



Here is a Page of Interesting Christmas News of the Great Strawbridge & Clothier Store



In the Lower-Price Basement Store

—Are gathered a number of new, reasonable things in wearing apparel for women, misses and children, as well as a score of special tables laden with popular-priced gifts for all members of the family. Notable among these special values are—

Women's Coats, Special \$10, \$15, \$19.75, \$25

The Christmas shopper can stop here for a few moments and choose a lovely, well-made, warm Winter Coat at a great saving in price. These four price-groups are especially timely and desirable:

Top Coats, One-third Under Price—\$10.00
An assemblage of smart mannish models of plaid back tweed and herringbone, in both raglan and set-in sleeve styles. All with yokes lined, and to be had in tan, gray and brown mixtures. Sizes 36 to 42.

At the same price—\$10—there is a small group of extra-size Coats of cheviot. Sizes 42½ to 48½, in black and navy blue.

Save Greatly on Top Coats—\$15.00
Many of these Coats are fashioned of imported tweed, while others are of fine herringbone and plaid-back coatings. Some lined throughout with satin, some lined in yoke. In tan, gray and brown. Sizes 36 to 42—\$15.00.

Fine Utility Coats—\$19.75
These Coats will appeal particularly to the business woman for, though thick and warm, they are light in weight and excellent for wear to and from the office. Of plaid-back coatings, imported tweed and astrakhan cloth in tan, gray and brown. Sizes 36 to 42. Worth considerably more than \$19.75.

Dress and Fur-Fabric Coats—\$25.00
Wonderfully attractive Coats of soft Bolivia, suedeine, fabric fur and plaid-back tweeds. The Dress models all have big collars of beaverette (dyed coney) and caracul. The sports models have self collars or shawl collars of American opossum. All are lined with silk and interlined. In deer, Sorrento blue, brown, black and navy blue. Sizes 36 to 44. Much below regular price—\$25.00.

Give the Little Girl A Fur Set—\$3.75
Illustrated is a cunning muff and neck-piece of imitation ermine, snow white, with little black flecks to imitate ermine tail-tips—exceptional value indeed at \$3.75.
Sets of brown coney at \$4.50, up to beautiful little Sets of nutria at \$16.50, with these special prices in between—\$5.00, \$6.75, \$8.50, \$10.00 and \$12.75.

Colonial Tongue Pumps—\$3.95
—And smart looking every-day Oxfords. All worth very much more than this Basement price.
Colonial Pumps are of patent leather, black satin, black suede and combination—\$3.95.
Oxfords are of black and tan leather with military and Cuban heels, all Goodyear-welted, all very well made—\$3.95.

Children's Shoes—\$1.95, \$2.95 and \$3.45
Black calf high Shoes, sizes 8½ to 2—\$1.95; girls' black and tan high Shoes, sizes 8½ to 2, boys' high tan Shoes, sizes 9 to 13½—\$2.95; boys' high tan Shoes, sizes 1 to 5½—\$3.45.

Misses' Sports Coats—\$10.00
Made of excellent fabrics, and at a very low price. In brown, reindeer, novelty mixtures, plaids and herringbones. Sizes 14, 16 and 18 years. Worth one-half more—\$10.00.

Misses' Dress Coats—\$19.75
Fur-trimmed or plain models of Bolivia and suede velour. Sizes 14, 16 and 18 years. Worth considerably above \$19.75.

Girls' Raincoats and Raincapes with Hats, \$5

Full-belted Coats of navy blue or tan rubberized poplin, and full circular Capes of navy blue or brown satine, both with large convertible collar and smart little Hat. Packed in Christmas boxes. Sizes 8 to 16 years. Special at \$5.00.

Intermediate Girls' Wool and Silk Dresses, \$15.00 to \$25.00
Sky drift, wool Crepe, wool Jersey; one-piece and two-piece models with colored wool embroidery. New silk Dresses of Shantung, taffeta and crepe de chine, in low-waisted styles with full skirts and self quilting; some with colored stitching and ribbon strapping. Sizes 8 to 16 years.

Intermediate Girls' Velour Coats, \$15.00 and \$19.50
In deer, brown and Sorrento blue. Belted Coats with beaverette collar, and fancy Belted Coats with inlaid belt and large convertible collar of the material. Sizes 10 to 16 years.



To-morrow—See Santa Claus, Iptydoo and All Kinds of Toys



The Happiest, Easiest-to-get-to Toy Store In Philadelphia

For the great Christmas Toy Store is the happiest place in town. Santa Claus is there, himself, with a book for each boy and girl who comes to see him. New Toys are added, fascinating novelties and the favorites that every youngster is devoted to—Dolls, Toys, Games, Hobby Horses, Trains, Boats and every other sort of plaything imaginable. Note to-morrow—

Christmas Trees, Little Ones, Middle-Size Christmas Tree Ornaments of All Kinds Trees and Big Trees, also Christmas Tree Holders 5c each, 50c a dozen; 10c each, \$1.00 a dozen

Life-Like Dolls Away Under Price, \$3.90 to \$10.00
Dolls that look like real children. All with voice. Dolls made to be dressed in any style you please, \$3.90. Dressed Life-like Dolls, many at half price and less than half price—\$6.75, \$7.50, \$8.00 and \$10.00.



Doll Coaches for Large Dolls, Handsome in Effect, White or Ecu Finish, Special—\$10.00

Fine Imported Dolls at Half Price, \$1.50, \$2.00, \$3.00, \$5.00
Baby Dolls, Standing Dolls with jointed arms and legs and lovely wigs, eyes that open and close and the sweetest of faces. We suggest early selection for these are away out of the ordinary—and worth double.

Toy Dishes—China, Aluminum, Tin and Pewter, Under Price—50c to \$3.75 a Set

Fine All-Wool Dress Serge, \$2.00

An excellent gift article at a very moderate price. All-wool, just the right weight for women's and misses' dresses, in a great variety of shades and 48 inches wide.

Smart Raincoats and Raincapes

Serge Cloth Capes in black and blue, \$20.00; oil silk in all shades, \$20.00; rubberized Canton Cloth in blue only, \$10.00. Full ripple back, straight front.
Rubberized Cashmere Raincoats in blue and olive shades, \$12.00; Canton Cloth in blue and olive shades, \$10.75. All belted and with high storm collars.



Tailored Cloth Dresses Special, \$18.50

Beautifully tailored models of Poret twill, tricotine and serge, in navy blue and black. Some trimmed with novelty braid, some embroidered, others made in the straight-line style sketched, with panel of cord tucks front and back. Chiefly with the round neckline in collarless effect.

Fine Assortment of Silk Dresses, \$22.50 to \$32.50

Draped, plaited and circular models, embroidered, or with the fashionable self trimmings. All showing the whimsical new styles in sleeves, some with contrasting sleeves. Blue, black and brown for selection.

Warm Sweaters for Children

These are closely knitted All-wool Sweaters that look so cute on children and keep Jack Frost out so well—always wanted around Christmas time. Prices \$3.50 to \$8.50.

Also Sweater Suits and Leggings ready for Santa's pack.

Especially fine Sweater Suits of brushed wool—\$12.50. Jersey Cloth Drawers Leggings, part-wool, at \$2.00 and \$2.50; all-wool, \$3.25 to \$5.50 (according to size).
Leather Leggings at \$3.50, \$5.00 and \$6.00.
Corduroy Leggings at \$2.50.

Lovely Gifts in the French Salon

Intimate gifts that women delight to give to each other. All of them fine, beautiful and unusual.
French Lingerie — \$2.25 to \$40.00.
Philippine Lingerie — \$2.25 to \$3.95.
Japanese Silk Kimonos — \$12.00 to \$150.00.
Quilted Silk Dressing Gowns — \$16.50 to \$22.50.
Exquisite Silk Negligees—\$15.00 to \$75.00.
Beaded Blouses from Paris—\$15.00 to \$35.00.

New in Silks—Suede Prints

New Printed Silks with soft, suede-like appearance, guaranteed ever for moths and beetles. Price, \$2.00 a yard.

Hair Bows 30c

The prettiest hair bows in no end of new styles and finished with a gold or silver trim to fasten on the hair and to hold. A dainty and practical gift—\$30c.

Coat-and-Hat Sets For Little Girls' Gifts

For wee maids of \$7.95 for two to three years and for small boys. Blue, White, Chinchilla Cloth Coats in the tailored style sketched are the prettiest of winter outer apparel. A sunny hat to match, with ear tabs, is as warm as toast and most becoming. The Sets, special—\$7.95.

Children's Shoes

Coltskin Button Shoes, with black cloth or kid tops—\$5.00 and \$7.00.
Tan Elk Lace Shoes, with sturdy leather soles—\$4.00.
Genuine white Buckskin Lace or Button Shoes, with sturdy welted heels—\$7.00.

Women's Fine Coats Greatly Under Price at \$35

The remainder of a special purchase of the best Coats we have had this season to sell at \$35.00. Three different models all of a fine Bolivia weave, in navy blue, brown and black, made with the fashionable crush collar with long throw tie ends, or in the style sketched with American opossum collar, all attractively trimmed with stitching, and lined throughout with fine silk. Very much higher grade than their price indicates—in fact identical Coats, from the same maker, were very much higher priced earlier in the season.

Coats, Special at \$100 and \$110

Fine Dress Coats on the fashionable easy lines. Made of soft-pile, highly lustrous materials usually to be had only in the most exclusive wraps. Those at \$100.00 have collar and cuffs of beaver, wolf or caracul. Those at \$110.00 have collar and cuffs of beaver in the rich golden tones.

Tailored Overcoats, \$22.50

Of mixed cloths in grays and browns, made in all-around-belted style.

Misses' Handsome New Coats, \$25.00 and \$29.50

Brown, deer and navy blue velour Coats in belted style, with shawl cord-tucked sleeves and dyed opossum collar. Others with beaverette collar and cuffs. The model sketched, \$25.00.

Misses' Coats, \$55.00 to \$75.00

Imported tweed and over-plaid Sports Coats. Dressy Coats of Marianna, Normandy, velvetyne and velour, in fancy belted style with large wrap sleeves, others in blouse-back styles, chiefly with fur collar.

Misses' Dresses, \$19.50 and \$25.00

Navy blue, black and brown Canton Crepe Dresses in low-waisted sash styles, with one-sided trimming of tucks and self fluting, or with kimono waists and circular or draped skirts.

Misses' Dresses, \$25.00 and \$29.50

Brown and black chiffon Velvet Dresses with sleeveless bodice and full skirt. Navy Poret twill and tulle. Dresses in low-waisted styles with self tucking and colored embroidery.

Knitted Four-in-Hand—55c

—Are very near one-half the regular price. Bought at a considerable price concession from one of our best suppliers, they will please discerning buyers as much by their excellent finish as by the newness of patterns and color combinations. Each Noctile boxed, if you wish—55c.



In the Fully-Appointed STORES FOR MEN

—Are assembled many value groups of timely attractiveness to gift seekers as well as of high importance to men providing for their own needs. First and foremost—

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

Entered in the Sale of Wickham Clothing at prices far below regular—in fact, the amount you can save on each Overcoat is sufficient to buy a handsome gift.

Smart, new double-breasted Ulsterettes and Ulsters of plaid-back and other fine fabrics at \$28.50.

Styles that will appeal particularly to the young man, with plenty, too, for the more conservative. Tailored of those wonderful plaid-back fabrics a man—or woman—always admires—\$36.50.

Ulster and Ulsterette models of fine-looking, conservative patterned fabrics. Appealing especially to the well-dressed business man who wants distinction of style without a trace of ostentation—\$44.00.

Fine Overcoats of "Crombie" Fabrics—\$58.00.

Wickham Suits One-third Under Price—\$22.00, \$29.50 and \$32.50

Considering the fairness of our regular prices on Wickham Clothing, men will realize the remarkable opportunity here presented—savings of one-third!

Men's House Coats for Gifts

—Please men who then can look forward to many restful evenings, at home, comfortably at ease in a Coat designed for house lounging. A wide assortment at these prices! Of cloth at \$6.00 to \$20.00. Of silk-mixed cloth at \$30.00 to \$45.00. Of fine velveteen at \$30.

Silk-Top Union Suits About One-third Under Price

Regular Sizes, \$1.25 Extra Sizes, \$1.50
One thousand pink glove Silk-Top Union Suits, with ribbed fly drawers, Band-top, low neck, no sleeves; also bodice style with tight knees, and ribbon shoulder straps.

Footwear for Holiday Shopping and Festivities

Women's comfortable Footwear, smart enough to wear on all but the most formal occasions. All these models are remarkably inexpensive, some at special prices:

Patent Leather Colonial Tongue Pumps, with metal straps and black enamel Louis heels—\$9.00.
Black Domino Calf One-strap Pump, welted soles and leather military heels—\$6.00.
Black Glazed Kidskin One-strap Pumps with welted soles and military heels—\$6.00.
Black Glazed Kid Oxfords, with straight tips, welted soles and 1½-inch heels with rubber top lifts—\$6.00.
Chestnut Brown Calf and Black Domino Calf Oxfords, perforated tips, welted soles and military heels, \$5.50.
English-last Oxfords of black domino calf or chestnut brown calf with military heels—\$6.50.

New Brogue Oxfords of chestnut brown grain leather, with low broad leather heels—special at \$8.00.
Patent leather and gray suede One-Strap Pumps with rubber military heels—\$7.00.
Black Lace Shoes of glazed kid with medium round toes and leather military heels, less than half price—\$5.75.

Children's Shoes
SIZES 8½ to 11
Coltskin Button Shoes, with black cloth or kid tops—\$5.00 and \$7.00.
Tan Elk Lace Shoes, with sturdy leather soles—\$4.00.
Genuine white Buckskin Lace or Button Shoes, with sturdy welted heels—\$7.00.

Tan calf gun-metal calf and patent calf Lace Shoes—\$8.00.
Lared & Scholier tan calf Lace Shoes, with full round toes and low flat heels—\$12.00.
Gun-metal calf Lace Oxfords with shield tips and rubber heels—\$6.00; tan calf Oxfords with rubber heels—\$6.50.
Tan calf One-Strap Grecian Pumps with shield tips and one-inch heels—\$8.00.
Patent Colt One-strap Pumps with plain toes—\$7.00.
Patent calf One-Strap Grecian Pumps with plain toes—\$8.00.
Fawn Buckskin Lace Oxfords with tan calf wing tips and thinnings—\$9.00.

Growing Girls' Shoes and Oxfords
Tan calf, gun-metal calf and patent calf Lace Shoes—\$8.00.
Lared & Scholier tan calf Lace Shoes, with full round toes and low flat heels—\$12.00.
Gun-metal calf Lace Oxfords with shield tips and rubber heels—\$6.00; tan calf Oxfords with rubber heels—\$6.50.
Tan calf One-Strap Grecian Pumps with shield tips and one-inch heels—\$8.00.
Patent Colt One-strap Pumps with plain toes—\$7.00.
Patent calf One-Strap Grecian Pumps with plain toes—\$8.00.
Fawn Buckskin Lace Oxfords with tan calf wing tips and thinnings—\$9.00.

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