

True Then—True Now

About 50 years ago a Strawbridge & Clothier editorial said: "Our goods are sold at low fixed rates and the public can rely on our reasonable prices and on the quality of our goods."
True then. True now.
And during this Anniversary Sale these "reasonable prices" are even lower than usual. Such Sale prices are worthy of the attention of shoppers every hour of every busy day during this Anniversary month. And the Seal of Confidence is back of every transaction.
Shop early in the day!



STRAWBRIDGE & CLOTHIER Anniversary Sale



Announcements for Tuesday

In the French Salon Silk Kimonos at Savings
Styles for travelers and for stay-at-homes. But every one is delighted with a Habutai Silk Kimono that folds compactly into a silk envelope bag to match. In the Sale at \$12.
Japanese Silk Kimonos Richly Embroidered, \$12 to \$18
Satin or Taffeta Silk Breakfast Coats, \$15, \$16
Strawbridge & Clothier—French Salon, Third Floor, West

Anniversary OPPORTUNITIES

Important news of unusual value-groups told in a few words:
Helvey Etched Glassware in the Sale at Half Price
Tumbler in assorted sizes, 8 in. Glasses, Flinger, Mosaic, many in the same decoration.
The first lot of this famous full lead glassware to sell at such prices—10c to 35c each.
Basement, West
Children's Sleeping Suits, Special—85c
Of cambric, in pajamette style with drop seat. Cord finish at neck and sleeves. Sizes 2 to 10 years.
Girls' Night Gowns of Cotton Crepe—85c
Comfortable for summer; easily laundered. Sizes 8 to 14 years. A notable value in the Sale.
Third Floor, West
Umbrellas of Taffeta Silk, Unusual—\$6.50
In green, blue and purple, satin bordered and fitted with bakelite handles, some in amber shade. Short ferrule, white or amber color tips and leather straps or rings are smart touches.
Aisle 7, Market Street
Fine Long Cloth in Ten-yard Pieces—\$2.35
A notable Anniversary Sale special. Long Cloth of an unusually fine quality, 40 inches wide, at \$2.35 a piece of 10 yards.
Aisle 12, Centre



500 Women's Coats and Capes in the Sale at Wholesale Prices or Less

Special purchases, at former wholesale prices or less, of manufacturers' stock on hand, and of garments made up from the season's remaining lots of high-grade materials; many are replicas of models we have had in our regular stock for which we paid considerably more than the Sale prices of these. Women who know from past experience what it means when we announce a Sale of Coats, will be the first here to-morrow. The Coats are all arranged for easy selection, and an increased salesforce insures quick service.
Many Models in These Coats \$9.75 **Smart New Top Coats \$13.75** **Fine Coats and Capes \$15.** **15 Different New Models \$18**
This is a miscellaneous lot—many models, but only one or two of a kind. Some are smart plaid-back Sports Coats, unlined—and other Capes and Coats are too varied for description.
High-grade plaids and tweeds of unusual excellence, plain-tailored in belted and unbelted overcoat styles, and elegantly lined throughout. Only one hundred, but they are wonderful.
Nine different models, in serges, twills and wool velours. Tan and medium blue in Coats; tan, navy blue and black in Capes. Beautifully tailored and finished throughout.
Bolivia weaves, wool velours and Poiret twill, in loose-line Coats and Capes, some of the former belted. Elegantly lined throughout. Shades of tan and blue, some in Copenhagen blue, a few in black.
Strawbridge & Clothier—Second Floor, Centre

Men's Summer Suits Tailored-to-Measure
\$42.50 A clear saving of one-third as based on the Custom Tailoring Shop's usual charge for garments tailored from the same fabrics.
\$48.50
100 Patterns to choose from at \$42.50.
75 Patterns to choose from at \$48.50.
Every detail of the work executed by our own Custom Tailoring staff.
Strawbridge & Clothier—Second Floor, Centre, East

Famous Hartmann Wardrobe Trunks \$35
Here's a very pronounced Sale value—fibre-covered, cretonne-lined Hartmann Wardrobe Trunks, size 40x21x22 inches. With four drawers, locking bar, shoe box, blue velvet cushion top—for \$35.00.
Strawbridge & Clothier—Fourth Floor, Centre

Surf Cloth, 68c
FAST-BLACK Surf Cloth, wanted now for making bathing suits. In 36-inch width—68c a yard.
White Lining Lawn—25c
In 40-inch width.
White Lining Net, 72-in., 50c a yard
Strawbridge & Clothier—Aisle 5, Filbert Street

Buy Linen Now Under Price
It will be wise economy to buy Linen now in the Anniversary Sale, at about one-fourth less than regular prices:
Humidor Linen Table Damask with Napkins to match, in attractive designs—
70-inch Damask—\$2.25 a yard
22-inch Napkins—\$6.00 dozen
Humidor Double Damask Linen Table Cloth, richly designed, in sizes for round, square or oblong tables:
size 71x73 inches—\$6.75
size 71x90 inches—\$8.50
size 71x108 inches—\$10.25
Hemstitched Linen Damask Napkins, 15x15 inches—\$4.25 a dozen.
Scotch Linen Napkins, 20x20 inches—\$5.00 a dozen.
Strawbridge & Clothier—Aisle 11, Centre

One of the Smart Models in the Sale of Dresses
\$23.75 Imported dotted Swiss, in tangerine, brown and navy blue. Some with white organdie vestee, collar and cuffs, some trimmed with white organdie bands; model sketched, of Swiss with foundation and trimming of linen.
\$19.75 Imported gingham and Swiss, fine tissues, ratine-and-voile combinations, in smart styles. All straight-line effects, some with leather belts and dainty collars.
\$17.50 Tissue, dotted Swiss and fine gingham, in straight-line and blouse styles, in regular sizes; and a voile model in dark colors with white dots, in plaited effect, in extra large sizes.
\$15.00 Dimity, tissue and gingham Dresses, of excellent quality. Straight-line models, with novel pockets and belts. Excellent colors.
\$11.75 Dimity, figured voile and embroidered dotted voile Dresses, in a good assortment of colors. Also some Dresses in extra sizes, of dark voile with white figures. An Anniversary special.
\$9.75 Dresses in extra sizes, of white-figured dark voiles, in plaited-panel, side-draped and straight-line styles; and of tailored gingham in an excellent assortment of colors.
Strawbridge & Clothier—Second Floor, Market Street



Men and Boys May Profit by Buying Shoes in the Sale
To be exact, there's an AVERAGE SAVING OF ONE-THIRD on the smart, high-grade Oxfords in these three great under-price groups. Some of the economies available in the Shoe Store—
Banister Oxfords \$9.25
Smart Calfskin Oxfords for men. From the James A. Banister Co. Tan, on English last or with medium round toes. Chestnut brown with medium round toes and boarded tan calf Brogue Oxfords. English last, of gun-metal calfskin.
Boys' and Youths' Tan Oxfords—\$3.75
Tan Calfskin Oxfords in boys' and youths' sizes, at far less than regular prices. Cadet, Newark and English lasts, with medium and broad toes, and with welted oak-tanned leather soles and rubber heels.
Strawbridge & Clothier—Eighth and Filbert Streets

Golf Clubs
IRONS—Save \$2.75
One-third
DRIVERS—Save \$3.50
Nearly One-third
Tennis Rackets
Excellent Rackets \$3.00
Much Under Price
Life-Guard Bathing Suits
White wool shirt, blue flannel pants, web belt—\$3.75.
Strawbridge & Clothier—Basement, West

Silk Gloves Richly Embroidered \$2.65
Long Gloves to meet short sleeves. Consider the saving—more than one-third. Then consider the heavy silk, the full 16-button length, the hemstitched wrists and the arms beautifully embroidered in self shade. In pongee, beaver, white, gray or sand.
Long Silk Gloves, \$1.20 Notable Value...
Of Milanese silk, with double finger-tips. In white, mode, pongee or mastic. Away out of the ordinary at \$1.20.
Strawbridge & Clothier—Aisles 12 and 13, Market Street

Stationery
Linen-Finish Writing Paper 60c
Snow-white linen Stationery, consisting of 84 sheets of paper with 75 matching envelopes, special at 60c.
Indexed Letter Files, exceptional—45c.
Telephone Indexes, A to Z—20c.
Strawbridge & Clothier—Aisle 10, Centre

New Japanese Rush Rugs in an Under-Price Event
Heavy, attractive Rush Rugs, oval and oblong shapes, bought at a great price concession and marked one-third to one-half under price. Early selection is most advisable:
Rugs, 18x28 in.—85c. Rugs, 27x54—\$1.95. Rugs, 36x72—\$3.75. Size 9x12 feet—\$19.50. And other sizes in between.
Supersine Crex De Luxe Grass Rugs
Less Than Half Price
De Luxe Grass Rugs, 7x9x6 feet
De Luxe Grass Rugs, 8x8 feet
De Luxe Grass Rugs, 8x12 feet
\$9.00
De Luxe Grass Rugs, 7x8 feet
De Luxe Grass Rugs, 8x8 feet
De Luxe Grass Rugs, 8x12 feet
\$6.75
Strawbridge & Clothier—Fourth Floor, West
Royal Wilton Rugs, 9x12—\$64.50
Only 75 Rugs in this lot, and they should go quickly at this price.
Inlaid Linoleum \$1.30 square yard
In 15 different designs—tile patterns.
Carpets \$1.50, \$1.75, \$2.50 yd.
Taupe and sand shades.
ON THE FILBERT STREET CROSS AISLE
Small-size—18x36 inches—\$5c. Size 27x54 inches—\$1.95

Jumper and Sweater Blouses Special at \$2.95 and \$3.95
Fine White Voile Blouses, in frill and vest effects so desirable to wear with sweaters; new adjustable-collar styles that may be worn close to the neck or in a deep V-shape; and the dainty Peter Pan to wear with the new slip-over jumpers and high-neck sweaters.
Several models are beautifully tucked and show rows of drawn-work. One model trimmed with real Irish medallions. Others trimmed with wide Irish or filet laces. All short sleeves. Also convertible collars trimmed with imported embroidered panels and Valenciennes lace. Long or short sleeves. The four models sketched and many others at these prices.
Strawbridge & Clothier—Second Floor, Centre

Tuxedo Sweaters of Fibre Silk, \$6.85
They are an Anniversary Sale value—smart Coat Sweaters, Tuxedo style, that so many women like best. A drop-stitch weave, in black, navy blue, Copenhagen blue, henna and tangerine. Sizes 38 to 46 inches.
Strawbridge & Clothier—Aisle 6, Market Street

Palm Beach Suits for Boys \$7.95
ONE-THIRD UNDER PRICE
All popular shades; tan, sand, natural. In the new golf-back styles—\$7.95.
Boys' Wash Suits, \$1.65
Middy and Oliver Twist models. Many with short sleeves and all under price. Sizes 3 to 8 years—\$1.65.
Strawbridge & Clothier—Second Floor, Filbert Street, East

Stamped Muslin Bed Spreads, \$3.00
Attractive stamped patchwork Bed Spreads of excellent unbleached muslin. Bolster and patches included, at a saving of more than one-third—\$3.00
Silk Floss-filled Cretonne Pillows 65c and 85c
Exceptional values. Round Pillows, filled with silk floss and covered with cretonne in many lovely designs and colorings, under price at 65c and 85c.
Knitting Floss 13c a Ball
All the new shades as well as the staple colorings included. Correct in weight for blouses or sweaters, made-up models of which are on display. About 1,000 balls at this price—13c.
Strawbridge & Clothier—Third Floor, Market Street

"Vyse" English Straw Hats are Now \$3.35
Vyse Sons' Straw Hats are preferred by better-dressed Englishmen—not only for their superior quality but because of their exceeding smartness of style. We have included a large quantity of these imported Hats in the Sale, at a worth-while reduction from the regular price. There are many shapes in the new coarse braids, and the Anniversary price is \$3.35.
Strawbridge & Clothier—Second Floor, Market Street, East

More of Those Shirts to Sell at \$1.65
We have just received another lot of those men's fine Shirts to sell at an Anniversary Sale price that averages close to one-half regular retail value. The collection includes COLORED MADRAS SHIRTS—in a wide range of woven-stripe effects, together with WHITE SHIRTS in the following materials—mercerized pongee, mercerized cheviot and madras. The white mercerized cheviot and madras Shirts also come with attached collar, at this price. The best Shirt value we know of—and any man who sees the Shirts will say so, too!
Strawbridge & Clothier—East Store, Eighth Street

Alco Suits One-third to One-half Less Than Usual Low Prices
A great special purchase of the entire surplus stock of the Arnold Loucheim Company. Two remarkable low-price groups—
\$22.50
\$27.50
Representing clear savings of \$12.50 to \$27.50 as based on present retail valuation.
THE FABRICS—serges, worsteds, smooth and unfinished, cassimeres and velour-finish weaves. THE STYLES—sport effect and clean-cut, conservative models. THE COLORINGS—blues, browns, grays, pencil stripes, checks, plaids, herringbone, tweed effects.
Regular sizes, 34 to 46 Stout sizes, 38 to 46 Short sizes, 34 to 46
Strawbridge & Clothier—Second Floor

