



1868 - 1916

STRAWBRIDGE & CLOTHIER

FORTY-EIGHTH ANNIVERSARY

THE Strawbridge & Clothier partnership was formed in 1868, but Justus C. Strawbridge had been in business on this corner of Market and Eighth Streets since 1862. So, you see, this great ANNIVERSARY SALE NOW IN PROGRESS is the celebration of MORE THAN HALF A CENTURY OF BUSINESS GROWTH, the result of strictly adhering to the principles of fair dealing adopted by the founders at the beginning of their career. It is the desire of the sons of the founders, now sole owners of the business, to give expression to their APPRECIATION OF PUBLIC SUPPORT throughout all the years, and surely the most practical and unmistakable way to do this is by giving—

A Wonderful Festival of Exceptional Values!
A Whole Month of Genuine Profit-Sharing!

This remarkable sale is the culmination of months of planning by experts in merchandising and financing—knowing when and where and how READY MONEY can be made to accomplish most. Hundreds of manufacturers of the highest standing have gladly entered into the spirit of the occasion, and in hundreds of instances the Anniversary Sale prices represent a sacrificing of a part of both our own and the manufacturer's profit. That is what we mean by PROFIT-SHARING. You can readily understand the bit of sentiment behind the firm's determination to bring more customers to this Store this month than in any other month of the year.

It is Hoped That Every Man and Every Woman Who Has Ever Visited This Store Also Those Who Have Not, Will Take Advantage of the Unusual Savings in This Sale

The chief purpose of the Sale is to thank our old friends, but it is also intended that it shall MAKE NEW FRIENDS. It is greater, more comprehensive and more far-reaching in its benefits than any former Anniversary Sale—and thousands have good reasons to recall the advantages of those events. THIS SALE MEANS MORE because prices in general are firmer and demand is treading closer upon the heels of supply than for some years. Therefore, when we tell you that the values stated on hundreds of the price-cards throughout the Store are actually less than the regular price would be under present cost of production, the SPECIAL PRICES WILL BE ALL THE MORE APPRECIATED.

We Have Planned to Sell a Million Dollars' Worth of the Following Lines of Goods at Reduced Prices

Women's Summer Dresses
 Women's Tailored Suits
 Silk and Cotton Waists
 Cloth and Washable Skirts
 Misses' Suits and Dresses
 Girls' Summer Dresses
 Women's House Dresses
 Thousands of Stylish Corsets
 Silk and Cotton Petticoats
 Dainty Dresses for Babies
 Women's Dressing Sacques
 Muslin and Knitted Underwear

Trimmed and Untrimmed Hats
 Thousands of Yards of Silks
 300,000 Yds. Cotton Dress Goods
 Dainty White Dress Goods
 Black and Colored Woolen Dress Goods
 Dress Linings and Trimmings
 Embroideries and Laces
 Gloves, Neckwear, Ribbons
 Summer Shoes and Stockings
 Thousands of Handkerchiefs
 Umbrellas and Parasols

Smart New Hand Bags
 Jewelry and Silverware
 Watches and Clocks
 Belts and Girdles
 Toilet Preparations
 Fans for Graduates
 All Kinds of Leather Goods
 Notions in Great Variety
 Trunks and Traveling Bags
 Thousands of Books
 Stationery, Desk Furnishings
 Tons of Pure Candies

Men's Summer Suits
 Straw and Panama Hats
 Shirts, Neckwear, Collars
 Belts, Suspenders, Hosiery
 Boys' Suits and Hats
 Boys' Waists and Shirts
 All Kinds of Sporting Goods
 \$78,000 Worth of Household Linens for \$60,000
 Sheets and Pillow Cases
 Blankets, Comfortables, Spreads
 Rugs in Wonderful Variety

Carpets, Mattings, Linoleums
 Curtains and Curtain Materials
 Cedar Chests, Hammocks
 Metal Beds and Bedding
 Dinner Sets, Cut Glass
 Great Values in Furniture
 Pianos and Player-Pianos
 Special Victrola Outfits
 Refrigerators, Cooking Utensils,
 Housefurnishings
 Toys, Games and Dolls
 Lamps, Domes and Shades

Everything You Can Think of is in This Great Sale at a Notable Saving. *Be Here To-morrow!*