

BEGINNING MONDAY, AND UNTIL FURTHER NOTICE, THIS STORE WILL BE CLOSED DAILY AT FIVE O'CLOCK

The Strawbridge & Clothier Anniversary Sale

A Page of Very Exceptional Money-Saving News for Monday

Thousands of Women's Dresses are Being Selected Here These Days

It Looks as if Women Knew This Good Old Dependable Anniversary Sale Would Have the Best Values After All
 And sometimes we catch a shade of resentment on the faces of those who bought early but not wisely, when they realize that our regular prices are lower than the reduced prices elsewhere. It stands to reason that a store that can buy NEARLY ONE HUNDRED THOUSAND DOLLARS' WORTH OF DRESSES, at great price reductions from manufacturers, must have a Dress business of a size and character that makes itself felt in the wholesale market, and with the exception of a small number of Spring Dresses, we started off on June 1st with an entire stock of New Summer Dresses of all kinds, shown for the first time. EXCEPTIONAL VALUES IN THESE:



- Scotch Gingham, Dotted Swiss, Paisley and Woven-stripped Voile Dresses—\$25.00
- Pastel-tinted English Voile and Woven-stripe Colored Voile Dresses, special at—\$22.50
- \$22.50 Scotch Gingham and Lovely Light and Dark Colored Voile Dresses—\$17.50
- \$8.50 Medium and Light Voile and Gingham Dresses in the Anniversary Sale—\$6.50
- \$6.75 Medium and Light Checked and Plaid Gingham Dresses in the Sale—\$5.00
- \$32.50 Taffeta Dresses in Black, Navy, French Blue and Brown in the Sale—\$24.75
- An Excellent Collection of \$47.50 New Silk Afternoon Dresses, in the Sale—\$35.00

FETA-AND-CREPE GEORGETTE combined. Black, navy blue, French blue and various other shades in the collection. Two models are shown in the sketch. —→ Strawbridge & Clothier—Second Floor, Market Street

Women's Suits at Special Prices in the Sale

COTTON SUITS in white, blue and natural linen color; made in belted style—special at \$16.75. RAMIE LINEN SUITS in blue, white, brown and natural linen color—special at \$16.75. WORSTED JERSEY SUITS in plain colors and heather mixtures, in a great variety of models and shades, regularly \$32.50 to \$45.00—now \$27.75 to \$37.50.

Every Pair of Shoes in the Great Sale Thousands at Wonderful Reductions

Our entire stock of Shoes—every kind and size, for MEN, WOMEN and CHILDREN. Thousands of pairs are marked at reductions of 25 per cent. and more, and thousands at lesser but quite substantial savings. Among the most exceptional values for Monday:

A Thousand Pairs of Women's Smart, New \$6.00 White Canvas Pumps and Oxfords } \$3.95
 This is a very attractive collection of stylish Pumps and Oxfords of finely woven white canvas, with plain toes, turned soles and covered Louis heels. Bought almost a year ago, purposely for this Anniversary Sale. All sizes and widths—\$3.95.

- Women's \$17.00 and \$18.00 Pumps and Oxfords—\$9.90
- Women's \$15.00 and \$17.00 Pumps and Oxfords—\$7.50
- Women's \$9.50 Pumps—\$6.45
- Women's \$11.00 and \$12.00 Satin Oxfords—now \$7.90
- Misses' \$3.00 and \$3.50 Canvas High Shoes—\$2.60

- Children's \$3.50 and \$4.00 Sample Low Shoes—\$2.75
- Large Girls' \$4.50 and \$5.00 Canvas Oxfords—\$3.85
- Men's \$15.00 and \$16.00 Oxfords in the Sale—\$13.50
- Men's \$13.00 to \$15.00 Oxfords in the Sale—\$11.65
- Boys' \$9.00 Oxfords—\$6.90
- Boys' \$10.00 Shoes—\$7.65

- Crepe Georgette Waists in the Sale
- \$8.50 White and Flesh Crepe Georgette—now \$5.95
- \$12.00 White and Flesh Crepe Georgette—now \$8.50
- \$16.50 White and Flesh Crepe Georgette—now \$10.00
- \$5.95 Petticoats of Tub Silk, \$4.35
- 25c Slip-on Veils, Now Two for 25c

Embroidery Strips Values 18c to 75c a yard

Now 12c to 50c

Strips of finely wrought Cambric Embroidery, 1 to 7 yards in a piece. Plain scalloped or in pretty designs. Note the reduction in price!

- \$1.25 Taffeta Ribbon, now 75c
- Housefurnishings Typical Values

Enamel Bedstead With Spring and Mattress } \$39.75

Combination Worth \$52.50

FOR the past twelve years our Anniversary Sale has been by far the most important event of the year in Philadelphia. Each year we make June the busiest month between the previous December and the November following. We shall do the same this year, of course, because we allow nothing that can happen elsewhere to shake our purpose to make this annual Sale surpass any and every kind of reduction sale in this city.

In former years the futility of attempting to equal or approach our Anniversary Sale in its benefits to the public was, apparently, recognized by other stores. Therefore, it is indeed gratifying to record that THIS IS OUR GREATEST ANNIVERSARY SALE, despite the fact that there have been and are reduction sales of various kinds all about the city.

And the unmatched advantages presented by this Sale become more pronounced as the weeks go by. COMPARISON of styles, qualities and prices in the many lines of goods in the Sale leaves no room for doubt as to where the best values are found.

Anniversary Sale Silks Mean Substantial Savings for You

- \$4.00 Satin-twill Foulard Silk—now \$2.65 a yard
- \$4.00 Chiffon Dress Taffeta, 36-inch—\$2.85 a yard
- \$5.00 Taffeta Radium—now \$3.65 a yard
- \$3.50 Double-width Navy Dress Satin—\$2.85 a yard
- \$3.50 Double-width Black Crepe de Chine—\$2.50 a yard
- \$6.00 Black and Colored Crepe Meteor—\$4.50 a yard
- \$3.00 Japanese Ecru Pongee Silk—now \$2.25 a yard
- \$3.50 New Printed Foulard Silks—now \$2.35 a yard
- \$4.50 to \$5.50 Printed Radium and Pussy Willow Taffetas—\$3.50
- \$3.50 Crepe Georgette, white, black, colors—\$2.50 a yard
- \$4.00 and \$4.50 Printed Crepes Georgette—\$3.00 a yard
- \$7.50 Novelty Sports Silks—now \$5.85 a yard
- \$6.00 Black and Colored Satin Charmeuse—\$4.35 a yard
- \$6.00 White and Ivory Bridal Satin—now \$4.50 a yard

Thousands of Silk Remnants Reduced

Gingham House Dresses } \$2.55

Values \$3.50 to \$3.95

Simple in design, trim and neat as a woman's morning frock should be.

- Waist-line House Dresses—Of pretty plaid gingham, pink, blue, or tan in effect, with white pique collars; full-length sleeves—now \$2.55.
- Straight-line House Dresses—Of striped gingham, white with pink, tan or blue; also in attractive combination stripes. With white collar and three-quarter-length sleeves—now \$2.55.
- \$4.50 to \$6.75 House Dresses, now \$3.45

Victrola Cabinet Outfits in the Sale

The exceptionally attractive prices being due to the fact that Cabinets were purchased almost one year ago at a price concession from the then low prices. Prices for the Victrolas are unchanged.

Victrola Outfit \$40.10
(You Save \$11.50)

The \$25 Victrola IV. Six double-faced Records, worth \$5.10. \$21.50 Cabinet, \$10

Pay \$5.00

Victrola Outfit \$55.10
(You Save \$14.00)

The \$35 Victrola VI. Six double-faced Records, worth \$5.10. \$29 Cabinet, \$15

Pay \$5.00

Victrola Outfit \$70.10
(You Save \$15.00)

The \$55 Victrola VI. Six Records worth \$5.10. \$45 Converto Cabinet, that entirely encloses the Victrola—\$30.00.

Pay \$10.00

Now is the time to satisfy that long-felt want of your home. Come in and see these handsome outfits as early as possible. Only a limited quantity, and they may be gone before long.

Further Co-operation on the Part of the Arnold-Louchheim Company Brings Into the Great Anniversary Sale for Monday

600 "Alco" Suits For Men and Young Men } \$33.50

Worth \$50.00 to \$65.00

The Arnold-Louchheim Company, makers of the famous "Alco" Clothes, from whom we buy hundreds of thousands of dollars' worth each year, have shown in the most practical way their interest in making the Anniversary Sale a SUCCESS BEYOND PRECEDENT, by further co-operative concessions on large quantities of Spring Suits already contracted for. A real sharing with us in the loss of profit involved in the disposal of six hundred Spring Suits at a price which is LITTLE MORE THAN HALF THE AVERAGE RETAIL VALUE. The collection includes Suits of FINE WORSTEDS, CASSIMERES and BLUE SERGE; single- and double-breasted models—all at \$33.50.

Also on Monday—Continuing the Disposal of Hart, Schaffner & Marx \$60.00 to \$70.00 Spring Suits at \$36.50 and \$42.50

A limited number remaining, but a good assortment of styles and sizes—chiefly models for young men, in solid colors, also some in fancy mixtures.

The above are specific and exceptional features of the Sale, but, do not forget that OUR ENTIRE STOCK of Men's and Young Men's Spring Suits is marked at REDUCED PRICES.

Thousands of Boys' Spring Suits at Reductions of One-third to One-half

The most extraordinary Sale of Boys' Suits in the history of this Store! OUR ENTIRE STOCK OF SPRING SUITS is in the Anniversary Sale at reduced prices. Hundreds and hundreds of these are marked at reductions of one-third to one-half from the season's fair regular prices. All are new Spring Suits, of the best of materials and the most desirable colorings—plaid or belted models, with full, roomy, lined knickerbockers:

- \$8.50 and \$10.00 Suits—\$5.00
- \$13.50 and \$15.00 Suits—\$7.50
- \$15.00 and \$18.00 Suits—\$9.75
- \$20.00 and \$22.50 Suits—\$11.75
- \$25.00 and \$27.50 Suits—\$17.75
- \$25 and \$30 Suits (Two Pairs Trousers)—\$16.75

1000 Boys' Summer Wash Suits Reduced

Plenty of choice in smart Wash Suits designed especially for little fellows:

\$3.50 Wash Suits, 3 to 7 yrs., \$2.25 | \$5.00 Wash Suits, 3 to 7 yrs., \$2.75

\$5.00 and \$6.00 Wash Suits, 3- to 7-year sizes—now \$3.25

Men's Panama Hats Reduced One-Fourth

Our entire stock of men's and young men's Panama Hats has been reduced in price. Genuine South American Panamas that were \$7.50 to \$25.00 are now \$4.95 to \$18.75.

Lower-Priced Floor Coverings Reduced for Quick Clearance

Prices current in the Lower-priced Floor Covering Department have always been notably low. Now these prices, in many instances, have been sharply reduced in order to effect a sweeping clearance of many remaining lines. The Floor Coverings included in this remarkable DOUBLE-ECONOMY event will be ready for selection Monday:

Straw Hats Reduced

\$5.00 Straw Hats, sennits, split straws and Mackinaws, selected from our regular stock and reduced to \$3.75.

Also \$3.50 Sennit Straw Hats now marked at \$2.15.

Axminster Rugs, 9x12 feet, chiefly in Oriental Patterns \$39.50

Seamless Tapestry Brussels Rugs, 9x12—\$15.75

Seamless Velvet Rugs, 9x12 feet, some with Slight Irregularities \$44.50

\$6.00 Crex De Luxe Grass Rugs, 3x6 feet—because on some of them the binding is slightly soiled they all are marked—\$2.75.

Suits and Dresses for Boys of 2 and 4 Special at \$1.95

One-piece Dombey Suits of white poplin, trimmed with blue or yellow pop. Cool Summer suits for little fellows of 2 and 4. An exceptionally good value. They are easily worth \$4.00 as measured by present retail values.

Japanese Matting Rugs, 9x11.8 feet. Good Assortment of Patterns \$4.25

\$1.10 Tapestry Brussels Stair Carpet, 27-in., 90c yd.

\$1.65 Jute Velvet Stair Carpet, 27-inch—\$1.45 yd.

Molded Rubber Stair Treads, 6x18 in.—\$1.00 dozen

Rubber Door Mats, size 14x28 inches—65c

75c Congoleum, 2 yards wide—65c a square yard

Long Remnants, New Process Floor Covering—35c a square yard

Bathing Suits Under Price At \$5.85

Modish in cut, sure to be becoming, are these jaunty Black Surf Satin Bathing Suits. Neck and sash are trimmed in colors or black-and-white, as sketched. A new model at less than regular price—\$5.85.

Several Thousand Books Reduced—Now 18c to 38c

An excellent opportunity to provide summer reading for yourself or for the kiddies. FICTION and BOOKS FOR YOUNG FOLKS predominate in the assortment—and the books are chiefly those that show slight traces of the handling they have received while in our stock during the past season.

4000 Yards of 50c Printed Cotton Voiles, now } \$35c

These are Voiles from our own regular stocks, reduced for the Anniversary Sale. All have white grounds, with checks or conventional designs in blue, pink, lavender or black. Width, 38 inches.

2000 Yards 75c White Novelty Voiles—58c

An unusually attractive lot of White Voiles, in woven plaids and fancy-stripe effects. Width, 36 inches.

STRAWBRIDGE & CLOTHIER
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