



WELCOME ever smiles within our doors, and to serve cheerfully and faithfully is our constant endeavor. Years roll around; each day brings new duties and just rewards—new friends are won, steadily the business structure grows in height and breadth and strength.

When the STRAWBRIDGE & CLOTHIER partnership was formed in 1868, the founders were in perfect agreement regarding foundation principles. They believed that strict attention to business and strict adherence to straightforward methods would bring success. They said they hoped to gain and retain the CONFIDENCE OF THE PUBLIC and to prove the worthiness of their merchandise, their values and their business conduct. The sons of the founders have followed the principles laid down at the beginning, and the—

Anniversary Sale is Our Expression of Appreciation of Your Confidence

It is our great pleasure to place within your reach a vari-colored bouquet of wonderful values during this month of June. We believe that the hundreds of thousands of dollars' worth of fresh and desirable merchandise we have gathered for this great Sale will prove an irresistible attraction to every customer whom we serve regularly, and that this Sale will make thousands of new friends for the Store.

The difficulties experienced in securing good merchandise at LESS THAN MARKET PRICES have by no means lessened the quantity and variety of special lots our customers expect in our Anniversary Sales. On the contrary, it has given zest to our labors and made stronger our determination to make this the GREATEST OF ALL OUR ANNIVERSARY SALES.

THIS SALE assuredly has no counterpart and no precedent except former STRAWBRIDGE & CLOTHIER Anniversary Sales, and this will be the most important of all—greatest in its benefits to the public. We made a similar statement one year ago—conditions were unusual then, but they are still more unusual now. Manufacturers are busier than ever; in many lines it has been difficult to make supply keep pace with demand. But the plans for this Sale were made months ago, and the order to all our department managers to provide as many extra values as were presented last year was as absolute as a military command. The result has been most gratifying.

Manufacturers Have Made Many Concessions in Prices and We Have Made Liberal Reductions!

It is, in effect, a great PROFIT-SHARING occasion. We deal directly with many thousands of manufacturers, hundreds of whom are glad to celebrate with us our Anniversaries by making special reductions upon these occasions. In many lines—wearing apparel, for example—we secure end-of-the-season stocks at great savings. But the chief source of ECONOMY FOR OUR CUSTOMERS is our own reducing of profits for this event. It is a Sale for everybody!

Extraordinary Values in Standard Merchandise of All Kinds

IT IS impossible to describe all of the thousands of special lots of merchandise in this Sale at less than regular prices. Therefore, on these first days we shall attempt no descriptions at all. Come to the Store TO-MORROW and you will find in EVERY DEPARTMENT a great number of exceptional money-saving opportunities. For example, we have 33,000 Women's Waists from fifteen different manufacturers, all much under price. Several hundred Women's Suits, and more than 3,000 Dresses at great savings. About 1,200 Women's Coats and Wraps at special prices—and hundreds more coming. Scores of special lots of Misses' Apparel. More than 5,000 Corsets, most of them at half price. Scores of special lots of Hosiery and Underwear, including one lot of 4,500 Women's Union Suits at 39c. Special purchases of 35,000 pairs of Silk and other Fabric Gloves. Thousands of Women's Hats under price. In the Infants' Wear Store 500 Sweaters, 1,000 White Dresses and 1,000 Infants' Slips at reduced prices.

You will find hundreds of different styles and hundreds of thousands of yards of Dress Fabrics—Silk, Wool, Cotton and Linen. Extra values in Dress Linings, Trimmings, Laces, Embroideries, Ribbons, Neckwear, Shoes, Handkerchiefs; thousands of Hand Bags, Fans, Belts, Girdles; Notions, Art Needlework, Muslin Underwear, Petticoats, House Dresses.

For this Sale we have \$76,000 worth of standard House-keeping Linens for \$61,000. In the Furniture Store are scores of remarkable values, among which is a lot of 1,000 Bar Harbor Reed Chairs and Rockers, upholstered, at \$8.50 each. The Piano Store has secured the most extraordinary values in Pianos and Player-Pianos ever offered. Thousands of Rugs are marked at far below market value. Also great savings in Upholstery materials, Bedfurnishings, Housefurnishings, China, Silverware, and everything for the home.



WHILE we cannot print details of the Sale, we should like to direct attention to the many ATTRACTIONS FOR MEN. We have secured 700 Suits from Hart Schaffner & Marx at reductions of 20 to 33 per cent.; 300 Serge Suits with extra trousers at much less than regular prices; hundreds of other Men's Suits, Raincoats and Trousers under price. We have special lots of 1,000 Boys' Norfolk Suits, 10,000 pairs of Boys' Trousers, 1,000 Little Boys' Wash Suits; Boys' Hats, Waists and Shirts. We have 20,000 Men's Shirts at specially low prices, and 18,000 Neckties at decided savings; also exceptional values in Men's Belts, Suspenders, Straw and Panama Hats.

There is scarcely anything you can think of which is not represented in good quantity and pleasing variety in this great Sale. Watches, Clocks and Jewelry; Leather Goods of all kinds; Trunks and Traveling Bags; thousands of Books; tons of pure Candies; Stationery and Desk Furnishings; all kinds of Sporting Goods; Cedar Chests, Hammocks; Metal Beds and Bedding; Baby Coaches; Toilet Preparations; Umbrellas and Parasols; Toys, Games and Dolls; Lamps, Domes, Shades, Pictures and Frames. In short, every department has a wonderful showing of Anniversary Specials—thousands of different lots in all.

BE HERE TO-MORROW, EARLY.

This Will Surely be the Greatest Sale in Forty-nine Years!

You will find hundreds of signs displayed on every floor, with prices and values of the Anniversary Sale merchandise—the accuracy of every statement guaranteed by Strawbridge & Clothier.

STRAWBRIDGE & CLOTHIER