

STRAWBRIDGE & CLOTHIER

1868

1921

This Store Will Be Closed
All Day Monday, Memorial Day

Tuesday Begins the Sale Celebrating Our Fifty-third Anniversary

A Sale in Which the Lower Prices of the Past Six Months Will Be Still Further Reduced on Hundreds of Thousands of Dollars' Worth of the Season's Newest and Most Desirable Merchandise!

This Store at the corner of Market and Eighth Streets was started in 1862, but our Store birthdays are counted from 1868, when Isaac H. Clothier joined Justus C. Strawbridge under the firm name of Strawbridge & Clothier. We are proud of our history, proud of the unalterable principles which won for the Founders the CONFIDENCE OF THE PUBLIC. By a strict adherence to those principles we have maintained and strengthened that confidence, and each year, in June, we give our customers a GREAT FEAST OF EXTRAORDINARY VALUES as an expression of our appreciation of their good-will and continued patronage.

Never have plans been more carefully laid, never so energetically carried out. Never has our buying been so skillfully managed, never have manufacturers more willingly co-operated—they have made many liberal concessions, and we have sacrificed more of our legitimate profit than we could afford to do except for a limited period. We face the fact that the volume of business this June can be made greater than that of last June only through a vastly greater number of individual transactions. The general price-level in nearly every line of merchandise is much lower than a year ago, and there will be—

Many Things in This Sale at Half the Prices of Last Year

Replies to specific questions on this point—signed statements from the heads of more than fifty departments—show that the savings as compared with current values average greater than last June; that reductions from present regular prices average from 25 to 35 per cent., in the various lines, and that prices on Anniversary

Sale merchandise average from 40 to 50 per cent. less than the prevailing prices of last year. But we have set out to make this our greatest June in dollars, therefore we must make many thousands more individual sales than in last June—and the LOWER PRICES will be sure to accomplish our aim.

Many Different Lots in All These Lines at Exceptional Savings

Women's Summer Suits
Silk and Cotton Dresses
Women's Light-weight Coats
Silk and Cotton Waists
Cloth and Washable Skirts
Misses' Silk and Cotton Dresses
Misses' Wool Suits
Misses' Wash Skirts
Girls' Summer Dresses
Trimmed and Sports Hats
Negligees and Kimonos
Women's House Dresses
Women's Bathing Suits
Philippine Underwear
Women's Muslin Underwear
Corsets and Brassieres
Silk and Cotton Petticoats

Babies' Dresses and Rompers
Children's Muslin Underwear
Thousands of Yards of Silk
Colored Cotton Dress Goods
Dainty White Dress Goods
Woolen Dress Goods
Dress Linings and Trimmings
Embroideries and Laces
Neckwear and Ribbons
Thousands of Handkerchiefs
Fans and Belts
Pure Candies
Leather and Fabric Gloves
Sports Sweaters and Coats
Notions in Great Variety

Men's Summer Suits
Men's Custom-made Suits
Men's Shirts and Neckwear
Belts and Suspenders
Straw and Panama Hats
Men's and Boys' Bicycles
Boys' Clothing and Hats
Boys' Waists and Shirts
Hosiery and Underwear
Summer Shoes and Oxfords
Jewelry and Silverware
Silk and Leather Hand Bags
Household Linens
Towels and Toweling
Housekeeping Cottons
Stationery and Fountain Pens
Great Values in Furniture

Rugs in Wonderful Variety
Carpets, Mattings, Linoleums
Curtains and Cretonnes
Couch Hammocks
Cedar Chests
Metal Beds and Bedding
Sewing Machines, Umbrellas
Art Needlework Supplies
Wall Paper
Watches and Clocks
Toilet Preparations
Thousands of Books
Photographic Supplies
Dinner Sets, Miscellaneous
China, Cut Glass, Art Wares

Sheets and Pillow Cases
Sheetings, Muslins, Flannels
Blankets and Comfortables
Bed Spreads
Refrigerators, Cooking Utensils, House-furnishings
Baby Coaches, Toys, Games
Pianos and Player-Pianos
Windham Phonographs
Pictures and Mirrors
Lamps and Shades
Trunks and Traveling Bags
Sporting Goods
Fishing Tackle
Automobile Supplies
Porch and Lawn Swings

The Great Sale Starts Tuesday Morning, May 31st. Be Here Early and Look for the Hundreds of Anniversary Sale Special Signs Throughout the Store. Also, Be Sure to See the Opening Announcement of the Sale in This Newspaper on Monday Evening, in Which Will Be Described SIX WONDERFUL GOLDEN SPECIALS for the First Day of the Sale.

STRAWBRIDGE & CLOTHIER

MARKET, EIGHTH AND FILBERT STREETS, PHILADELPHIA