

# STRAWBRIDGE & CLOTHIER



## Anniversary Sale

**To-morrow Will be the Third Day of This Unequaled Economy Event the Mere Announcement of Which Attracts Thousands to This Store**

*These and Other Lots In the Sale Under Price*

- Silks in great variety
- Woolen Dress Goods
- Cotton Dress Fabrics
- Laces, Embroideries, Robes
- Linings and Trimmings
- Staple and Fancy Linens
- Curtain Materials
- Towels and Toweling
- Blankets, Comfortables
- Sheets, Muslins, etc.
- Long Cloth and Nainsook
- Women's Tailored Suits
- Dresses, Coats, Waists
- Girls' Summer Apparel
- Hosiery and Underwear
- Muslin Underwear
- House Dresses, Negligees
- Corsets and Brassieres
- Petticoats, Aprons
- Summer Millinery
- Shoes, Gloves, Bags
- Ribbons and Neckwear
- Infants' Apparel
- Sweaters, Bathing Suits
- Umbrellas and Parasols
- Traveling Bags, Trunks
- Men's Summer Clothing
- Boys' Suits and Waists
- Men's and Boys' Hats
- Shirts and Neckties
- Suspenders, Belts, Garters
- Handkerchiefs, Hair Nets
- Jewelry and Silverware
- Books, Stationery
- Notions, Sewing Supplies
- Dress Shields, Combs
- Art Needlework, Pillows
- Cedar Chests, Hammocks
- Rugs, Carpet, Linoleums
- Pictures and Mirrors
- Lamps and Shades
- Decorated Dinner Sets
- Sparkling Cut Glass
- Fancy China, Art Wares
- Sewing Machines
- Kitchen Furnishings
- Refrigerators
- Enamelware, Aluminumware
- Toilet Goods, Soaps
- Cameras, Photo Albums
- Candies of many kinds
- Baby Coaches, Strollers
- Toys and Dolls
- Bicycles, Bicycle Tires
- Rubber-sole Sports Shoes
- Automobile Accessories
- Athletic Supplies
- Player-Pianos
- Furniture in variety

**T**HE SUCCESS of the Anniversary Sale is assured — our celebration of the rounding out of fifty-one years of continuous growth of the business that was begun as a bright little dry goods store on this corner of Market and Eighth Streets. That it would be a great success was certain before the doors opened on Monday morning, because of the general knowledge on the part of the public that cost of producing merchandise is high, and that such price reductions as this Store makes on this great occasion give to each dollar an added purchasing power well worth considering. The Sale is virtually planned on a PROFIT-SHARING BASIS.

We cannot possibly describe all the many hundreds of different lots of merchandise in this great Sale at reduced prices, nor is it necessary to attempt to do so on the opening days of the event, because everybody understands that there are many SPECIAL LOTS IN EVERY DEPARTMENT—scores of different styles in Silk, Wool and Cotton Dress Fabrics and Laces and Embroideries; hundreds of styles in Women's Summer Apparel—Suits, Dresses, Skirts, Waists and Wraps, at far below regular prices; greater variety than would be found in many stores' regular stocks of Muslin Underwear, Negligees, Corsets, Knitted Underwear and Hosiery, Misses' and Children's Apparel, Shoes, Gloves and many other lines of merchandise of which we remind you in the column at the left of this page.

We have tried to gather such a variety of goods for this Sale that EVERYBODY WILL FIND MANY THINGS NEEDED, at a substantial saving—things to wear, things for personal use and adornment, HOME FURNISHINGS of every description. Everything in the Store is not marked at a reduced price, of course; but we suggest that you—

**Make a List of the Things You Need, then Come to the Store and Note the Hundreds of Signs Showing the Regular Price and the Special Price**

This being the most important event of the year in this Store and in this city, it is only natural that the Store is somewhat crowded with customers from distant points as well as from all parts of the city. But we have made the best possible plans and the most careful arrangement of our forces and facilities for giving efficient service. And it is gratifying to note that, in consideration of the unusual value received, countless good friends are helping us distribute the business evenly by coming EARLY IN THE DAY, and also by CARRYING SMALL PARCELS when it is convenient to do so.

Great as was our Golden Anniversary Sale one year ago, we are inclined to the belief that this Sale will be even greater. Our preparations have been made on an equally large scale, the values are equally attractive—in fact, rather more so in view of the scarcity of some kinds of merchandise, and the almost total lack of over-production in all branches of manufacture. Thousands of dollars' worth of the goods in this Sale were contracted for many months ago, and large quantities held in our warehouses in anticipation of this occasion.

**Can You Afford to Miss the Opportunities Presented by this Anniversary Sale? Every Kind of Merchandise Handled by Us is Included—a Variety of Under-priced Articles in Every Part of the Store! Be Here To-morrow, and Try to be Here Every Day Until You Have Bought Everything You Need.**

**STRAWBRIDGE & CLOTHIER** MARKET STREET EIGHTH STREET FILBERT STREET

### Golden Special To-morrow



About 2500 S. & C. Prairie Grass RUGS

At a Saving of Fully One-third

The Golden Special for the third day of the Anniversary Sale is a wonderful collection of S. & C. Standard American-made Prairie Grass Rugs, both plain and with colored designs, in a varied assortment of sizes, at a great reduction, just when everybody needs them for cottage rooms or porches.

9x12 feet, fancy, \$9.25; plain, \$8.25  
8x10 feet, fancy, \$8.00; plain, \$6.65  
6x 9 feet, fancy, \$6.25; plain, \$5.25

Also, sizes 9x10 and 9x10.6, fancy, at \$7.75; size 9x9, fancy, at \$7.00; size 9x8.6, fancy, at \$6.50; sizes 8x8.6 and 8x8, fancy, at \$6.25; sizes 8x7 and 8x7.6, fancy, at \$6.00; size 6x8, fancy, at \$4.75. And many other sizes at proportionately low prices. BETTER BE HERE EARLY TO-MORROW.