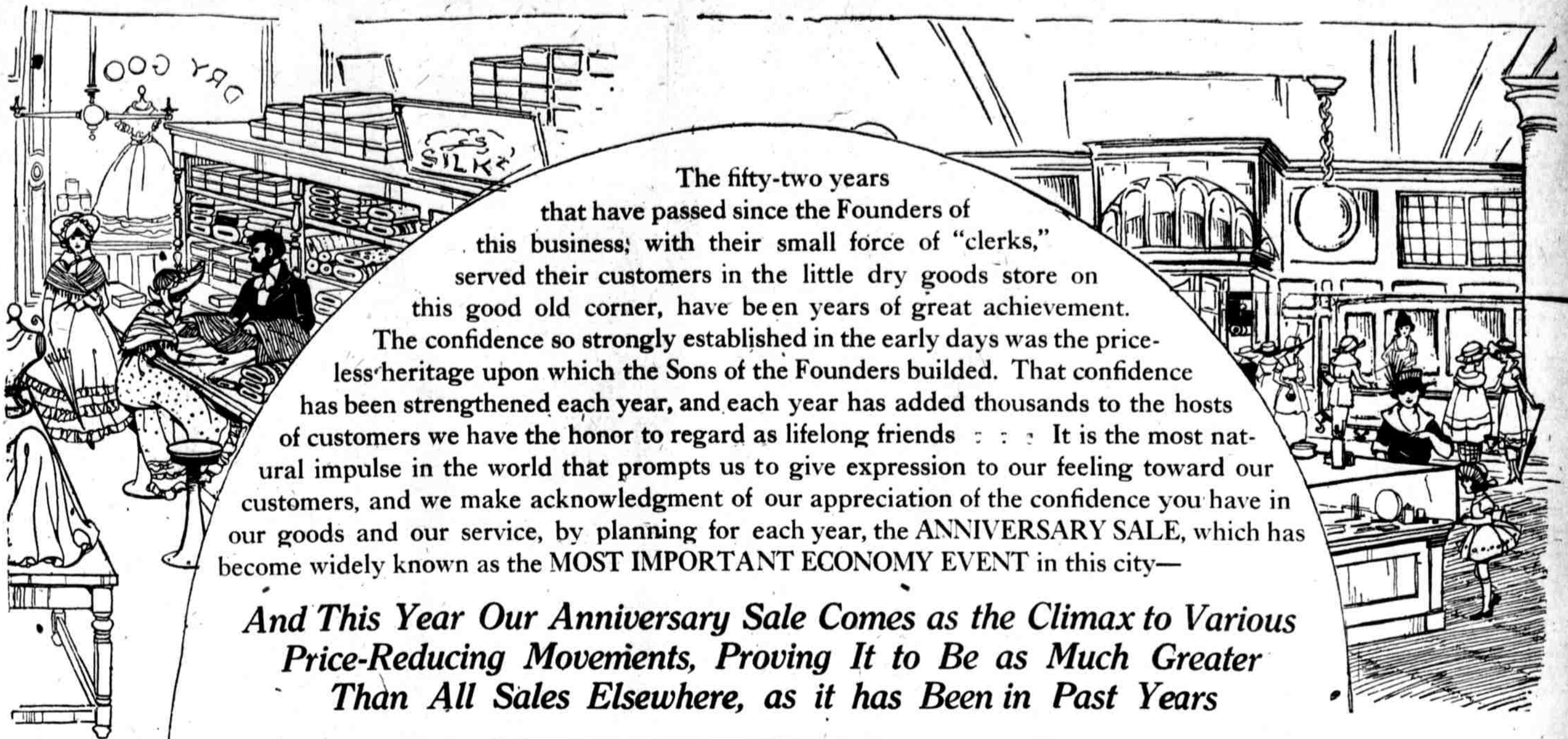


STRAWBRIDGE & CLOTHIER

1868 ANNIVERSARY SALE 1920

ANNOUNCEMENT FOR TUESDAY, JUNE FIRST

STORE CLOSED ALL DAY MONDAY, MEMORIAL DAY



The fifty-two years that have passed since the Founders of this business; with their small force of "clerks," served their customers in the little dry goods store on this good old corner, have been years of great achievement. The confidence so strongly established in the early days was the priceless heritage upon which the Sons of the Founders build. That confidence has been strengthened each year, and each year has added thousands to the hosts of customers we have the honor to regard as lifelong friends. It is the most natural impulse in the world that prompts us to give expression to our feeling toward our customers, and we make acknowledgment of our appreciation of the confidence you have in our goods and our service, by planning for each year, the ANNIVERSARY SALE, which has become widely known as the MOST IMPORTANT ECONOMY EVENT in this city—

And This Year Our Anniversary Sale Comes as the Climax to Various Price-Reducing Movements, Proving It to Be as Much Greater Than All Sales Elsewhere, as it has Been in Past Years

A PLAIN STATEMENT—HOW THE PRICE LOWERING MOVEMENT WAS STARTED

THE LAST five days of April were Clover Days here. The Store was crowded. Some stores were not. During those five days a movement was debated elsewhere and action decided upon Saturday night, May 1st, AFTER THE PUBLISHING OF OUR FULL-PAGE STATEMENT of conditions and our promise to continue to help relieve the situation as we had done in those five days, by reducing prices on apparel and many kinds of merchandise most needed, sacrificing to a very considerable extent, our fair, legitimate profit. The chairman of the FAIR PRICE COMMITTEE endorsed our statement in a letter dated May 1st, from which we quote:

"You have, by cheerfully complying with every request of the Committee and by your assurances to use the great resources of your firm to cut down profits to the narrowest margin, taken the lead in the kind of patriotic co-operation that this Committee has endeavored to secure."

What followed all about town has benefited the public. Some stores helped in one way, some in

another. It is pretty widely known that our regular prices average lower than prices elsewhere for the same class of goods. And in stores where higher prices are the rule, an inspiration actuating an all-around reduction would appear quite credible, whatever the motive.

But all movements were only preliminary to THE ONE GREAT ANNUAL ECONOMY EVENT that Philadelphia looks forward to—the Strawbridge & Clothier ANNIVERSARY SALE—the one Sale that tens of thousands know STANDS ALONE and is never approached by other special sales of any kind whatsoever.

IN OUR statement of May 1st we showed that we are paying more than twice as much as we paid five years ago for most kinds of goods. We also stated that our average net percentage of profit, after deducting Government taxes, was less in 1919 than in many of the former years in the history of this Store.

We said that the retailer of established character and reputation had "no power to reduce prices, except in so far as he is willing to help relieve the situation by sacrificing profits to which he is legitimately entitled."

But we are very glad to say that many of our MANUFACTURERS ARE CO-OPERATING with us to make this ANNIVERSARY SALE a great success this year, as they have in former years, by coming to us with substantial lots of desirable merchandise at a considerable concession in price; sacrificing a part of their profit as we are doing, sharing losses with us—giving to us in preference to some others, whatever advantages it is possible to grant.

EVERYBODY has an opportunity just now to save on purchases of apparel and other needed goods. Each year at this time there are reduction sales, chiefly of spring apparel; but special sales are somewhat more numerous than usual this season, much to the present advantage of the public. Some kinds of goods will cost merchants more than they paid for what they now own, and the lower prices prevailing may not be available later on.

Therefore, our advice is, shop around and BUY WHAT YOU NEED now, and BUY WHERE YOU CAN BUY MOST ADVANTAGEOUSLY.

IN THIS STORE there are thousands of articles at reduced prices—many at no profit, some at less than we paid for them—for we have taken it upon ourselves to make our ANNIVERSARY SALE the greatest money-saving event in this city.

MORE important in the long run, however—the fact that will be remembered longest after the special sales—is the fact so frequently proven in the past month, that OUR REGULAR PRICES ARE LOWER than prices elsewhere—often lower than reduced prices elsewhere. We have found this to be true in hundreds of instances in almost every line of goods, including hosiery and underwear, millinery, dresses, muslin underwear, men's and boys' clothing and hats, domestics, dress fabrics, linens, upholstery goods, glassware, china, house-furnishings, lamps, trunks and other lines.

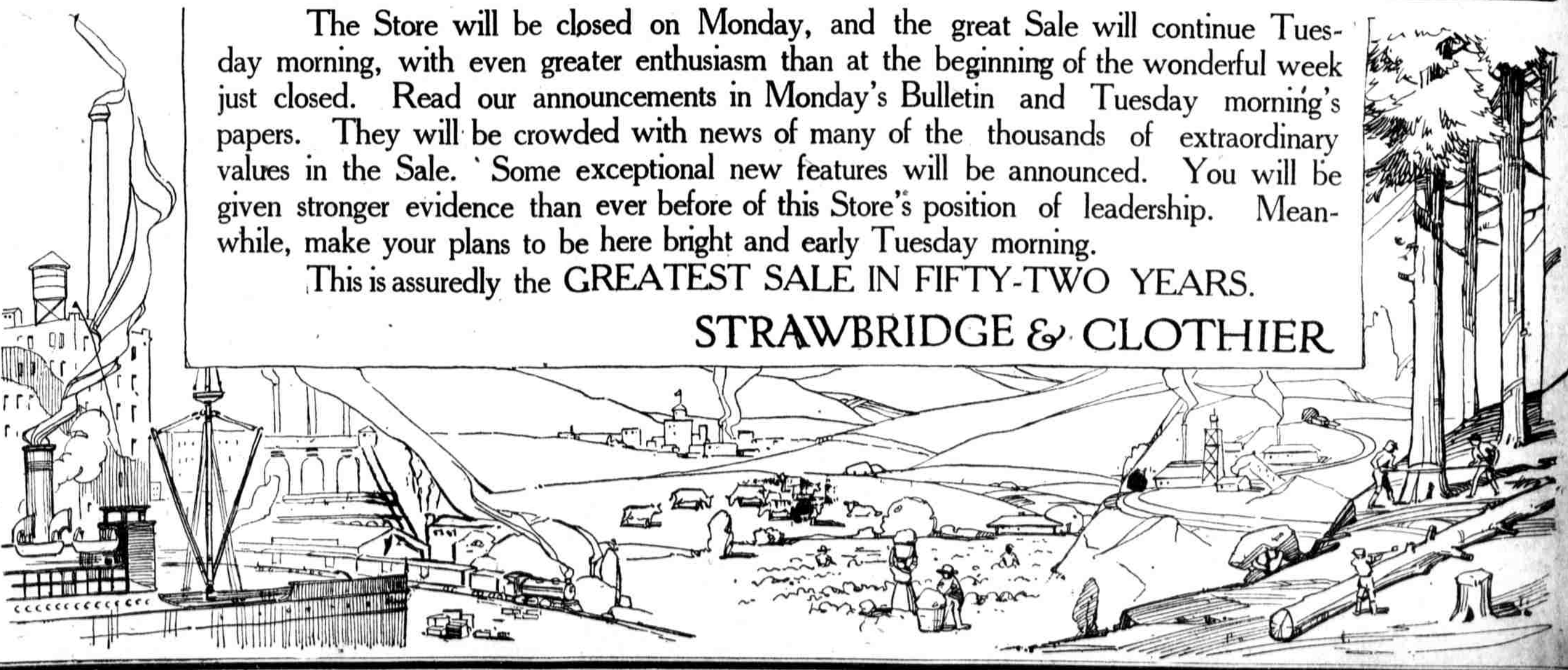
To cite a typical case: A wide Roman-stripe ribbon, elsewhere marked \$3.25 early this month, was found in our Store—the identical width and quality—at \$2.25 a yard, at which price we had been selling it since January. The price of a certain standard cotton domestic was \$1.25 a yard elsewhere the first week of May; the same grade was \$1.00 in our stock. In the second week of May it was \$1.50 in the other store, and still being sold by us at \$1.00. We have been told of many other similar cases.

But the year's ONE GREAT EVENT is now uppermost in the minds of the public, and tens of thousands of people are saving money in the Strawbridge & Clothier Anniversary Sale.

The Store will be closed on Monday, and the great Sale will continue Tuesday morning, with even greater enthusiasm than at the beginning of the wonderful week just closed. Read our announcements in Monday's Bulletin and Tuesday morning's papers. They will be crowded with news of many of the thousands of extraordinary values in the Sale. Some exceptional new features will be announced. You will be given stronger evidence than ever before of this Store's position of leadership. Meanwhile, make your plans to be here bright and early Tuesday morning.

This is assuredly the GREATEST SALE IN FIFTY-TWO YEARS.

STRAWBRIDGE & CLOTHIER



HOME VICTOR WATER HEATER
FOR COAL
New principle: constant supply of 24 to 30 gallons. 10. Heats radiators also. Three in front for hot water. Free book. Reeves Stove & Foundry Co. So. 2d

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Clothes for the Entire Family
We Solicit Your Account
My-Grade Clothing Co.
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2d Floor. Open Eggs.

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Jewelry of All Kinds: Highest Prices Paid
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THOS. SAVILLS'S SONS
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USED CAR SALE
ALL THIS WEEK
MANY BARGAINS AT
ATTRACTIVE PRICES
Sold on "Lexington Banking Plan," covering 12 monthly payments.
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Alleviates disorders of advancing years—and good for the young
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BEAUTIFUL FLOWERS
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A luxurious residential hotel opposite the Metropolitan Club and Fifth Avenue entrance to Central Park. Easy access to the theatres, clubs and shopping centers.
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CLYSMIC
"EXTRA DRY" GINGER ALE
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