

Advance
News for
MONDAY



STRAWBRIDGE & CLOTHIER Anniversary Sale



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SHOPPERS for fifty-four years—for three generations—have had confidence in Strawbridge & Clothier.

The shopper of to-day knows—as the shopper of yesterday knew—that every transaction here is sealed with the Seal of Confidence—a seal which the years have not changed, except to make more firm, more full of meaning.

During this Anniversary Sale—which celebrates the Fifty-Fourth Anniversary of the founding of the firm of Strawbridge & Clothier—merchandise prices, known to you, Philadelphia shoppers, as always fair, are now even lower than usual.

The few examples listed here are but typical of the hundreds of thousands of dollars' worth of merchandise that is now offered at prices far below normal.

Judge the value-scope of this Sale from these Sale items on sale Monday. Shop early in the day!

Boys' Palm Beach Suits \$7.95

Surely you recognize the great value here. A well tailored, smart looking Suit of genuine Palm Beach cloth for \$7.95. Four shades, gray, sand, tan or natural. Sizes 8 to 18 years. Extra Palm Beach Trousers to match, special—\$2.25. Strawbridge & Clothier—Second Floor, Filbert St., East



Girls' New Organdie Dresses, Special, \$3.00

Kimono-waist Dresses with sleeves and skirt trimmed with organdie trimming—very dainty. White, pink, blue, mauve and rose. Sizes 6 to 14 years—\$3.00.

Intermediate Girls' Wash Dresses, \$3.85 and \$5.00

Checked Gingham Dresses in low-waisted belted style, with organdie or pique collars. And sash Dresses of figured voile with white organdie collars. Strawbridge & Clothier—Second Floor, Market Street

Fine Imported Gingham Morning Dresses, \$2.95

Extraordinary value at this price. Four models, all on slim, straight lines. Three, as sketched, and a fourth—a low-waisted model, with gingham vest and long white poplin collar trimmed with gingham bands. All are distinctive in style and wonderful in quality. A rare value at \$2.95 each. Strawbridge & Clothier—Third Floor, Filbert Street, West

Cedar Chests at Anniversary Savings

Richly grained, aromatic, highly polished, well constructed, moth- and dust-proof red mountain Cedar Chests, at average savings of one-fourth.

\$17.50

Strong and beautiful Cedar Chest, equipped with lock and casters. Size 19x13x16 inches.

\$20.00

Particularly desirable Chest with strong lock. Very attractive looking. Size 20x13x16 inches.

\$24.75

Another Cedar Chest at a great saving. Wonderfully grained and polished. Size 20x20x16 inches.

\$29.75

One of the finest Cedar Chest values we have ever seen. Size 20x13x16 inches.

5,000 Yards of Cretonne Half Price and Less—20c

Here is an exceptional opportunity to purchase lovely Cretonnes at a great saving. Dresden and verdure allovers, florals, French stripes and dainty chints effects.

Couch Hammocks—\$9.75

Full size, covered with khaki or gray canvas, with adjustable head-rest, combination wind-shield and back-rest. Chain-hung and with guaranteed springs and well-tufted mattress. Much under price. Strawbridge & Clothier—Third Floor, Centre

Women's New DRESSES

Scores of New Models Regular and Extra Sizes

Anniversary Prices

- Tissue and Fancy Voile Dresses \$7.50
- Fine Figured Voile Frocks \$8.75
- Linens, Ginghams \$9.75
- Volles, Tissues \$11.75
- Fine Voile and Dimity Dresses \$12.50
- Gingham and Voile Dresses \$13.50
- Dimity and Voile Dresses \$15.00
- Gingham, Tissue, Voile, Dimity \$16.50
- Fine Frocks of Crepe de Chine \$17.50
- Ginghams and Imported Swiss \$23.75
- Fine Frocks of Imported Swiss \$30.00
- Dresses of Fine Canton Crepe \$32.50
- Flat Crepes

Strawbridge & Clothier—Second Floor, Market Street

Women's Capes and Cape-Coats \$30.00

One-third Under Price

These are all high-grade Wraps—some are new, just purchased, others are from our regular stock and among our best selling numbers at \$45.00. Capes and Cape-sleeve Coats of fine twills and other high-grade fabrics, all elegantly lined throughout, some with crepe in contrasting color.

One Hundred Wool Velour Coats, Special at \$24.75

Loose Coats with deep-set kimono sleeves and throw tie collar. Navy blue, Copenhagen blue, shades of tan, and black. Body and sleeves lined.

Smart Over-plaid Top Coats, Special at \$12.75

In good light shades. Plain tailored, all-around belted models, lined throughout. Strawbridge & Clothier—Second Floor, Centre

Laird, Schober & Co. White Oxfords \$6.25

CLOSE TO HALF PRICE

A group of Women's High-grade Foot-wear from Laird, Schober & Co. All of white Reinskin Cloth, beautifully fashioned. Oxfords, on English last, have welted ivory-finish soles and military heels. Strawbridge & Clothier—Eleventh and Filbert Streets

1500 Over-Blouses Of Crepe Georgette \$4.95 to \$10.00

In white, flesh and bisque. Several models in vest effects trimmed with dainty rows of Valenciennes lace; others trimmed with real flit lace; also models beaded in crystal or steel—a lovely assortment. Strawbridge & Clothier—Second Floor, Centre

Men's Blue Serge Suits \$29.50

With Two Pairs of Trousers!

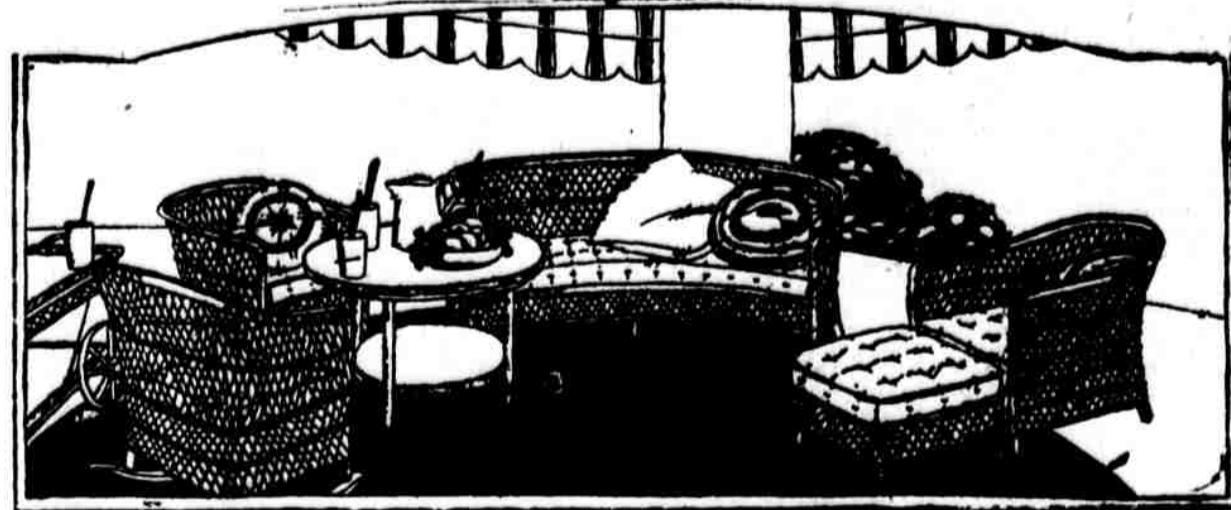
Could any man—who appreciates the quiet smartness and serviceability of blue serge—desire a more attractive Anniversary value than this? Handsome single- and double-breasted Suits for young men and men of reserved taste, well tailored of fine-will all-wool serge in a rich dark shade of blue. An extra pair of trousers to prolong wear, too! All at this price—\$29.50.

Wickham and Alco Suits \$28.50

This brand-new value group will appear in the Anniversary Sale Monday. To say these are Alco and Wickham Suits is adequate assurance of quality, workmanship, and style smartness. There are all sizes and proportions—and men who buy these Suits at \$28.50 save eleven dollars and more!

Worsted Suits \$15.75

Suits that will appeal to men who prefer clean-cut, conservative styles. They are of all-wool weaves in neat pin and self stripes. All sizes. This price—\$15.75—is about the same that we pay regularly for identical grades. Strawbridge & Clothier—Second Floor, East



Sample Summer Furniture at Less Than Factory Prices

A REMARKABLE special purchase of a leading manufacturer's sample line of REED and REED-FIBRE Furniture, consummated especially for the Anniversary Sale. There are about 1000 pieces in the collection—Chairs, Rockers, Davenport, Tables and the like—in a great variety of styles and finishes. The price at which you can buy this Furniture in the Sale is actually less than what we ourselves pay regularly for identical pieces. Chiefly one or two pieces of a kind—and the most desirable styles should go first. Profit by the experience of past events of this character—and plan to COME EARLY!



Just 100 of These 4-Piece Bedroom Suits at \$155.00

And fortunate indeed will be the 100 homes to profit by this wonderful Anniversary Sale value. Handsome Louis XVI Bedroom Suits, of satin-finish walnut, consisting of 21x42-inch Dresser, 20x36-inch Toilet Table, a full-size Double Bed and a 20x36-inch Chiffonette—at the remarkably low price of \$155.00.

June's New Home-makers Please Note: Your first step in wise home furnishing should be the purchase of one of these Suits. You'll appreciate the wisdom of your investment years hence. Our Deferred Payment Plan makes home-furnishing easier, when furniture and other home needs mature before ability to pay.

This Mahogany Rocker \$13.75



Solid mahogany-and-cane Rocker of Chair. Very large and roomy. Exceptionally well constructed. Rocker as illustrated, or Chair—\$13.75.

This Fibre Rocker \$4.75



Brown Fibre Porch Rocker, with roll-arms and comfortable, high back. For the summer porch or living-room. As illustrated—\$4.75.

This Reed Chair \$10.75



Well made Reed Chair or Rocker with upholstered back, loose seat cushion, and finished in brown, green or cream. Chair, as illustrated, or Rocker—\$10.75. Strawbridge & Clothier—Third Floor

Rug Values

Every section of the Rug Store shares in the Sale with values that will please every home furnisher. These are examples:

Topton Rag Rugs Size 8x10 Feet—\$13.50

Only the finest materials are used in making these attractive Colonial Rugs, and the colorings will blend harmoniously with the new cretonne effects in vogue.

Other sizes from 24x36 inches at \$1.25, to 9x12 feet at \$17.50. Great savings. Strawbridge & Clothier—Fourth Floor, West

Japanese Grass Rugs Size 6x9 Feet—\$3.50

Recent arrivals at Anniversary Sale prices. Strongly bound in shades that match the attractive stenciled designs. Other sizes from 27x54 inches at 75c to 9x12 feet at \$5.00. Strawbridge & Clothier—First Floor, 4th, Filbert Street

Chinese Rugs 9x12 Feet—\$159.50

A special purchase bought from an importer at a great price concession. Beautiful designs and exquisite colorings. Only a limited quantity at \$159.50. Strawbridge & Clothier—Fourth Floor, West

Bedfurnishings in the Sale

Plenty of excellent values available in the Bedfurnishings Store during our Anniversary Sale. Here are but a few:

Matress Protectors, Save

Fine quilted bleached muslin, closely stitched, with high-grade cotton filling. Crib size, 27x34 inches—35c. Single-bed size, 42x76—\$3.45. Double-bed size, 54x76—\$2.95.

Bed Spreads, Special at \$2.45

Crochet-weave, white Bed Spreads in Mar-selles designs. Very attractive and durable. Double-bed size, 50x90 inches—\$2.45 each. Bleached Muslin Sheets, \$1.05. Carefully made Sheets of exceptional quality, double-bed size, 76x90 inches, and a decided value—\$1.05 each. Strawbridge & Clothier—Aisle 22, Filbert Street

5000 Yards Imported Dotted Swiss, 48c

Fine White Swiss with dots in several shades—very cool and dainty for summer frocks, and much used for summer curtains because it launders so satisfactorily. Strawbridge & Clothier—Aisle 6, Centre

Printed Voiles, 28c a Yard

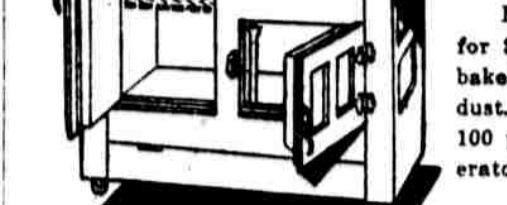
All bright, new patterns; navy blue, black, brown and Copenhagen blue grounds with neat founal patterns in white; also three-color novelty effects. Strawbridge & Clothier—Aisle 6, Centre

Misses' New Silk Dresses Specially Priced at \$19.50 and \$22.50

Light and dark Crepe de Chine and Canton Crepe Dresses, in low-waisted style with plaited panels or side draping. Also beaded Crepe Georgette Dresses and novelties in Sports Dresses. Sizes 14, 16 and 18 years. Strawbridge & Clothier—Second Floor, Market Street

Housefurnishings and China Values

Genuine Icyco Refrigerators \$38.75



Here is value—a genuine Icyco Refrigerator for \$38.75. Food chambers are lined with one-piece baked white enamel, no joints or seams to catch the dust. Size 38x19x45 inches, strongly constructed, with 100 pounds ice capacity, made by the Bohn Refrigerator Company. As illustrated—only \$38.75.

Folding Card Tables, with leatherette top and folding legs, \$2.65

under price... White Cotton Wall or Ceiling Dusters with long handles. Under price... Aluminum Ware, including 2-quart Double Boilers, 4-quart Windsor Kettles, Colanders, Sink Strainers, etc., 80c

White Enamelware at one-half regular price.

Some pieces with slight blemishes that do not affect their serviceability. Strawbridge & Clothier—Fourth Floor

Theo. Haviland China Dinner Sets of 100 pieces. Assorted spray decorations, stippled gold handles. \$43.50

Imported China Dinner Sets of 100 pieces, with attractive border decoration. Far less than usual... \$45.00

American Porcelain Dinner Sets of 51 pieces, with neat border decorations. \$15.00

Theo. Haviland Dinner Sets of 52 pieces, with spray decorations and stippled gold handles. Under price \$24.00. Strawbridge & Clothier—Second Floor