

In the Background—

Back of the kind of response now being gained by the items offered during the celebration of our 54th Anniversary is that belief you have in this Store.
When this Store says "extra value" you know there is extra value there. You know the Seal of Confidence must be back of every transaction. Hundreds, yes thousands, of Anniversary Specials throughout the Store during this Sale. Those listed here are only typical. Shop early in the day.



STRAWBRIDGE & CLOTHIER Anniversary Sale



Tickets for This Week's Outdoor Dance Will Be 25c per Person

This week only, we are making a charge of 25c per person for tickets of admission to our Thursday Evening Outdoor Dance. Entire proceeds for the benefit of Devastated France—to be counted as votes for Mrs. Letitia Hunsicker, a War Mother, candidate for the Good-Will trip to France.

Announcements for Tuesday—Until Further Notice, This Store Closed Daily at 5 o'Clock



Canton Crepe \$50.00 Canton Crepe \$50.00 Canton Crepe \$67.50 Canton Crepe \$67.50

High-Grade Canton Crepe Dresses Greatly Reduced

\$25.00 \$35.00 \$40.00 \$50.00 \$67.50

A clearance of several remarkable lots, at amazing reductions from the regular prices.

\$25.00—Vestee and blouse models, with panels, the fashionable wide sleeves, new embroideries or tailored trimming of the material. Rust, navy blue, brown and black.

\$35.00—Beige, gray, navy blue, black and white. Paneled, plaited and straight-line styles—many smartly tailored.

\$40.00—Beaded and embroidered Afternoon Dresses in many different styles, and in the most fashionable shades. The lot is too varied for description, but every Dress is a rare value.

\$50.00—Over-blouse, tucked, draped and panel styles, embroidered in self tones or trimmed with beads. Black, navy blue, beige, rust, Mohawk and brown.

\$67.50—Draped models done with the most artistic skill, and the most distinctive panel and straight-line models of the season. Many elaborately beaded and embroidered; some have wide sleeves of beaded crepe Georgette. Black and colors.

Chummy-knit, Canton and Veelette Dresses, \$30.00
Black, wistaria, fuchsia, castor, rust, blue and brown.

Ratine, Linen and Gingham Dresses, \$22.50
Plain colored and checked ratines in tailored styles; hand-made Linen Dresses with hand-drawn work; and Anderson's fine gingham in a great variety of styles.

Hand-made Voile and Linen Dresses, \$19.75
Dainty Linen and Voile Frocks with hand-drawn work. Cool short sleeves, dainty neck-lines and narrow tie sashes.

Great Variety of Silk Frocks Reduced to \$16.75
Drop-stitch tricolette, crepe-knit and crepe de chine. Many attractively beaded. Black and colors.

Dolls at \$7.50 Half Price
IN THE NEW DOWN-STAIRS TOY SECTION

Here's sufficient incentive for an early visit to the newly located Toy Section in the Basement. A handsome, lovable Doll, that says "Mama" as plain as can be, and that can walk if her little mother guides her—for one-half the former price—now \$7.50.
Doll Coaches—now \$4.25 and \$4.90
Just the thing to take Dollie out in, for her boardwalk promenade at the seashore. Much under price, too.

Boys' Palm Beach Suits, Special \$7.95
A new shipment just received; all in desirable colors; sizes 8 to 18 years. Regularly one-half more.



Infants' Layettes, Eighteen Pieces \$5.00

Everyone may share in the Anniversary Sale economies. Here's a "special" in neat dainty garments that tiny babies need. Mothers will appreciate the remarkable value. Layettes include—
2 Shirts 2 Fannel Binders
2 Slips 2 Pairs of Socks
1 Sacque 1 White Petticoat
2 Flannelette Petticoats
A half-dozen Diapers.

Silks in the Sale

Crepe de Chine, \$2.95
Extra heavy, all fashionable shades, plenty of white, black and navy blue; 40 inches wide.
Foulards, \$1.50 to \$1.85
All new patterns. Widths, 36 and 40 inches.
Fine Pongee at \$1.35
White, colored, and the natural shade. 36-inch.
Satin Charmeuse, \$1.85
Just a little more than half price. Navy blue, brown, taupe and black; 40-inch.
All-Silk Gingham, \$1.85
Smart checks in beautiful colorings—all new goods and greatly under price; 36 inches.
Sports Satins, \$3.00
A new shipment of the fashionable plaids, and stripes, and fancy all-white Sports Satins, 40 inches wide, and specially priced at \$3.00.

Strawbridge & Clothier—Aisle 6, Centre

Misses' New Silk Frocks In the Sale—\$25 to \$35

New purchases of Silk Frocks—charmingly new in styles, amazingly low in prices. Pretty Frocks of colored lace-and-chiffon—one sketched, at \$29.50. Smart striped Tub Silk Dresses; light tinted Afternoon Frocks of crepe Georgette, and new models of crepe de chine and Canton crepe in navy blue, black and white, with hemstitching, fagoting and knife-plaiting—all within this price range—\$25.00 to \$35.00.
Misses' Finer Cotton Frocks Specially Priced \$12.50 to \$25.00

Striped and novelty tissues, plain colored voiles, tailored linens, combinations in which linen figures conspicuously, fine checked gingham, dotted Swiss and novelty cottons. The Frock sketched is of a cool, pale lemon-yellow voile, with lacy open-work and rows of dainty Valenciennes lace—a perfect Summer Frock—price \$25.00.

Strawbridge & Clothier—Second Floor, Market Street

Crepe Georgette Blouses and Over-Blouses—Special

\$4.95 \$5.95 \$6.95 \$7.95 \$10.00

White, flesh and bisque, very dainty and summery with their little tucks and trimming of filet, Venetian, Valenciennes and antique laces. Several frill models with eyelet embroidery; some with vest effect of embroidered net; also several in kimono style, elaborately beaded in crystal or colored beads. Very unusual at these prices.

Strawbridge & Clothier—Second Floor, Centre

Pretty Printed Voiles, 32c At a Saving of More Than One-Third

Navy blue, black, brown or gray Voiles printed in white foulard patterns. And what a saving the Anniversary Sale makes possible! The value is exceptional at 32c a yard.

White Linen-finish Suiting, 32c
We are selling thousands of yards of this favorite Suiting for summer apparel and for nurses' uniforms. It wears well and retains the original linen finish through repeated launderings. The Sale price is 32c a yard.

Strawbridge & Clothier—Aisle 6, Centre

Fresh, New Lines of Summer Bed Spreads in the Sale

The most desirable kinds, at savings that will be remembered long after this Sale is over:

White Dimity Bed Spreads, \$1.95 and \$2.25
Size, 63x90 inches, \$1.95; size, 80x90 inches, \$2.25.

Striped Dimity Spreads, \$3.75 and \$4.25
White with colored stripes. Single-bed size, 72x90 inches, \$3.75; double-bed size, 81x90 inches, \$4.25.

White Corded Dimity Bed Sets—\$6.50
Scalloped Spread, 90x100 inches, with Bolster Throw to match.

White Marseilles Bed Sets—\$10.50
Satin-finish white Marseilles; scalloped Spread, 90x100 inches, and Bolster Throw.

Strawbridge & Clothier—Aisle 11, Filbert Street

Porto Rican Hand-Made Blouses at Great Savings

Fine French voiles and batistes, with lovely hand-tucking and hand-drawn designs, or elaborately embroidered and trimmed with real fillet and Irish laces, some, too, with the tailored finish, very simple, but so effective. Several models have the neat little fillet edgings that are so well liked. Peter Pan and vest models, the latter with roll or Tuxedo collars frequently trimmed with wide Irish lace. Front- or back-fastening; long or short sleeves. Prices \$1.95 to \$8.75.

Strawbridge & Clothier—Second Floor, Centre

Imported Chamois Lisle Gloves, \$1.00

Sixteen-button Gloves, the full elbow length, very smart looking and shapely, and they launder beautifully—an ideal Glove for summer. White, mode, pongee and gray.

Sixteen-button Silk Gloves—\$1.20
Silk of excellent quality; double finger-tips. Mode, pongee, gray, tan, and plenty of white.

Strawbridge & Clothier—Aisles 12 and 13, Market Street

Heavy Axminster Rugs One-third Under Price

We have just received, from one of the largest and best-known mills in America, a full carload of heavy-grade Axminster Rugs, to sell at great savings, merely because of trifling imperfections which are confined chiefly to the matching. The slight irregularities, whatever they may be, in no way affect wearing quality. The collection, conservatively valued at \$15,000, as based on retail prices for the regular grade—will be sold for \$10,000. Note well these low prices:

Heavy-weight Axminster Rugs, 9x12 feet, \$24.75
Seamless Fringed Axminster Rugs, 8.3x10.6 ft., \$24.75
Seamless Fringed Axminster Rugs, 9x12 feet, \$26.75
Axminster and Fringed Velvet Rugs, 11.3x12 ft., \$42.75

MANY ODD AND SMALL SIZES INCLUDED
FOR INSTANCE—36x72 inches, \$5.75; 36x63 inches, \$4.75; 27x54 inches, \$3.75; 4.6x6.6 feet, \$10.75; 7.6x9 feet, \$21.75; 6.9x9 feet, \$18.75 and \$21.75; 9x10.6 feet, \$24.75; 9x9 feet, \$21.75.

Strawbridge & Clothier—Fourth Floor, West

In the French Salon Japanese Silk Kimonos at Sale Savings

A choice group, at prices that make them all the more attractive.

For the traveler, and equally well liked by the stay-at-home, are Habutai Silk Pullman Robes with a sash folding into a little silk envelope—\$12. Embroidered Japanese Silk Kimonos—\$12.00 to \$18.00.

Silk and Satin Breakfast Coats, Special—\$15, \$16

Strawbridge & Clothier—French Salon, Third Floor, West



Men's Suits with Extra Trousers (Some with Knickerbockers for the Extra Pair) \$29.50

Among the many remarkable Anniversary value-groups in the Men's Clothing Store is this group of fine Suits—all with an extra pair of trousers—(some with an extra pair of Knickerbockers)—to sell at \$29.50. The collection includes serges, worsteds and cassimeres, in conservative sports-coat and golf-coat styles. A wide range of sizes to choose from—and every Suit in the lot an extraordinary value at the Anniversary Sale price—\$29.50.

Suits With Extra Pair of Trousers—now \$24.50

Tweed and cassimere Suits, carefully tailored in handsome, conservative effects and smart sports models. Suits that would be excellent value with only one pair of trousers at \$24.50.

Suits With Extra Pair of Trousers—now \$19.50

A remarkably low price for Two-trousers Suits—especially such excellent garments as these of blue serge and neat worsteds.

Strawbridge & Clothier—Second Floor, East



Transparent Black Hats \$9.00

ANNIVERSARY PRICE

Maline Hair Hats with great picturesque brims, trimmed with ostrich pompoms, waving ostrich fancies, swirled ostrich feathers or sweeping novelty plumage. Also some dashing new effects in Transparent Black Hats massed with white flowers—the newest fashion of the season.

Strawbridge & Clothier—Second Floor, Market Street, West

Narrow Picot-edge Moire Ribbons About Half Price—6c

The fashionable narrow Ribbons of moire grosgrain, with narrow stripes in pastel shades—6c a yard.

Picot-edge Grosgrain Ribbon—Half Price, 50c

Width, 2 1/2 inches. Twenty-six different shades.

Strawbridge & Clothier—Aisle 11, Market Street

Phonograph Records Less Than Half

Records of a famous, nationally known concern, good selections ready to try on your Phonograph:

Double-faced, 10-inch—30c
Double-faced, 12-inch—60c

Come in and hear them while the selection is at its best.

Strawbridge & Clothier—Fifth Floor, West

2400 Men's Fine Knitted Silk Grenadine Ties Ordinarily Two and Three Times This Special Price \$1.10



Our largest manufacturer of Knitted Neckties sold us this collection at a very great price concession.

These have imperceptible irregularities—so slight as to affect neither wear nor appearance.

Of pure silk in handsome color combinations and patterns. Many will want them in half-dozen lots—\$1.10 each.

Strawbridge & Clothier—Aisle 1, Market Street

Men's "Vyse" Straw Hats Greatly Under Price, \$3.35

Famous English Straw Hats at a price that is lower than ever before—\$3.35.

Panama Hats, Special, \$2.95 and \$4.35
A wonderful collection in Alpine, telescope, up-turn and sunken crown shapes. Exceptional in quality at \$2.95 and \$4.35.

English Straw Hats, in the Sale, \$1.65

Strawbridge & Clothier—Second Floor, Market Street, East

Just a Few of the Many Anniversary Values in the Shoe Store!

<p>Women's \$4.45</p> <p>White Canvas Oxfords, with round toes, white welted oak-tanned leather soles and military heels with rubber top-lifts.</p>	<p>Women's \$6.25</p> <p>White Canvas One-Strap Pumps, plain vamp, white welted oak-tanned soles, with 1 1/2-inch enameled military heel. All sizes.</p>	<p>Women's \$5.90</p> <p>Black Satin Strap Pumps, "Carmen" model, with covered Baby Louis heels. Also one-strap model with round toes.</p>	<p>Children's \$2.95</p> <p>Children's Tan Leather Oxfords, with broad chestnut brown saddle straps and Goodyear welted, oak-tanned leather soles.</p>	<p>Children's \$3.45</p> <p>White Canvas Strap Pumps for young girls. With welted soles and low heels. An excellent summer style.</p>	<p>Men's \$4.95</p> <p>Men's Oxfords of chestnut brown calfskin, English last. Also tan grain Brogue, and Gun-metal Oxfords on English last.</p>
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