

Strawbridge & Clothier

1868 Anniversary Sale 1920

THE BELLES of fifty-two years ago depended upon this Store for the fine fabrics and fashionable novelties of that day; and the granddaughters of those same winsome young women depend upon us today, with equal confidence and in vastly greater numbers. THE MOTHERS of 1868 also, upon whom rested the responsibility of getting the best goods for their families at the lowest possible prices, made this Store their shopping centre; and

tens of thousands of mothers to-day are fast friends of this establishment. THE MEN of 1868—who paid the bills, though they found but few things for their personal use here then—came to know this as a Store founded upon principles of sound integrity; and the men of today regard this as headquarters for the best Men's Clothing and Furnishings in this city—and now we are giving men the most wonderful opportunities for saving that they have ever known.

It is for these Good Friends we hold Our Annual Sale, made more attractive than ever this year, because it is Our Pride and Policy that this shall always be Philadelphia's Most Important Sale of the year in its benefits to the public

Wonderful Values in Every Department

It is Impossible to Give Details, But Thousands of Seasonable and Desirable Things Are Marked at Reductions of One-fifth, One-fourth, One-third, Many at Half Price

These are chiefly reductions from our own fair prices, with occasional special purchases of end-of-the-season lots at close-out prices. In most lines, however, manufacturers' prices are higher than they were when our goods were bought; therefore, most of the merchandise in the Sale is from our own great stocks, marked at a sacrifice of our legitimate profit—in many instances AT COST OR LESS THAN COST. The savings are truly wonderful, and the more radical reductions are, as a rule, on the KINDS OF

MERCHANDISE MOST IN DEMAND RIGHT NOW. The Sale is planned to render the GREATEST GOOD TO THE GREATEST NUMBER of customers—planned on sound business principles—everything not reduced, of course; for we do not flatter ourselves that we can control the laws governing wages and materials; and to make very great reductions on certain goods that are scarce would only be to invite higher prices later on, and thus play into the hands of those who might be inclined to restrict production.

Come to the Store to-morrow—see the hundreds of Anniversary Special Signs in all Departments, showing the regular price and the reduced price. Everybody will find goods most needed at great saving. Thousands of Women's Dresses, Coats, Waists, Suits, Skirts, Millinery. Hundreds of Misses' and Children's Garments, Summer Dress Fabrics, Hosiery, Underwear, Corsets, Gloves, Neckwear, etc. Thousands of Rugs reduced, and Household Linens, Draperies, Bedfurnishings, Furniture, Housefurnishings, China and Glassware, Silverware, Sporting Goods, Lamps, Books, Leather Goods, Stationery, Trunks, Bags and scores of other necessities.

Every One of Our 12,000 Men's and Young Men's Spring Suits Reduced

Every Spring Suit in our vast stock at less than the regular price—the savings average about 25 per cent., and on thousands the reduction is greater. All our famous STEIN-BLOCH, HART, SCHAFFNER & MARX and "ALCO" Spring Suits included. All Blue and Black Suits included—nothing reserved. This is the most EXTRAORDINARY SALE in the history of this Clothing Store. About 8000 Suits from our regular stock, that were \$35.00 to \$95.00, are now \$23.50 to \$63.00. Nearly 4000 Suits in special lots already reduced, at 25 to 50 per cent. under price—now \$17.50 to \$59.00.

Entire Stock of Boys' Spring Suits Reduced
Prices Were \$13.50 to \$45—now \$8.75 to \$32.75

Our Entire Stock of Shoes At Reduced Prices, Now

EIGHTY-FIVE THOUSAND pairs of Shoes for MEN, WOMEN and CHILDREN at reduced prices—25,000 pairs of these at savings of 25 to 33-1-3 per cent.; thousands more at a lesser reduction, and more than 2800 Pairs (for children and girls) at half price. This means that there is some reduction on every pair of Shoes in our stock—in addition to the following quantities at reductions averaging more than 25 per cent. More than 12,000 pairs of women's stylish Pumps and Oxfords; 5500 pairs of Oxfords, Sandals and High Shoes for children; 6700 pairs of Shoes and Oxfords for men and boys.

STRAWBRIDGE & CLOTHIER
MARKET, EIGHTH AND FILBERT STREETS

Golden Special To-morrow



3100 S. & C.
"Arrow-Head"
SHEETS
81x90 inches
at **\$2.15**

A Golden Special opportunity that fittingly represents the benefits to be derived from this great Anniversary Event. More than 3000 Bleached Muslin Sheets—of our own "Arrow-Head" quality already well known to thousands of housekeepers in and near Philadelphia. They are of excellent bleached muslin, carefully made, 81x90 inches, double-bed size. As they will be much in demand for summer use—we expect a throng of shoppers to-morrow. It will be more pleasant if you choose early—\$2.15.

IMPORTANT—The wonderful value in double-width all-silk CREPE DE CHINE, the Golden Special for to-day, will be obtainable to-morrow also at the special price—\$2.50 a yard.



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