

STRAWBRIDGE & CLOTHIER

AUGUST FURNITURE SALE



OUR EXPERIENCE during the three days set apart for those who wished to make inspection and comparison early and be ready to complete their purchases the first day, has served to strengthen our conviction that the Sale beginning TO-MORROW possesses more of the real elements of attraction and advantage than any other similar Sale. Our knowledge of the market and of the various transactions in the centres of production recently was sufficient basis for that assurance, but the testimony of customers these three days makes assurance doubly sure. This is claiming much, considering other good stores and good sales, but the fact may as well be plainly stated—and it is an indisputable fact from the viewpoint of the great majority of Furniture buyers of good taste and practical discrimination.

Our Purchases of Special Lots Were Made in April and We Know We Were First in the Field

That's the gist of the whole matter. Our Furniture buyer went right along the line—Philadelphia, Rochester, Buffalo, Jamestown, Chicago, Milwaukee, Grand Rapids, Cincinnati. He cleared the market of the very best of the close-out lines of standard medium to high-grade Furniture, and it is fair to say that the BEST VALUES IN THIS COUNTRY, all things considered, are in this August Sale. Visitors to this Store will get a very clear understanding of the fact that the TRUE BENEFITS OF AUGUST SALES are not derived from the acreage involved, nor from cheap Furniture cheaply made, nor yet from extremely expensive Furniture which, even at half price, would not meet their requirements. You will find that the—

Furniture in This Sale is of Standard Quality and Artistic Design, Made for Homes of Refinement
 Remarkable Purchases at Savings of 25 to 40 Per Cent., and Our Entire Regular Stock Reduced

\$70,000 Worth of Bedroom Furniture One-third Under Price

This special purchase is from one of the most famous manufacturers in this country. The collection includes Bedroom Suits and pieces to be matched up in Suits, in Adam, Colonial, Louis XV, Louis XVI, Queen Anne and William and Mary designs. Finest cabinetwork, beautifully finished—mahogany, walnut, curly birch, bird's-eye maple, and ivory-enameled.

Also \$35,000 Worth at 25 Per Cent. Reduction—This lot is of standard quality, well made, though not so fine as the larger lot—mahogany, walnut and ivory-finish.

\$50,000 Worth of Dining-room Furniture at 40 per Cent. Saving

We have the greatest assortment of Dining-room Furniture ever shown in a special sale. This one purchase comprises \$50,000 worth at about 40 per cent. reduction—mahogany and golden oak in Adam, Sheraton, William and Mary and Colonial designs, also mahogany and Jacobean oak after the Charles II period.

\$8,000 Worth of Mission Furniture at a Saving of 40 per Cent.

This includes Chairs, Rockers, Tables, Davenport, Settees and Bookcases, also China Closets, Sideboards, Extension Tables, Side Tables and Dining Chairs.

\$15,000 Worth of Library Furniture One-third Under Price

A very attractive collection of Upholstered Furniture for library and living-room—Davenports, Settees, Chairs and Rockers, to be sold singly or in suits to match. Upholstered in tapestries, velours and leathers.

\$4,000 Worth of Library Tables at a Saving of 25 per Cent.

Chiefly of mahogany, some of golden oak and Jacobean oak. Colonial, Sheraton, Adam and William and Mary designs.

Scores of smaller purchases in addition to these.

Hundreds of Single Pieces and Furniture Novelties are in the August Sale

Music Cabinets, Desks, Telephone Tables, Tabourets, Tea Wagons, Sewing Tables, Console Rockers, Candlesticks—great variety of those practical, Writing Tables, Parlor Tables, Chairs and tical and beautiful pieces which are so adaptable for gift giving and so desirable for your own home. Here also you will find Furniture for reflecting the influence of modern art, also in beautiful new adaptations of the period styles. All these are now in this great August Sale—at savings which will well repay you for whatever time you care to devote in inspecting the collection.

Brass and Enamel Beds Mattresses, Springs—One-third less than Old Prices

Brass and Enamel Bedsteads, in brand new designs for 1916. Since these were ordered there have been two distinct price advances in the general market. Despite these advances, the Bedsteads in this Sale are marked at one-third less than the old low prices. The same is true of the Felt Mattresses in the Sale—and these, too, are to be sold at a third less than the old low prices. Also included in this event—at substantial savings—are Steel Beds, in old ivory finish, and effects simulating Japanese decoration; all-iron Springs, Pillows, Bolsters and Davenport Beds.

Standard Rugs at Close to Wholesale Prices in the Home Furnishing Sales

Rugs have always been an important feature of these August Home Furnishing Sales, and this year—though market prices for all floor coverings have radically advanced—there shall be no exception to the rule. Our stock is larger to-day than ever before, the greater part of it bought long ago at very reasonable prices—merchandising foresight which enables our customers to buy good standard Rugs at close to to-day's wholesale prices during August:

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| Tapestry Rugs
\$8.75 Rugs, 6x9 feet—\$7.25
\$16.50 Rugs, 8.3x10.6, \$14.75
\$18.50 Rugs, 9x12 ft., \$16.25
\$26.75 Rugs, 11.3x12, \$22.25 | Royal Wilton
\$29.75 Rugs, 6x9 ft.—\$24.50
\$40.75 Rugs, 8.3x10.6, \$31.50
\$45.00 Rugs, 9x12 ft., \$35.75
\$61.00 Rugs, 10.6x12, \$50.00
\$69.75 Rugs, 10.6 x 13.6—\$59.50 | Velvet Rugs
\$21.00 Rugs, 8.3x10.6, \$15.75
\$22.50 Rugs, 9x12 ft., \$17.75 |
| Axminster Rugs
\$14.50 Rugs, 6x9 feet, \$12.75
\$23.50 Rugs, 8.3x10.6, \$19.00
\$26.50 Rugs, 9x12 ft., \$22.50
\$33.50 Rugs, 11.3x12, \$29.25 | Fine Axminster
\$17.50 Rugs, 6x9 feet, \$15.25
\$27.50 Rugs, 8.3x10.6, \$23.25
\$32.50 Rugs, 9x12 ft., \$26.50
\$41.00 Rugs, 11.3x12, \$33.50 | Wiltone Rugs
\$21.50 Rugs, 6.9x9 ft., \$18.50
\$25.25 Rugs, 6.9x10.6, \$22.00
\$30.00 Rugs, 8.3x10.6, \$26.50
\$34.50 Rugs, 9x12 ft., \$30.75
\$44.50 Rugs, 9x15 ft., \$37.50
\$50 Rugs, 10.6x13.6, \$43.50
\$44.50 Rugs, 11.3x12, \$37.50
\$55.50 Rugs, 11.3x15, \$49.75 |
| Herati, Empress and Imperial Ispahan Wilton Rugs
\$96.50 Rugs, 10.6x12, \$76.50
\$68.00 Rugs, 9x12 ft., \$54.50 | Fine Windsor and Shah-Abbas Wilton Rugs
\$77.75 Rugs, 10.6x12 ft., \$62
\$77.75 Rugs, 9x15 ft., \$62.00
\$58.50 Rugs, 9x12 ft., \$46.50 | Good-size 3.00 Shirt-waist Boxes, \$2.25
A special purchase, well made, well finished, covered with selected matting. —> Third Floor, West |

UNUSUAL

Men's Four-in-hands, Special at 25c

Worth much more. The surplus stock on-hand of a prominent manufacturer. Beautiful designs and colorings, and the kind of careful workmanship found only in Neuker of the highest class. —> Aisle 1, Market Street

Men's \$2 and \$3 Straw Hats, \$1 and \$1.50

We have taken these Hats direct from our regular stock, and have reduced the prices just one-half for a quick, decisive clearing away. All in the newest styles of the present season. —> Second Floor, East

\$2.50 to \$4.50 Bathing Suits, \$1.25 to \$2.25

MISSES' Bathing Suits, of navy blue mohair, made in various styles and trimmed in a variety of attractive ways. Children's \$1.25 to \$3.00 Bathing Suits—75c to \$1.50 Broken sizes. —> Second Floor, Centre, East

\$5.00 to \$7.50 Wash Skirts at \$3.75

A clearance of our entire remaining stock of Women's high-class Wash Skirts, of all favored white materials and of striped fabrics of various designs—all are of this season's most desirable models. —> Second Floor, Centre

Men's \$1.50 Pajamas, now \$1.25

Fine mercerized madras—samples from a noted manufacturer. All cut full size, comfortable and well fitting. —> East Store, Eighth Street

Men's 75c Cambric Summer Night Shirts—60c

A special purchase in quantity. Made with surplice neck and attractively trimmed. —> East Store, Eighth Street

Boys' \$3.50 and \$5.00 Crash Suits, \$2.50

Smart Norfolk Crash Suits, in gray and tan. Some Palm Beach Suits in the lot. Sizes 7 to 18 years, but not in each lot. Boys' Khaki and Crash Bloomers—special at 50c For boys 7 to 17 years. —> Second Floor, West

Men's \$1.00 and \$1.25 Soft Shirts, 85c

Of mercerized and fancy woven madras and poplin. Well fitting, durable, fine in appearance—85c. —> East Store, Eighth Street

Men's \$1.50 and \$2.00 Fancy Soft Shirts—now \$1.25

Men's Fancy-striped Percalé Neglige Shirts—55c —> East Store, Eighth Street

Linens in the Home Furnishing Sales Odd Lots and Discontinued Patterns

A general "clearance of decks" in our vast Linen stocks, involving all odd lots, broken lines and numbers which cannot be reordered owing to present manufacturing conditions abroad. There are \$18,000.00 worth in all, and they will now be cleared away—in preparation for the reception of new Autumn lines—at prices aggregating \$13,750.00.

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| Table Linen
\$1.50 Bleached Irish Linen—\$1.20
\$1.75 Scotch Linen—\$1.35
\$2 Bleached Irish Linen—\$1.50
\$2.75 Extra Double Damask—\$2.00 | Hemmed Towels
\$3.60 Huck—\$3.00 a dozen
\$4.00 Huck—\$3.50 a dozen
\$5.00 Huck—\$4.00 a dozen
\$6.00 Huck—\$5.00 a dozen | EMBROIDERED SCARFS
\$1.00 Chiffonier Scarfs—85c
\$1.25 Dresser Scarfs—95c
\$1.50 Bureau Scarfs—\$1.20
\$1.75 to \$3.50 Embroidered Luncheon Sets, \$1.35 to \$2.95 |
| Pattern Table Cloths
\$3.00 Cloths, seat 4—\$2.50
\$4.00 Cloths, seat 4—\$3.25
\$5.00 Cloths, seat 4—\$4.50
\$4.25 Cloths, seat 6—\$3.45
\$5.00 Cloths, seat 6—\$4.00
\$7.50 Cloths, seat 6—\$6.00 | Huck Towels
\$4.50 Hemstitched, \$3.75 doz.
\$6.00 Hemstitched, \$5.00 doz.
\$8.00 Hemstitched, \$6.50 doz.
\$10 Hemstitched, \$8.50 doz. | LACE-TRIMMED SCARFS
\$1.00 and \$1.50 Chiffonier Scarfs, now 85c and \$1.20
\$1.25 and \$1.75 Dresser Scarfs, now 95c and \$1.35
\$1.50 and \$2.00 Bureau Scarfs, now \$1.20 and \$1.70 |
| Bleached Napkins
\$2.25 Napkins, 18 1/2-in., \$1.90
\$3.00 Napkins, 22-in.—\$2.50
\$3.50 Napkins, 22-in.—\$2.90
\$4.00 Napkins, 22-in.—\$3.25
\$5.00 Napkins, 24-in.—\$4.00
\$6.00 Napkins, 24-in.—\$5.00 | Turkish Towels
25c White or Fancy—21c
35c White or Fancy—27c
40c Fancy Blue Border—33c | HAND-EMBROIDERED
\$3.00 to \$4.00 Madeira Pillow Slips, 14x18, \$2.50 to \$3.00 |
| Individual Towels
\$3.50 Hemstitched, \$3 dozen
\$4 Hemstitched, \$3.50 dozen
\$6 Hemstitched, \$5.00 dozen | Crash Toweling
16c Toweling—14c a yard
18c Toweling—16c a yard
25c Toweling—21c a yard | White Dress Linen
40c Linen, 36-in., 30c yd.
60c Linen, 36-in., 44c yd.
85c Linen, 36-in., 60c yd.
65c Linen, 45-in., 55c yd.
75c Linen, 45-in., 60c yd.
1.00 Linen, 45-in., 84c yd.
1.75 Linen, 90-in., \$1.25 yd.
2.50 Linen, 90-in., \$1.85 yd.
—> Aisles 11 and 12; Centre; and Filbert Street Cross Aisle |
| Hammocks Under Price
Roomy, comfortable Canvas-weave and Jacquard-weave Hammocks. All have pillow, spreader and valance:
\$5.00 Hammocks, now \$4.00
\$4.00 Hammocks, now \$3.00
\$3.50 Hammocks, now \$2.75
\$1.50 Hammocks, now \$1.00 —> Third Floor, West | Fancy Linens
Many kinds—embroidered, and lace-trimmed, in lots too small to enumerate. Scores of sizes from 6-inch Round Doilies to 54-inch Luncheon Cloths. All reduced. | Embroidery Remnants
At Less Than Half Regular Prices
Several thousand yards of lovely Embroideries, consisting of short lengths from various manufacturers and some from our own stock:
Lengths from 1 to 5 Yards at 3c to \$1.00
Included are Flouncings, narrow and wide Edgings, Ribbon Beading, Ribbon Edging, Gallons and Allover Embroideries. Sold by the length only. —> Aisle 12, Market Street |

Women's \$15.00 to \$20.00 Summer Coats, now \$12.00

A miscellaneous collection, including Coats of taffeta, chud-dah, a few of cloth and mistral voile, in various styles; some lined throughout, others with yoke and sleeves lined—\$12.00.

\$20.00 to \$25.00 Silk Coats—now \$15.00

Of moire and taffeta, a few of silk poplin; chiefly one of a style and lined throughout. Also some of natural-color Shantung silk included. —> Second Floor, Centre

September Brides are Choosing Now From These New Silks

Those who desire something a little out of the ordinary are delighted with the new soft White Taffetas, with a satin brocade design, one a coin spot, the other in medallion effect—these are shown here exclusively; 36 inches wide, \$2.50 a yard.

Bridal Satin, \$3.00, \$3.50 and \$4.00 a yard

High-grade Bridal Satin, 36 and 40 inches wide, from Como, Italy; another quality, 36 and 41 inches wide, from Zurich, Switzerland—Silks very difficult to procure at present. Other beautiful White Silks now in demand are—White Satin Badius, White Chiffon Taffeta, White Satin Imperial, White Crepe Meteor, White Crepe de Chine, White Crepe Georgette, White Silk Voile, White Satin de Luxe, White Moire Antique, White Satin Charmeuse and Bengaline.

Crepe Georgette and Chiffon for Bridesmaids

And there are more than one hundred shades here from which to select, including the newest and the scarcest. —> Aisle 6, Market Street and Centre

Women's Silk Stockings, \$1.25

TWO THOUSAND PAIRS white Silk Stockings—regular \$1.75 and \$2.25 grades, but slightly irregular in finish, though not sufficient to affect their fine appearance or impair their excellent wearing qualities. Full-fashioned thread-silk, some with lace soles. A generous quantity, but will not last long at this price—\$1.25 a pair. —> Aisle 7, Market Street

Babies' \$1.00 Gingham Dresses, now 75c

BELTED DRESSES—of plaid gingham, with collar and cuffs of white pique; sizes 2 to 4 years.

SMOCKED DRESSES—of chambray, in pink or blue, some with white collar and cuffs; sizes 2 to 4 years—\$1.00.

BOYS' WASH SUITS—with knee pants; various colored effects; sizes 2 to 4 years—\$1.00 and \$1.50. —> Infants' Wear Shop, Second Floor, Centre, East

Women's \$9.75 Beach Cloth Suits for Summer, at \$7.50

Smart new Suits, in natural color, the coat in a good belted style, the skirt ample, and made with the fashionable pockets—ideal for all outdoor wear—\$7.50.

NEW SUITS have arrived—new broadcloths, wool velours, men's-vest serge and mixtures in new checked effects—an excellent "great" collection which assures beyond all doubt that coats will be longer, skirts not quite so short, and far trimming abundant. Prices \$24.00 to \$27.50. —> Second Floor, Market Street

\$12.75 and \$15.00 Linen Dresses, \$9.75

One straight-line model, in white, pink and Copenhagen blue, with skirt fitted on a yoke and braided with soutache. Another model in Russian tunic style, the skirt of white gabardine, the coat of linen, in tan, rose, Copenhagen blue or green, with white collar and cuffs.

\$4.00 Fancy Gingham Dresses—now \$1.95

Striped effects, in pink, blue, lavender or gray with white; made in a good sports style, with sash and trimming of plain-color chambray.

\$15.00 Lovely White Net Dresses—\$8.75

Two dainty low-neck models, one with straight, full skirt, the other with a tulle, both beautifully trimmed with bands of satin ribbon. Excellent as dance or party Dresses—\$8.75.

A most distinguished collection of AUTUMN DRESSES is ready, featuring in silk, satin, serge and their various combinations, beautiful reproductions of models from Bonnet, Faquin, Dressel, Lanvin and Jovary. Price range, according to material, etc., from \$18.00 to \$17.50. —> Second Floor, Centre

The August Sale of Pictures Mirrors, Frames and Mouldings

We have moved our Picture Store to the Fourth Floor, East, where we are showing hundreds of Pictures from our regular stock, all at substantial savings. One of the greatest displays we ever had, and notable for some of the best values we have ever offered. Scores of Pictures, slightly marred in the moving, are all marked at much less than usual prices. Special lots—

\$2.00 to \$20.00 Framed Pictures—\$1.50 to \$10.00

A clearance of all Pictures of which we have only two or three of a kind—imported and American Carbon Prints, genuine Water Colors, Hand-colored Prints and Photogravures. Beautiful and classic subjects, in a variety of handsome frames.

\$5.00 to \$50.00 Framed Mirrors—\$3.50 to \$25.00

Colonial and fancy Mirrors, for the space over the mantel or sideboard. Others ideal for brightening up vacant wall spaces. Pure gold-leaf and antique gold frames, or mahogany trimmed with antique gold or silver.

10c to \$4.25 Mouldings—now 8c to \$3.60 a foot

BRING YOUR PICTURES NOW, and choose your frames from two thousand samples of Mouldings. We are equipped to frame everything frameable, from a photograph to a piece of embroidery, and at notable savings. Glass and Mats also at less than regular prices. —> Fourth Floor, East

75c to \$2.00 Framed Pictures, great variety—now 50c

Some with frames slightly marred, otherwise perfect—but all are exceptional values. —> Filbert Street Cross Aisle

Embroidery Remnants At Less Than Half Regular Prices

Several thousand yards of lovely Embroideries, consisting of short lengths from various manufacturers and some from our own stock:

Lengths from 1 to 5 Yards at 3c to \$1.00

Included are Flouncings, narrow and wide Edgings, Ribbon Beading, Ribbon Edging, Gallons and Allover Embroideries. Sold by the length only. —> Aisle 12, Market Street

Traveling Bags and Suit Cases Going Away at Lowered Prices

A reduction in prices, of timely interest to vacationists and all others who have short or extended trips to make, and affecting all samples and odd pieces of Hand Baggage now on hand:

\$6.50 and \$6.75 Bags—\$5.00

Of black straight-grain pigskin, with sewed edges and corners, leather lining; 16- and 18-inch.

\$8.00 and \$8.75 Bags—\$6.75

Of genuine pigskin, with sewed-in frame, sewed corners and edges, leather lining; 16- and 18-inch.

\$7.75 Cowhide Bags—\$6.50

An excellent quality, with sewed edges and corners, double handles, leather lining. A large, roomy 18-inch size.

\$6.75 Cowhide Bags—\$5.50

With brass mountings, sewed edges and corners, and leather lining; very roomy 18-inch size.

\$5.50 to \$6.50 Black Enamelled Duck Suit Cases—\$4.50

With double lock, double-riveted corners, best lining and tray; 24-, 26- and 28-inch.

\$5.25 Suit Cases—\$4.00

Of rattan, with strong binding, leather straps all around, extra catches, leather corners and handles; 24-inch.

Fibre Suit Cases—\$1.50

Of extra-strong woven fabric, with strong frame, leather corners, straps all around, and best lining; 24-inch. —> Market Street Cross Aisle

Misses' \$5.00 to \$8.50 Washable Summer Dresses, \$3.75 and \$5.00

Dainty Frocks, of fancy velvets, linens and novelty cottons, in attractive one- and two-piece models. Sizes 14, 16 and 18 years. —> Second Floor, Market Street