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

The Strawbridge & Clothier Anniversary Sale 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 HUN-DRED 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 Wovenstriped Voile Dresses-Pastel-tinted English

Voile and Woven-stripe Colored Voile Dresses, special at-\$22.50 Scotch Gingham and \$17.50 Lovely Light and Dark

\$6.50

\$5.00

Colored Voile Dresses-\$8.50 Medium and Light Voile and Gingham Dresses in the Anniversary Sale-

\$6.75 Medium and Light Checked and Plaid Gingham Dresses in the Sale— \$32.50 Taffeta Dresses in)

Black, Navy, French Blue and Brown in the Sale-An Excellent Collection of \$47.50 New Silk Afternoon Dresses, in the

If you could see these Dresses at \$35.00, they would need no recommendation from us—they are beautiful, high-class, refined in every detail, and the assortment includes TAFFETA, FIGURED CREPE GEORGETTE, FOULARD and TAF-FETA-AND-CREPE GEORGETTE combined. Black, navy blue, French blue and various other shades

the collection. Two models are shown in the sketch.

Women's Suits at Special Prices in the Sale

COTTON SUITS in white, blue and natural linen color; made in belted stylespecial at \$16.75. RAMIE LINEN SUITS in blue, white, brown and natural linen colorspecial 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 \$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 Turned-sole Pumps and Oxfords, of white glazed kidskin, tan calf, brown kid and black kid, from

Laird, Schober & Company. Welted-sole Oxfords and Pumps, of tan calf and gun-metal calf, from J. R. Newton & Co. Women's \$15.00 and \$17.00

Pumps and Oxfords—\$7.50 James A. Banister Co.'s welted- and turned-sole Pumps and Oxfords. Included among the Pumps are those of gray glazed kidskin, ivory kidskin, and of tan or gun-metal calf.

Women's \$9.50 Pumps—\$6.45 Seamless Pumps of chestnut brown or black gunmetal calf, and of patent leather.

Women's \$11.00 and \$12.00 Satin Oxfords—now \$7.90 In black, brown or gray.

Misses' \$3.00 and \$3.50 Canvas High Shoes-\$2.60 WHITE Laced Shoes, in rubber-sole and other

Children's \$3.50 and \$4.00 Sample Low Shoes—\$2.75 Smart summer styles-all excellent value at the

Large Girls' \$4.50 and \$5.00 Canvas Oxfords—\$3.85

WHITE, with white ivory-finished welted soles and heels. Also sample Oxfords in a variety of Men's \$15.00 and \$16.00

Oxfords in the Sale—\$13.50 English-last styles of dark tan shell cordovan and dark tan calf. "Brogue" wing-tip style, of tan

Men's \$13.00 to \$15.00 Oxfords in the Sale—\$11.65 English-last Oxfords, of black cordovan leather. Wing-tip "Brogues" of tan grain leather and tan

Boys' \$9.00 Oxfords-\$6.90 English style, of tan Russia calf. Boys' \$10.00 Shoes-\$7.65

Crepe Georgette Waists in the Sale \$8.50 White and Flesh Crepe Georgette-now \$5.95

Dainty, cool short-sleeve models with low neck, some collarless; \$12.00 White and Flesh Crepe Georgette-now \$8.50

Tucked and trimmed with combinations of laces such as filet, Venise and Valenciennes; charming neck-lines finished with tiny lace ruffles or Venise medallions.

\$16.50 White and Flesh Crepe Georgette-now \$10.00 Including some in over-blouse and tie-on effects, some beautifully beaded, some trimmed with dainty laces. All have low neck and

\$5.95 Petticoats of Tub Silk, \$4.35

wonderful value - these White Tub Silk Petticoats, with double panel back and front. Plain flounce with hemstitched Note the saving of more than 25 per cent.

Strawbridge & Clothler-Shound Floor, West

25c Slip-on Veils,

or with beauty-spot figures, adjusted with an elastic. A special purchase-now 2 for 25c.

Now Two for 25c

In black, brown, navy blue or taupe, hexagon mesh, dotted Strawbridge & Clothier-Aisle 11. Market Street

Enamel Bedstead \$39.75

Combination Worth \$52.50

White Enameled Bedstead, in Colonial style, with 2-inch posts and heavy filler rods; complete with good all-metal Springs and 2-part felt Mattress-for only \$39.75. If you wish to purchase any of the items separately—the Bedtead is \$14,50; the Mattress, \$16.50; the Spring, \$9.50.

Strawbridge & Clothler-Fourth Ploor, East

High Shoes of tan calf. Strawbridge & Clothier-Eighth and Filbert Streets 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! Strawbridge & Clothler-Aisle 12. Centre

Victrola \$1.25 Taffeta Outfit Ribbon, now 75c Plain Taffeta Ribbon 614 inches \$40.10 wide, just the correct quality and width for picturesque sashes and

Copenhagen blue—75c a yard.

Strawbridge & Clothler—
Alsie 11. Market Street Housefurnishings Typical Values

Kreamer's \$3.65 extra-strong Tin Cake Chests-\$2.90. 75c Canning Racks, of retinned wire, 10-jar capacity-45c. \$1.50 Fibre Brooms-now 95c. \$5.75 S. & C. Lawn Mowers-

for millinery. Your choice of light blue, black, white, brown or

\$2 Glass Butter Churns-\$1.50. Acme Ice Cream Freezers, 2-quart-in the Sale at \$1.10. The above items are selected from many, and mentioned here just to convey an idea of the scope of the under-price assortment.

OR 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 unmatchable 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.

This page contains only a part of the hundreds of exceptional values for MONDAY.

Anniversary Sale Silks Mean Substantial Savings for You

Hundreds of women are profiting by the reduction in Silks, as nearly all the Silks are of the good, conservative kinds that are always in fashion and that know no seasons.

\$4.00 Satin-twill Foulard Silk-now \$2.65 a yard \$4.00 Chiffon Dress Taffeta, 36-inch-\$2.85 a yard

Fresh, new Silks, just arrived. All in the fashionable navy blue. \$5.00 Taffeta Radium-now \$3.65 a yard White, black and all staple colors. Width, 40 inches. \$3.50 Yard-wide 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 \$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

Waist-line House Dresses-Of pretty plaid gingham, pink, blue, or tan in effect, with white pique collars; full-length

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 Delightfully cool-looking models of figured voile, in pink, blue, green or black effects. With round or square neck and threequarter-length sleeves.

Strawbridge & Clothier-Third Floor, Filbert Street, West

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.

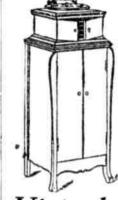


(You Save

\$11.50)

The \$25 Victrola IV.

may be gone before long.





Outfit

\$70.10

(You Save

\$15.00)

The \$35 Victrola VI.

Six Records worth \$5.10. \$45 Converto

Cabinet, that entire-

ly encloses the Vic-

rola-\$30.00.

Victrola Outfit \$55.10

(You Save \$14.00) The \$35 Victrola VI. Six double - faced

Six double - faced Records, worth \$5.10. Records, worth \$5.10 \$21.50 Cabinet, \$10 \$29 Cabinet-\$15

Pay \$5.00 Pay \$5.00 -now, the balance -now, the balance in amounts of \$3.00 in amounts of \$4.00 monthly, if desired.

Pay\$10.00 Balance - \$5.00 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

Strawbridge & Clothier-Fifth Floor, West STRAWBRIDGE & CLOTHIER

black-and-white, as sketched. A new model at less than regular price-\$5.85.

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

EXTRAORDINARY

For Men and Young Men 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, CAS-SIMERES 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 EN-TIRE 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-plaited 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 (Troubers) -\$16.75

Do not forget that our entire stock of Boys' Spring Suits is reduced, including all our Hart, Schaffner & Marx Suits, all our Triple-Service Suits, all our Leather-reinforced

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.

Straw Hats Reduced \$5.00 Straw Hats, sennits, split straws and Mackinaws, selected from our regular stock and re-

duced to \$3.75.

Also \$3.50 Sennit Straw Hats now marked at \$2.45. WICKHAM-Straw Hats, although unchanged in price from the original selling figure-\$2.85 -present a value well in keeping with Anniversary standards. They are easily worth \$4.00 as measured by present retail values. Strawbridge & Clothier-Second Floor, Market Street, East

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 rep. Cool Summer suits for little fellows of 2 and 4. An exceptionally good value-

Boys' Box-plaited White Linene Dresses, 2-year size-\$1.95





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:

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

Seamless Tapestry Brussels Rugs, 9x12-\$15.75

Seamless Velvet Rugs, 9x12 feet, \$\\$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. Japanese Matting Rugs, 9x11.8 feet. \$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, @x18 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

Several Thousand Books Reduced—Now 18c to 38

self 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 35c Cotton Voiles, now

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.