

Fair!

For fifty-four years Strawbridge & Clothier have been serving the Philadelphia public. The merchandise you need is here when you want it. Prices are always fair. Prices during this Anniversary Sale are even below the usual fair prices that have made possible the steady, sure, substantial growth of this institution. Shop as early in the day as possible.



STRAWBRIDGE & CLOTHIER Anniversary Sale



Announcements for To-morrow—Saturday

Wool-and-Fibre RUGS

A large collection of heavy, reversible wool-and-fibre Rugs, in the newest designs and colorings. Being reversible, they are doubly serviceable and desirable. Some with effective band borders, others in attractive all-over designs. These special prices: Rugs, 8x10.8 feet—\$13.75 to \$19.50 Rugs, 9x12 feet—\$14.00 to \$21.75
 Strawbridge & Clothier—Fourth Floor, West

Briefly Listed Specials in Women's Coats and Capes

- Tan Linene Motor Capes and Coats—\$3.00
 - Full, Unlined Capes of Tan Cloaking—\$10.75
 - Silk-fringed, Lined Silk Capes—\$12.75
 - Brown and gray-mixed Tweed Top Coats—\$18.75
 - Silk-lined Serge Capes, black and blue—\$22.50
 - Velour Coats, body and sleeves lined—\$22.50
 - Tan Cloaking Coats, lined throughout—\$18.00
- Strawbridge & Clothier—Second Floor, Centre

GOLDEN OPPORTUNITIES

- Important news of unusual value, groups condensed into small space—
- Heisey Etched Glassware** in the Sale at Half Price. Tumblers in assorted sizes. Stem Glasses, Finger Bowls, many in the same decoration. The first lot of this famous full lead glass to sell at such prices—16c to 25c each. Basement Aisle 10, Market Street
 - Sterling Silver Picture Frames** at \$4 to \$27. The entire surplus stock of one of the leading suppliers at about half regular prices. Oval shape, some flat, some domed, plain, engraved and engine-turned. All popular sizes—\$4.00 to \$27.00. Aisle 10, Market Street
 - Gold Wrist Watches, \$25 Less Than Half Price**. For the Girl Graduate, imported Wrist Watches of solid 14-karat gold in small sizes, several shapes, squares, tonneau and cushion. Fitted with fine Swiss movement. Aisle 9, Market Street
 - White Gold Bracelet Watches, \$25.00**. Small lot of 14-karat white gold Bracelet Watches, octagon, cushion or square shape, fitted with 15- or 17-jewel movement. Aisle 9, Market Street
 - Save on Baby Yards** at This Low Price, \$7.25. White enameled Yards, much below regular price. Basement, West
 - Well-made Lawn Swings Economical** at \$11.00. Four-passenger Swings, strongly made, and at a saving during the Anniversary Sale—\$11.00. Basement, West
 - Men's Stationery, \$1.00** an Excellent Quality. Consists of 24 sheets of letter paper, 24 large-size envelopes to match, nicely boxed. Aisle 10, Centre
 - Glenside Linen-finish Stationery** at 50c. Box contains 10 sheets of heavy letter paper and 48 matching envelopes. Aisle 10, Centre
 - Good Self-filling Fountain Pens—85c**. Every Pen has a 12-karat gold point and is guaranteed perfect. An unusual value. Aisle 10, Centre
 - Assorted Coconut Caramels, Pound—35c**. Tasty, delicious Candy at a special Anniversary price, 35c lb. Basement; and Filbert St., Cross Aisle
 - Brocaded and Striped Ribbon, Unusual, \$1.55**. Handsome Ribbons in delightful color combinations, both light and dark effects. Just the thing for vestal styles, and for making novelties. An average saving of one-third at \$1.55. Aisle 11, Centre
 - Organdie Collar-and-Cuff Sets, Special, 40c**. Smart tailored Sets, with collar in Peter Pan or flat style. A special lot at 40c a set. Aisle 11, Market Street
 - Bleached Muslin Sheets** in the Sale at \$1.05 ea. S. & C. Reliance Brand Sheets, neatly made. Double-bed size 72x90 inches, at the special price of \$1.05 each. Aisle 12, Filbert Street
 - White Suiting Muslin** Excellent value, 25c. Sturdy Suiting for uniforms and tailored apparel for summer; 33-inch width—28c a yard. Bleached 36-inch Muslin, 18c. Unbleached 36-inch Muslin, 15c. Muslin Lining of the best quality, 45-inch, 55c. Aisle 12, Centre
 - Petticoats of White Tub Silk, Unusual—\$1.95**. A saving of \$1.00 on these cool, practical Petticoats. Both double-paneled back and front. With hemstitched hem or scalloped edge. Second Floor, West
 - Figured Voile Kimonos** Wonderful Value—\$1. Dainty and cool for summer. Full-length, girdled and trimmed with a fringe. Also a few Kimonos of WHITE DOTTED SWISS in this under-price group at \$1.00.
 - Box-loom Crepe Kimonos** in the Sale at \$1.95. Long, graceful models or smart Breakfast Coats, hemstitched or frilled, in rose, Copenhagen blue, turquoise or white. Third Floor, Filbert St., West
 - Pearl Bead Necklaces** Unusual Value—\$5.00. Fine French Pearl Beads, evenly graduated, beautifully matched, 24-inch strings, with gold clasps. Aisle 9, Market Street
 - Swiss-embroidered Handkerchiefs, 20c**. In the Anniversary Sale at 20c each, or \$1.15 a half-dozen. Fine and dainty and embroidered in close semblance to Madeira hand-work. Aisle 12, Market Street



To-morrow! New Millinery in the Anniversary Sale

Nearly 2000 of the Smartest Sports and Dress Hats at an Average of One-third Less Than Regular Prices

All new Hats, just unpacked, as fresh as a June morning, and as refreshing to look at as a summer garden. Two thousand of them, light and dainty, nodding with feathers, wreathed with flowers, sporting graceful scarfs, or appliqued, or ribbon-trimmed or showing the smartest feather fancies. At the regular prices, such a collection would be a rare treat—remarkable values at these Sale prices:

Trimmed Canton Crepe Hats—\$5 Trimmed White Hemp Hats

Medium and large shapes, some faced with straw; all trimmed with ostrich plume. White, pearl, gray, sand, navy blue and black, some in two-tone combinations. A lovely lot of gleaming White Hats, large and small, faced with crepe and trimmed with beads, ribbons, flowers and ostrich feather fancies. Excellent value.

Lovely Lot of Georgette Hats, \$3.50 and \$4.50

All new summer styles, trimmed with flowers and self material, \$3.50. Others in white and lovely light shades, trimmed with ribbons, flowers and self materials, \$4.50.

Transparent Black Hats, \$9

Dress Hats of the fashionable hair, all-black, in large, droopy shapes and trimmed with glycerined novelty trimmings. Many of these are more than one-third under price.

Trimmed Hats, Special at \$8.50

Only one hundred, of very fine materials, and possessing unusual style distinction. Don't miss them.

Trimmed Maline Hair Hats, Nearly One-half Less, \$6.50

Entirely of maline hair or with maline hair brims and Baronet satin crowns. Black, black-and-white, white, navy-and-white, sand, gray and navy blue. A beautiful assortment of the newest shapes, trimmed with imported burnt coque fancies, ostrich feather novelties, flowers, ribbons and embroidery.

200 Colored Trimmed Hats, Formerly Double and Treble This Close-out Price—\$5.00
 Strawbridge & Clothier—Second Floor, Market Street, West

Children's Low Shoes—Save

Children's \$2.95 Misses' \$3.45

Two exceptional lots at savings of one-third to one-half. All with Goodyear-welting, oak-tanned soles. —Chestnut Brown Calfein Oxfords on broad, nature-shaped lasts. —Patent Leather and White Canvas Pumps, with a buttoned instep strap.
 Strawbridge & Clothier—Eighth and Filbert Streets

Notable Values in Decorative Linens

It will pay you to purchase in the Anniversary Sale:

- Lace-trimmed Linen Scarfs, Unusual, 90c
- Sizes 18x36, 18x45 and 18x 54 inches. All trimmed with wide lace in a flet design.
- Hemstitched Linen Scarfs, \$1, \$1.20, \$1.40
- Lace-trimmed Linen Centres and Lunch Cloths
- Filet and Cluny laces. Centrepieces, 24-inch, now \$2.00 each; 54-inch Cloths—now \$12.50.
- Irish Linen Bolster Shams, 27x63, \$4.00

Strawbridge & Clothier—Aisle 11, Centre

For Men! Mercerized Lisle Socks } 25c

Seconds of a famous make known best for the "reinforced at every wear-point" feature. In black or colors. Sizes 9 1/2 to 11 1/2—25c a pair, or 6 pairs for \$1.45.
 Strawbridge & Clothier—Aisle 2, Market Street

Athletic Union Suits } 65c

Ordinarily men would pay almost one-third more for these perfect-fitting, comfortable, cool nainsook Athletic Union Suits. All with elastic band in back; sizes 34 to 46.
 Strawbridge & Clothier—Aisle 2, Market Street

Bathing Suits... } \$3.75

LIFE-GUARD style Bathing Suits. White wool shirt, white web belt with non-rustable buckle, blue flannel pants with small pocket with buttoned flap.
 Strawbridge & Clothier—Basement, West

A Remarkable Under-price Sale of Toilet Goods

Is in progress on the Filbert Street Cross Aisle

Men's Straw Hats in the Sale

Men's English and American-made Straw Hats in new shapes and straws—\$1.65. Panama Hats—\$2.95 to \$7.45. Leghorn Hats—\$2.95 to \$7.45. Caps at great savings—95c

Extra Special! \$3.35 Vyse Straw Hats

Famous English make, much reduced in price—\$3.35.
 Strawbridge & Clothier—Second Floor, Market Street, East

Boys' Wash Hats Exceptional—65c

A large assortment of styles and shades, all worth from one-half to double this price—65c.

SAMPLE STRAW HATS, a wonderful collection of styles for boys, all worth more than twice this price—\$1.45.

MADAGASCAR HATS, in several good styles, from one-third to one-half under price—\$1.00.
 Strawbridge & Clothier—Second Floor, Filbert Street, East



Another Great Anniversary Sale Purchase 300 Women's New \$21.75 Tricolette Dresses

Six Different Models, and Sizes 36 to 46

Fresh from the manufacturers in time for the first real warm weather of the season, three hundred Dresses, that are certainly entitled to be called Summer Dresses, for they are of tricolette, the cool, uncrushable tricolette, that has all the elegance of a fine silk and the serviceability of the sturdy linen. Any woman who has worn tricolette knows how cool it is and how little affected by perspiration. And these six models are in the straight-line, slender effects, that are so easy to wear. The six models are shown in the sketch, some beaded and some embroidered.

Black, White, Navy Blue, Jade, Beige, Copper, Beaver

OTHER SUMMER DRESSES IN THE ANNIVERSARY SALE

- Dark Voile Frocks, \$9.00**. A new lot of brown, black and blue figured effects. Made with loose side-drapery, taffeta sash, embroidered creme batiste collar, with cuffs on the short sleeves to match.
- Extra-Size Dresses, \$12.50**. Dark voiles with white dots or figured in white, daintily trimmed with lace. Navy blue, Copenhagen blue and black. Sizes 42 1/2 to 52 1/2.
- Various Dresses, \$15.00**. A beautiful assortment of fine ginghams, dimities and tissues, in the most exquisite colorings. Many novel effects in trimming—one with smart edging, another leather-belted model appliqued in white ratine—and many others.
- Frocks of Imported Dotted Swiss and Gingham, \$17.50**. Straight-line and Blouse Dresses with tucked and paneled skirts, in black and a good assortment of colors.

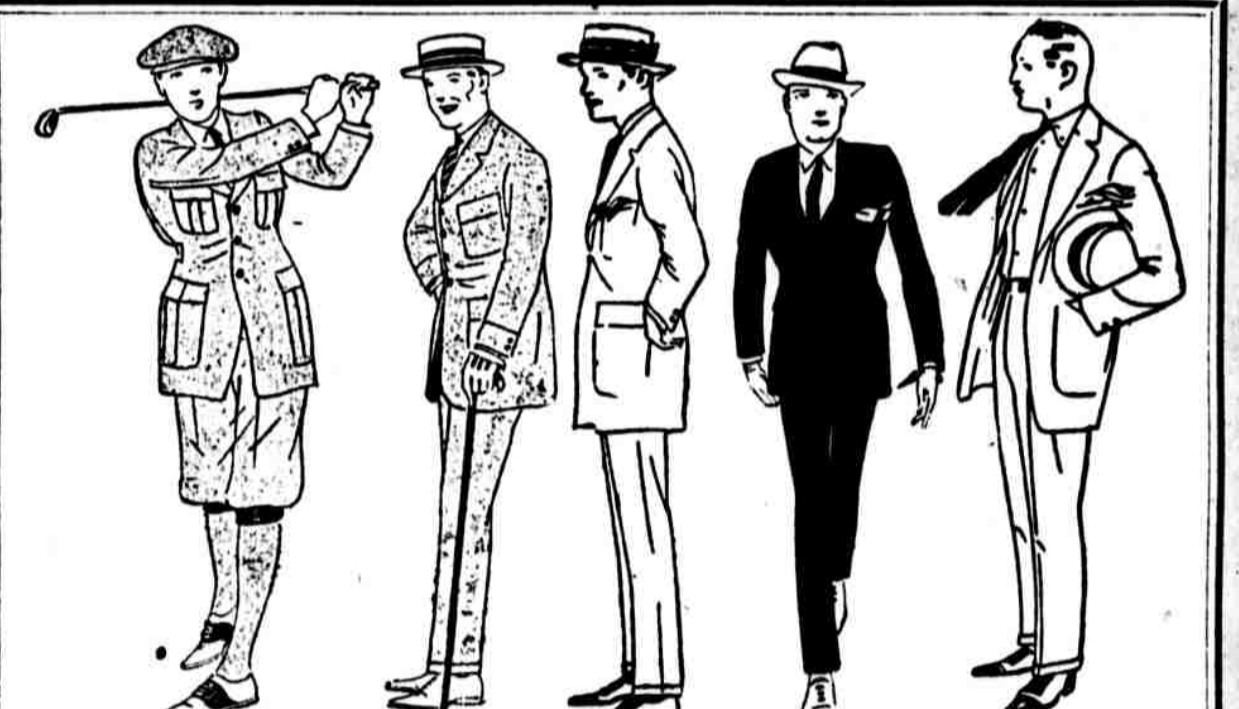
Strawbridge & Clothier—Second Floor, Market Street



Special Misses' and Girls' New Summer Frocks

- Misses' New Silk Dresses—now \$14.25**. Navy and black crepe de chine. Kimono-sleeve, low-waisted Dresses, loose panels from neck to hem. Soft flower-trimmed girdle.
- Misses' New Wash Dresses—now \$7.50**. Rose and blue figured Voiles with side-draped skirts. Dotted Normandy Voiles with lace-trimmed collar and cuffs. Lavender, brown and blue Voiles with colored organdie sashes. Straight-line, tailored Gingham Dresses with wool cross-stitching. Sizes 14 to 18 years. Two styles sketched.
- Misses' Gingham and Voile Dresses—\$5.00**. Low-waisted and straight-line belted Gingham Dresses, pique or organdie collars and cuffs. Brown and navy blue dotted Voile Dresses, with long organdie collar and vestee edged with plaited fringe. Sizes 14 to 18 years.
- Intermediate Girls' Wash Dresses—\$7.50**. Figured English Prints in rose, gold, green and blue; low-waisted Dresses with white organdie sleeves; kimono-sleeve Dresses with lace-trimmed collar and cuffs and belt; 12, 14 and 16 years. One style sketched.
- Intermediate Girls' Wash Dresses—\$5.00**. Checked ginghams, figured voiles and combination effects. Straight-line belted Dresses and low-waisted sash styles. Sizes 12, 14 and 16 years.
- Girls' Lovely Tinted Voile Dresses—\$3.75**. Yellow, rose and light blue, plain Voiles; low hemstitched belt, full tucked skirt, lace-edged white voile collar and cuffs. Sizes 6 to 12 years. One style sketched.
- Girls' Organdie and Voile Dresses—\$3.00**. Colored organdie with lace-trimmed collars, tucked or quilling-trimmed skirt. Light-color, figured Voiles, with colored ribbon belts and large white voile collars. Sizes 6 to 14 years.
- Misses' New Silk Dresses—now \$21.50**. Navy blue, white, black and cocoa Crepe de Chine and Canton crepe. Low-waisted and blouse styles, with hemstitching and plaited panels. Sizes 14 to 16.

Strawbridge & Clothier—Second Floor, Market Street



Now is the Time for Any Man to Buy a Suit

During this Anniversary Sale men can choose from thousands of dependable Suits—a collection that includes practically every smart style and fabric of the season—and pay ten to more than twenty dollars less than the price for which that Suit was made to sell. Here are just a few of the attractions:

- \$24.50 Two Splendid Groups of \$28.50** Also and Wickham Suits
- Men's and young men's styles in a wealth of fabrics and colorings. All sizes and proportions—insuring exact fit. Remarkable Anniversary savings at \$24.50 and \$28.50.
- Hart, Schaffner & Marx Suits, \$33.50**
- Suits that need no introduction to men! An excellent lot of fine, new worsted Suits in attractive patterns—including plenty of the much-wanted club checks—at very substantial savings.
- Suits with Extra Trousers** Now \$19.50, \$24.50, \$29.50
- A double saving—the Anniversary price-saving which is considerable in every instance, and the wear-saving which is well worth considering. At \$19.50—all-wool serge and neat worsteds. At \$24.50—serge, cassimeres and chevots. At \$29.50—Silk-and-worsted mixtures and cassimeres.
- Warm Weather and Vacation Apparel at Anniversary Sale Prices!**
- 2-piece Suits of Palm Beach Cloth, \$13.50 Khaki Trousers—\$2.00
- 2-piece Suits of Fine Mohair—\$16.50 Youths' Suits with Extra Trousers, \$24.50
- White Flannel Trousers—\$6.50

Strawbridge & Clothier—Second Floor, Market Street