

## Customers Today and Tomorrow

If a man succeeds in selling his residence, his
automobile, his factory, horses cir his yacht by advertising, he discontinues the edvertisement. Such a man usually hopes to set, ,ure one customer
for one sale-when he succeeds, the story is for one
finished.
But if he is in the shredded coconut business, he wishes to secure not only the sale of a shipload
nuts, but he aims at a more permanent market. He not only wants the sale, he wants a following
mong thousands of consumers to whom he hopes osell future shiploads of cocionuts time and time
gain.
Advertising to secure customers is something
ore than advertising to sell goods.
Advertising space in the Butterick publications
is for sale by accredited advertising agencies.
Butterick-Publisher


## Big Clearance Sal Closes This Week

$T$ HIS is the last weel of our semi-annual 1 clearance sale All of the appliasices offered for sale are in good condition, ready to use; standard advertised quakes carrying the same guarantee as pow machines. The majority of them are floor samples and slightly used demonstrating machines from our Main and District Offices, but for the last week we are throwing in a number of perfectly new electric cleaners at substantial reductions from the regular price. These are standard machines but we are clearing them out to make room for a new type machine from the same manufacturer.
Electric Washers Electric Cleaners learance price . . $\$ 90$ to $\$ 135$ Clearance price, $\$ 20$ to $\$ 47.50$ Very few electric washers re- Phila. Electric, Superb,
maining in this sale. Make
Eureka, Deft, Universal and your purchase early in the $\begin{aligned} & \text { Torrington. About fifty brand } \\ & \text { new machines in this lot. }\end{aligned}$
$\begin{aligned} & \text { week. }\end{aligned}$
Electric Ironing Machines Electric Dishwashers $\begin{array}{ll}\text { Clearance price } \ldots \ldots . . & \$ 100 \\ \text { Clearance price } \ldots \ldots . . \\ \text { Do not forget that this price } & \text { Two standard makes, saving }\end{array}$ represents a saving of prac-
ically one-third.

## Summer Sale of Electric Irons has been extended through this month. An average of one hundred customers a day are taking advantage of the free ironing of the free ironing pad offer in connection with the easy payment-- $\$ 1$ down, $\$ 1$ per month-feature of this big irenter easy payment $-\$ 1$

Make your purchase in any District Office
The PHILADELPHIA ELECTRIC CO.


## THE STRAWBRIDGE \& CLOTHHER GENERAL CLEARANCE OF SUMMER GOODS AND ODD LOTS BRINGS CROWDS

Of course we knew that such sweeping reductions throughout the Store would attract great throngs of customers as long as the wonderful values should last, and therefore we planned to help manufacturers dispose of end-of-the-season stocks, as well as to clear out all our own summer goods and all odd lots of staple merchandise at extreme reductions.

## EVERY PRICE ON THIS PAGE I'S LESS UHAN THE REGULAR PRICE-MANY THINGS AT HALF PRICE

## A Great Feature of the: Clearance of Men's and Young Men's Clothing



This is st general Clearance Sale of many medium-weight Clothing, and every man should price-All-wool Suits, Tropical Suity reduced Trousers, separate Summer Coats suits, sepate etc. But particular emphasis she uld be given

## Sevo: al Hundred

 F́ll-Wool SUITS
Most of these Suits are of the famous Alco
and other dependable makes-a wonderful col-
lection to be closed out at $\$ 22$. lection to be closed out at $\$ 22.50$. Chiefly in
neat dark all-wool weaves, many in good yearneat dark all-wool weaves, many in good year-
around weight. Single-breasted and doublearound weight. Singe-breasted and of sizes
breasted models, in an exeellent range of
and proportions. Models and fabrics to please and proportions. Models and fabrics to plea
men and young men of varied requirements.

NOTE-Our Entire Stock of Men's and Young Men's Suits with Two Pairs of Trousers-serges, worsteds and cassimeres - now marked \$21.50 and \$26.50.
Winter Overcoats, $\$ 29.50$ and $\$ 36.50$
An Advance Sale-Wonderful Values



This Ten-piece Mahogany DiningRoom Suit in the Sale at $\$ 335.00$

The Price of an Equally Fine Suit Would Have Been Double This Price a Year Ago

closed with dors. The chairs have
closet.
The same style in walnut alse
Scores of Brand-new and Handsome Bedroom, Diningroom and Living-room Suits in the Great August Sale inspection were absoilitaly sire
THIS STORE. Not the bores
Not thest


Girls' and Misses' Apparel Average Half Former Prices prices, some at less than hali price.
Misses' Cotton Frocks-now $\$ 7.50$ to $\$ 10.75$ Misses' Cotton Frocks-now $\$ 7.50$ to $\$ 10.75$ Misses' Silk Dresses-now

Misses' Cape Coats Reduced to $\$ 10.75$ Misses' Fine Suits-now $\$ 49.50$ to $\$ 95.00$
 Girls' Wash Dresses-now \$5.00 to $\$ 10.75$


500 W. B. Corsets
\$1.65
Close to Half Price
Imported Lace Tunics and Capes Half Price or Less Now $\$ 3.50$ to $\$ 7.00$


| Finer Voile House and Morning Dresses Reduced, Now $\$ 3.65$ to $\$ 5.95$ <br>  |
| :---: |
| 100 Silk Petticoats $\quad \$ 3.65$ |
| Worth Far More Than $\$ \mathbf{3 . 6 5}$ |
|  |
|  |
|  |
| Hundreds of Rugs of |
| Kinds in the Clearance | Out at Wonderful Reductions

weight Coat-prices have been slashed relentlassly:
Left-over Lots of Coats Reduced to $\$ 7.50$ $\begin{aligned} & \text { A great variety of styles, materials and shades; many in sp } \\ & \text { lenghs.an tew loger modecs, } \\ & \text { Coats One-third Under Price at } \\ & \$ 12.00\end{aligned}$

Smart Top Coats Reduced to $\$ 15.00$
 Not many Coats, but wonderfulv values for those who get them
Chiefy
soorstlength modes.
sith

Girls' Flesh Pink Bloomers of Crepe and Batiste are Now 45 c and 65 c
 August Clearance Sale-45c and 65c.
White or Flesh-pink Crepe Night Gowns, now 85c
For girls of 8 to 12 years. $\underset{\text { Sturdy, well-made, and edged with embroidery. }}{\text { Cambric Blomer Draw, }} 12$ years, 35
Stenciled Prairie Grass Rugs, $9 \times 15$ feet- $\$ 16.00$
$\begin{aligned} & \text { Stenciled Prairie Grass Rugs, } 12 \times 15 \text { feet- } \$ 21.00 \\ & \text { Monitor Rugs, in } 18 \text {-inch square units- } 70 \text { a unit }\end{aligned}$
Super-Waite Grass Rugs, $8 x 8$ feet- $\$ 5.50$
Waite Stenciled Grass Rugs, 9x9 feet- $\$ 5.2$
Rag Rugs, in plain taupe, $8 \times 10$ feet- $\$ 10.00$
Axminster Rugs, $9 \times 12$ feet- $\$ 47.50$
Axminster Rugs, $8.3 \times 10.6$ feet- $\$ 35.50$ and $\$ 12.50$
$\begin{aligned} & \text { Fine Royal Wilton, } 8.3 \times 10.6 \text { feet- } \$ 73.00 \text { and } \$ 78.50 \\ & \text { Fine Royal Wilton, } 9 \times 12 \text { feet } \$ 75.00 \text { and } \$ 82.50\end{aligned}$

## 200 Dress Aprons $\quad$ That Will sell Quickly at $\quad 75 \mathrm{c}$ <br> Women's Summer Dresses at Unprecedented Reductions

Cotton Dresses Reduced- $\$ 9.75$ and $\$ 11.75$
Cotton Dresses Reduced- $\$ 13.50$ to $\$ 17.50$
The Finest Cotton Frocks-now $\$ 19.75$
Taffeta Dresses Reduced-now $\$ 25.00$
Cloth Dresses Reduced - now 55.00 to $\$ 15.00$
Afternoon Dresses Reduced-now $\$ 19.75$
Silk Sports Dresses-now 815.00 to 860.00

STRAWBRIDGE\& CLOTHIER

## $\underset{\substack{\text { Men's Fine Silk } \\ \text { Four-in-hands }}}{\text { Mac }}$ <br> Women's Summer Suits Many at Half Price or Less <br>  <br> Fine Tweed Suits Reduced - now $\$ 19.75$ <br> Silk Suits Reduced-now $\$ 18.75$ to $\$ 35.00$

Tweed Suits Reduced-now $\$ 32.50$ to $\$ 45.00$


