remarkable opportunity for saving!

Wickham Overcoats, Now \$28.50, \$36.50, \$44, \$58

Smart, new double-breasted Ulsters and Ulsterettes of plaid-back and other excellent wool fabrics.

Those at \$58.00 are of Scotch "Crombie" coatings, especially imported from Scotland for these Overcoats.

Strawbridge & Clothier—Second Floor, East

Men's Knitted Neckties Average Half Price—55c

When we went to this manufacturer we found him with many small lots of Neckties which remained from various large shipments he had made. We wanted to clear his shelves of all this extra stock, so we made him a price and took his entire remaining output—3600 fine Knitted Four-in-Hands.

The variety is almost unbelievable, patterns and color combinations of every description, for men of every taste.

Strawbridge & Clothier—Aisle 1, Market Street

Men's Suits Tailored to Measure—Special

\$47.50 \$50.00 \$55.00

About 50 men can choose material for a new made-to-measure Suit—\$47.50.

About 100 men can select from imported and American fabrics the one they like best for a made-to-order Suit—\$55.00. The wools in this group are available in a variety of brown, tan, blue and gray stripes or checks. While several hundred can be accommodated from the wonderful winter-weight blue serge collection at—\$50 and \$55.

Strawbridge & Clothier—Second Floor, East

Bath Robe Blanket With Girdle, \$6.50

—Just a little cutting and sewing is required to transform this good-looking Blanket into a cozy Bath Robe, a most desirable Christmas gift. A girdle to match comes with each Bath Robe Blanket. Both for \$6.50.

BATH ROBE MATERIAL, \$1.00 A YARD
A soft, warm material in the most pleasing designs and colorings for bath robes; 36 inches wide—\$1.00 a yard.

Aisle 5, Filbert Street

The Gift Quality in Fine Linens Is Expressed in HUMIDOR

Humidor is as significant of quality in Linens, as is Sterling of silver or Oriental of pearls.

Humidor Double Damask, 71 inches wide, a special at \$3.50 a yard; the 22-inch Napkins, special at \$9.00 a dozen. Beautiful patterns for selection.

Aisle 11, Centre

You Can Easily Own a Radio Set

Our Deferred Payment Plan makes it possible for everyone to install a Radio in the home for Christmas, and pay for it gradually, if desired.

Come in to-morrow to see and hear the various Sets in operation here. A salesman will gladly explain about the Radio, and also about the Deferred Payment Plan, if you wish.

Third Floor, Market Street

The New Barbara Lee Dresses Have Arrived \$39.50



Just in—four models with all the charm and distinction that attach to the latest fashions, and with an indescribable air of exclusiveness that belong distinctly to Barbara Lee Dresses.

This is "Caprice"—this lovely filmy model sketched at the left; a caprice is responsible for the winking sleeves and the fanciful irregularity of the skirt, and another caprice, more lovely still, evolved the flower-ornamented girdle. In black, gray and cardinal.

"Verlaine" is an Evening Gown of chiffon velvet, in black and seal brown, with a shimmering silver cloth under bodice.

"Roselle" is of Canton crepe gleaming with embroidery; pointed panels and long tight cuffs give the Barbara Lee touch of distinction.

"Marie" is a satin Canton model draped on apron lines—entirely new. In navy blue, black and brown, the Jenny neck and whimsical sleeves embroidered in bright colors.

Fine Twill Dresses, Special at \$20.00

Straight-line effect, with the wide sleeves, the new necklines, smart leather belts, flat braid trimming—smart as can be, every one of them. In navy blue and black.

Excellent Assortment of Dresses, \$25.00

Canton crepe, chin-chiffon, broche crepe and fine wool twill. Surplice, blouse and straight-line effects, embroidered or braided. Black, brown and navy blue.

Strawbridge & Clothier—Second Floor, Market Street

700 Axminster Rugs, in 15 Sizes, at Savings of One-third

One of America's largest manufacturers supplied us with these wonderfully attractive Rugs. We obtained them at savings of one-third because they have some small imperfections in weave or matching. These pleasing new Rugs will profit well by coming for these while the quantity is still large.

Small-size Axminster Rugs, 27x54 inches—\$4.25; 36x54 inches—\$5.75; 36x72 inches—\$6.75; 46x66 inches—\$15.00.
Heavy Axminster Hall Rugs, 8'x12 feet—\$37.75
Rugs, 9'x12 feet—\$47.75
Rugs, 9'x15 feet—\$67.75
Rugs, 11'x12 feet—\$57.75

Extra-Heavy Axminster Rugs Size 9x12 feet, \$31.50

Only 30 rugs in this group, in attractive all-over design.

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

Give Bedfurnishings

Practical articles that are so fine they are numbered among the most acceptable of gifts. Just visualize the joyous effect of one of these on some woman whose home is her first thought.

Fine White Marseilles Bed Spreads

Satin-finish White Marseilles Bed Spreads, 80x90 inches, \$7.00 each. With cut corners and scalloped edges, 88x98 inches, \$8.50. Bed Sets, consisting of Spread, 88x98 inches, and Throw to match, \$12.50 a set.

Hemstitched Pillow Cases, \$2.00 a Pair

Boxed in pairs, Hemstitched Pillow Cases of fine mullin; 45x38 1/2 inches, \$2.00 a pair. Fine lace-trimmed, 45x36 inches, \$3.50 a pair.

Fine White Wool Blankets, \$17.50 a Pair

White Wool Blankets with dainty border colorings, finished with cream color satin binding; 72x84 inches, \$17.50 a pair.

Soft, Cozy, Warm Quilts at \$17.50

Down-filled Quilts with attractive flowered satin coverings, solid color satin border, \$17.50. Wool-filled Quilts with fancy stitched silk covering in rose or Copenhagen blue, also \$17.50.

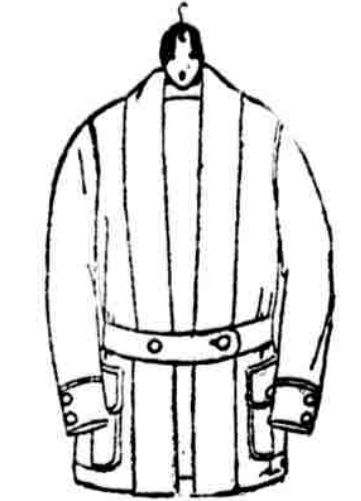
Strawbridge & Clothier—Aisle 12, Filbert Street



Blue Bird Hand-Made Blouses

Hand-made and a Blue Bird quality—that's a combination that places these Blouses right in the front ranks of the gift elect. Add to that French voile of crepe Georgette fineness, dainty hand-run tucks, stitching and drawwork and embroidery done by hand, with hand-made laces as the final touch of elegance—certainly these Blouses have all the gift qualities. Prices \$5.00, \$6.75, \$7.50 and \$8.50.

Second Floor, Centre



Wool Sweaters and Jersey Sports Coats Special at \$6.00

If she has a penchant for Sweaters, add one of these to her collection.

Wool Sweaters in two different fancy weaves, both convertible-collar models, and an excellent weight to wear under the coat, if desired. Jersey Sports Coats, made in the style sketched. All special at \$6.00.

Strawbridge & Clothier—Aisle 9, Market Street

Daniel Green Felt Comfy Slippers

—Are real Christmas Slippers. And the Shoe Store is the best place in Philadelphia in which to select them. "Felt Comfy's" are slipper comfort and luxury, of all-wool felt, with soft padded insoles and oozo leather outer soles.

We suggest you make your selection early.

Women's Comfy Slippers—\$1.50 to \$2.75.

Men's and Children's Comfy's—\$1.50 and \$2.50.

Men's and Boys'—\$2.00 to \$2.50.

Strawbridge & Clothier—Eighth and Filbert Streets

Evening Wraps Worthy of the Formal Season Just Starting

The Jewels of the grand tier are no more imposing than the Evening Wraps en masse at any motor entrance.

EVENING WRAPS of gloriously tinted velvets, shimmering metal cloths and brocades, fur-trimmed and cuffed and banded—luxurious affairs that send through a brilliant evening of fashions its most inspiring note.

These are the kind we are showing now in anticipation of a delightful opera season—\$150.00 to \$225.00, others less elaborate but exquisitely graceful and rich-hued, others to \$125.00. Chiefly single exclusive models.

Strawbridge & Clothier—Second Floor, Centre



Waltham Watches For Men, \$25.00

We secured thirty-five of these fine Colonial Waltham Watches at a price concession, and so pass the saving along to you. Watches in gold-filled cases, silver dial, 15-jewel movement—at close to half price—\$25.00.

Strawbridge & Clothier—Aisle 9, Market Street