



# STRAWBRIDGE & CLOTHIER

## ANNIVERSARY SALE



**F**IFTY-ONE YEARS' sailing on the broad sea of commerce, constantly holding our course true to the safe channels of legitimate trade as chartered by the Founders in 1868, has brought its reward in an annual volume of business undreamed of by any merchant in those early days. We are celebrating the Fifty-first Anniversary of the firm of Strawbridge & Clothier in the way that will best express our gratitude to the great Public, whose faith in our merchandise and methods has made our great success possible. That is, by planning long in advance of the month of June in each year, a great Anniversary Sale, so large, so broad, so general in character, that EVERY ONE OF OUR TENS OF THOUSANDS OF CUSTOMERS will be sure to profit by it. Judging by the tremendous quantities of merchandise procured at liberal concessions from our friends, the manufacturers, or marked at a sacrifice of a goodly portion of our legitimate profit, this should be an even greater month than June of our Golden Year, the greatest Sale of our history.

### Hundreds of Thousands of Dollars' Worth of Merchandise

### Many Lots in Every One of Seventy Different Departments

### Standard, Desirable Goods in Every Line at Reduced Prices

It would be impossible to describe in detail, or give a price-list of one-half or one-quarter of the hundreds of special lots of merchandise in this great Sale, in a newspaper page. For the opening days of the event we consider it best to point out some of the most important features of the Sale in a general way, emphasizing the fact that EVERY DEPARTMENT HAS A NUMBER OF ANNIVERSARY SPECIALS—hundreds upon hundreds of different under-price lots throughout the Store. That does not mean that everything in the Store is reduced, but so many things are marked at less than the regular price that EVERY SHOPPER MAY EASILY CHOOSE FROM THE SPECIALLY PRICED MERCHANDISE.

Corsets and Brassieres; 56,000 men's and women's knitted Undergarments; 67,000 pairs of Hosiery; 13,000 pieces of Women's Neckwear; 7000 House Dresses; nearly 24,000 yards of Table Damask; 3400 dozens Towels; 6000 Bed Spreads; 23,000 yards of Muslins and Cambrics; more than 30,000 Handkerchiefs; 7000 Men's Neckties; 1000 Dinner Sets; 500 Refrigerators; 6000 Books; about \$25,000 worth of gold and plated Jewelry; \$50,000 worth of Furniture under price.

In some instances the quantities mentioned represent the under-price purchases and allotments calculated to last throughout the month, but in most instances the figures designate special feature lots and exceptional purchases, to be added to as opportunities in the manufacturing market present themselves. In other words, the Sale will continue throughout the month, with AMPLE VARIETY AND QUANTITY OF MERCHANDISE AT LESS THAN REGULAR PRICES in every department.

Below will be noted more than a hundred different lines of goods of which we have specially priced assortments in the Sale. In many cases, however, a single line of type represents a varied collection of merchandise. For example, the 100,000 yards of Silk in the Sale include scores of different grades, styles, colors and novelties. The 104,000 yards of colored Cotton Dress Goods comprise hundreds of different color and pattern effects, and the 69,000 yards of White Goods include many different weaves. There are 25,000 yards of Laces and Embroideries, in many different designs and widths. Of Silk and Cotton Waists there are about 14,000 in a wide variety of lovely styles.

The same is true of all these and many other outstanding collections in the Sale — varied assortments of styles in each: 4000 women's summer Dresses; 1000 Coats and Capes; 2000 separate Skirts; 28,000

Please remember, in reading the following list, that many of the items should suggest many others of similar nature. For instance, under the head of Housefurnishings or Notions or Leather Goods there are scores or hundreds of different articles which are in the Sale at reduced prices.

### Very Exceptional Values in All of the Following Lines To-morrow

### Visit All Departments and Get Full Supplies Now at a Substantial Saving

- Women's Coats and Capes
- Women's Light-weight Suits
- Women's Summer Dresses
- Women's Separate Skirts
- Silk and Cotton Waists
- Sweaters in New Effects
- Women's Summer Furs
- Fashionable Summer Hats
- Dainty Muslin Undergarments
- Silk and Cotton Petticoats
- Women's House Dresses
- Corsets and Brassieres
- Summer Dresses for Misses
- Frocks for Growing Girls
- Misses' Washable Skirts
- Infants' and Children's Wear
- Men's and Young Men's Suits
- Men's Suits To-measure
- Men's Separate Trousers
- Men's Shirts and Neckties
- Suspenders, Belts, Garters
- Straw and Panama Hats
- Boys' Summer Suits
- Small Boys' Wash Suits
- Boys' Separate Knickerbockers
- Men's Pajamas, Night Shirts

- Boys' Summer Waists
- Boys' Summer Hats
- Underwear and Hosiery
- Shoes for the Whole Family
- Lovely Summer Silks
- Woolen Dress Materials
- White Dress Cottons
- Colored Dress Cottons
- Fine Laces and Embroideries
- Ribbons of Every Kind
- Linings and Trimmings
- Notions and Sewing Supplies
- Standard Fashion Books (Free)
- Reliable Dress Shields
- Coiffure Combs and Barrettes
- Hair Nets Under Price
- Gold and Plated Jewelry
- Silver-Plated Ware
- Watches and Clocks
- Gloves of All Kinds
- Silk and Leather Hand Bags
- Women's Smart Neckwear
- Umbrellas and Parasols
- Thousands of Handkerchiefs
- Various Leather Goods
- Traveling Bags, Suit Cases

**The Golden Special**

1000 Pairs Women's Smart White Canvas OXFORDS

Extraordinary Value at **\$3.85**

TO-MORROW, the second day of the Anniversary Sale, the one of the many remarkable values selected for distinction as the *Daily Golden Special* is this unusual purchase of 1000 pairs of Women's White Oxfords; new, fresh, clean of Sea Island duck, from one of our best manufacturers. A new model, with imitation wing tips, white leather soles, white enameled military heels. Ordered last September, at a special price, and the manufacturing cost has since greatly advanced. We may say, conservatively, that the SAVING IS ABOUT ONE-THIRD. Exceptional indeed at \$3.85, to-morrow.

— Strawbridge & Clothier—Eighth and Filbert Streets

- All Kinds of Trunks.
- Soaps and Toilet Articles
- Thousands of Books
- Cameras, Photographic Supplies
- Delicious Fresh Candies
- Furniture Much Under Price
- Metal Beds and Bedding
- Windham Player-Pianos
- Refrigerators
- Genuine Cedar Chests
- Sewing Machines
- Pictures, Frames, Mirrors
- Lamps and Shades
- Art Needlework Pieces
- Sofa and Porch Pillows
- All Kinds of Floor Coverings
- Table Cloths and Damasks
- Household Linens
- Towels and Towelings
- Sheets and Pillow Cases
- Bed Spreads and Blankets

- Bleached Muslins and Cambrics
- Nainsook in 12-yard Pieces
- Long Cloth in 12-yard Pieces
- Attractive Curtain Materials
- Various Good Flannels
- Wall Papers
- Decorated Dinner Sets
- Cut Glass and Art Wares
- Aluminum Ware Cooking Utensils
- Housefurnishings of all kinds.
- Enamelware Kitchen Utensils
- Stationery and Supplies
- Baby Coaches and Go-Carts
- Dolls of various kinds
- Children's Wheel Toys
- Porch and Lawn Swings
- Bicycles and Bicycle Tires
- Hundreds of Bathing Suits
- Automobile Tires, Accessories
- Tennis and Gold Goods
- Base Ball Supplies
- Rubber-soled Outing Shoes

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