



THE GOLDEN YEAR Anniversary Sale STRAWBRIDGE & CLOTHIER

This business was founded in 1868 by Justus C. Strawbridge and Isaac H. Clothier. Now owned and controlled solely by the sons of the Founders—Morris L. Clothier, Frederic H. Strawbridge, Robert E. Strawbridge, Isaac H. Clothier, Jr., Francis R. Strawbridge.

**You Are Invited to the Celebration Beginning To-morrow
The Most Important Economy Event in Fifty Years
Hundreds of Thousands of Dollars' Worth of Merchandise
To Be Disposed of on a Practical Profit-Sharing Basis**

THE ANNIVERSARY SALE beginning to-morrow will be for our customers the Golden Harvest of our Golden Year—the greatest year of the half-century career of this Store, and the most important event of the year! On the first of January we told you the entire year would be observed as the Golden Year, each season and each day to be marked by some specific feature of advantage to our customers. This program has been carried out to the letter. Many thousands of dollars which might have figured in legitimate profits have been distributed among our patrons through our daily "Golden Specials" and otherwise.

But the pinnacle of the year's activities, the *ne plus ultra* of economic service in merchandise distribution, comes in June, the month which rounds out the Store's full fifty years of service to the public. Our Anniversaries of the past ten years have been made memorable by our great June Sales—so well known that the mere announcement of their recurrence has brought great throngs from far and near—and our assurance that THE GOLDEN YEAR ANNIVERSARY SALE WILL BE THE MOST IMPORTANT OF ALL SALES will attract tens of thousands to whom the opportunity to SAVE MONEY has an even stronger appeal now than in normal times.

That conditions in the mercantile world are not normal is almost universally understood. Cost of producing merchandise of every description has increased—and in most lines the increase has been more rapid in the past year than in the three preceding years. Therefore, while our policy has always been to anticipate a rising market by heavy purchases long in advance of actual demand, this policy has been of greater advantage to our customers this year than formerly—and especially so in our preparations for this great Anniversary Sale, for which we have long been planning and buying.

Every department manager has definite orders to provide a diversified assortment and large quantities of merchandise at PRICES MATERIALLY BELOW THE MARKET VALUE. When such merchandise can be procured in the manufacturing market at a substantial concession in price—and scores of manufacturers have made such concessions—we as well as our customers share the benefit. But in numerous instances we shall have to curtail profits in order to insure the necessary variety and the necessary reduction in price to make this a month of EXTRAORDINARY ATTRACTIONS.

Thousands of Opportunities for Saving Throughout the Store

Women's Light-weight Coats
Silk and Cotton Waists
Cloth and Washable Skirts
Misses' Suits and Dresses
Girls' Summer Dresses
Misses' Wash Skirts
Thousands of Stylish Corsets
Silk and Cotton Petticoats
Dainty Dresses for Babies
Women's Muslin Underwear
Trimmed and Untrimmed Hats
Thousands of Yards of Silk
Colored Cotton Dress Goods
Dainty White Dress Goods
Summer Shoes and Oxfords
Thousands of Handkerchiefs
Dress Linings and Trimmings
All Kinds of Leather Goods
Men's Shirts and Neckwear
Belts and Suspenders

Fans and Belts
Pure Candies
Leather and Fabric Gloves
Women's Summer Suits
Silk and Cotton Dresses
Hosiery and Underwear
Umbrellas and Parasols
Silk and Leather Hand
Bags and Strap Books
Jewelry and Silverware
Knitted Sports Coats
Sewing Machines
Wall Paper
Watches and Clocks
Toilet Preparations
Thousands of Books
Embroideries and Laces
Neckwear and Ribbons
Bed Spreads
Automobile Supplies
Stationery, Hammocks

Golden Special To-morrow
Five Hundred \$30.00 to \$40.00
Suits for Men, \$23.50

For this Golden Year Anniversary Sale we have many extraordinary values in every department, and hundreds of these will be found throughout the Store to-morrow, although we shall not attempt to describe any except the GOLDEN SPECIAL for the day. This is a wonderful lot of Men's and Young Men's Spring and Summer Suits, of fine worsteds and cassimeres (including tropical worsteds), from one of our very best manufacturers. Regular \$30.00, \$35.00 and \$40.00 values, at \$23.50. Regular sizes, 34 to 44; stout sizes, 38 to 46; slender sizes, 36 to 42. A fitting Golden Special for the first day of our Golden Year Anniversary Sale.

—Strawbridge & Clothier—Second Floor, East

Men's Summer Suits
Men's Custom-made Suits
Boys' Clothing and Hats
Men's and Boys' Bicycles
Metal Beds and Bedding
Straw and Panama Hats
Photographic Supplies
Household Linens
Towels and Toweling
Housekeeping Cottons
Special Victrola Outfits
Premier Phonographs
Boys' Waists and Shirts
Notions in Great Variety
Negligees and Kimonos
Woolen Dress Goods
Army Sweaters, Blankets

Women's House Dresses
Art Needlework Supplies
Rugs in Wonderful Variety
Carpets, Matting, Linoleums
Curtains and Curtain Materials
Dinner Sets, Miscellaneous China,
Cut Glass, Art Wares
Great Values in Furniture
Pianos and Player-Pianos
Refrigerators, Cooking Utensils,
Housefurnishings
Baby Coaches, Toys, Games
Sheets, Pillow Cases, Muslins
Blankets and Comfortables
Pictures, Lamps, Shades, Mirrors
Trunks and Traveling Bags
Sporting Goods



STRAWBRIDGE & CLOTHIER
MARKET STREET EIGHTH STREET FILBERT STREET