

At Strawbridge & Clothier's—Beginning To-morrow

Lovely Summer Dresses Substantially Reduced



The Kind a Woman Needs Most for Vacation Days, Away Under Price

Two notable groups of special interest, to-morrow, and there are other lots that present an economy opportunity equally important. Select all the Summer Frocks you'll need at less than regular price.

Dark Voile Dresses Now at \$8.50

IN REGULAR AND EXTRA SIZES. Straight-line, draped and plaited models, in navy blue and black, prettily figured. Also at \$8.50, an excellent collection of Gingham Dresses in regular and extra sizes.

Finer Tub Frocks Now at \$12.50

A checked gingham model—applied with white ratine is sketched. Unusual in design and trimming. Other models of distinctive charm are of dimity, tissue or gingham, in the season's smartest styles.

Inexpensive Crepe de Chine Dresses

Just the thing for vacation wear, for business and the many occasions a woman needs a smart Silk Dress.
\$15.00 Over-Blouse model with box-plaited skirt, and a straight-line model in surplice effect trimmed with beads. In black, navy blue and white.
\$20.00 Crepe de Chine Dress, effective and excellent work of fabric with silk open-work trimming and the long sleeves are distinctive features.

Philippine Night Gowns, \$2.85

An exceptional group at this price. Round, square or V-neck styles with short, kimono sleeves. Dainty and cool and beautifully embroidered. Some with flat lace motifs inset. Every stitch hand-embroidered and hand-made—\$2.85.
 French Salon, Third Floor, West

Valaze Beauty Preparations

Used regularly will keep the skin youthful or rejuvenate

MME. RUBINSTEIN recognizes that complexion is individual and suggests you select Valaze Preparations suited to your skin.

As the basis for a healthy skin—Valaze Beautifying Skin-foam—\$1.25 and \$2.50.

In addition—FOR NORMAL SKINS—Valaze Skin-Toning Lotion—\$1.25 and \$2.50.

FOR OILY SKINS and for Blackheads—Valaze Beauty Cream, \$1.25 and \$2.50; also, Valaze Liquidine, \$2.00 and \$3.50.

FOR DRY SKINS—Valaze Extract, \$2.50, and Valaze Antiseptics, \$1.75 and \$3.50.

FOR DOUBLE CHIN—Valaze Reducing Jelly—\$1.50 and \$3.00.

FOR WRINKLES—Valaze Emulsiol, \$1.75 and \$3.50; also, Valaze Eau Verte, \$3.00 and \$6.00.

Valaze Powder, \$1.00, \$1.50 and \$2.50.

Valaze Crushed Rose Leaves Rouge, \$1.00.

Valaze Lip Lustre—\$1.00.

Valaze Beauty Preparations sold here exclusively in Philadelphia.

Baby Coaches, Strollers—Save!

Pullman Coaches with reversible gear and heavy rubber-tired wheels, under price—\$25.00.

Ecu Strollers, equipped with hood, away under price—\$20.50.

Women's Smart Shoes Under Price at \$5.75

White has special claims to distinction, but a woman considers smart Black Pumps just as important. These are special.
 WHITE CANVAS STRAP PUMPS, with oak-tanned leather soles and 1 1/2-inch covered military heels.

WHITE CANVAS TWO-STRAP PUMPS, with oak-tanned leather soles and one-inch covered heels.

BLACK GUN-METAL CALF TWO-STRAP PUMPS, plain vamp, French-bound, neatly perforated; one-inch leather military heels.

Also White Canvas Pumps trimmed with white leather.
 BLACK SATIN TWO-STRAP PUMPS, plain vamp, French-bound, square-edge oak-tanned soles, covered one-inch heels.
 PATENT LEATHER TWO-STRAP BUTTONED PUMPS, plain vamp and French-bound; square-edge oak-tanned leather soles and 1 1/2-inch black enameled military heels.
 BLACK SATIN STRAP PUMPS, plain vamp, French-bound, square-edge turned soles; 1 1/2-inch covered military heels and broad two-buttoned instep strap.

Silk "Specials"

FOULARD SILKS, in distinctive designs, exceptional at \$1.50 to \$2.50 a yard.
WHITE SILK PONGEE, for women's and children's cool summer tub frocks. In 36-inch width—\$1.35 a yard.
CREPE DE CHINE, 40-inch, a heavy quality, in black and white—\$3.00 a yard.
SUITING PONGEE, one of the season's smartest new weaves, extra heavy, for tailored dresses and men's suits; 36-inch—\$2.00 a yard.
 Strawbridge & Clothier—Aisle 6, Centre

NEW! Alaska Fox Scarfs

The Loveliest of Neck Furs
 Women of fashion are enthusiastic over the newest Fox Scarfs. And no wonder, for the skins are long-haired and silky; the styles are from the latest leaf of Fashion's note book. And the shades! Never were there such colorings of steel, platinum, beige, deep blue, brown, taupe and exquisite white to complete the summer's white costumes. A rare group—\$50.00 to \$100.00.
 Strawbridge & Clothier—Second Floor, Filbert Street

Vacation-time Blouses

You'll need plenty of dainty blouses to wear with awesateer and sports skirt or with your traveling suit.
PORTO RICAN HAND-MADE BLOUSES—Of fine white batiste or French voile, with hand-run tucks and hand-drawn designs, simple or elaborate. Many are handsomely trimmed with real Irish or flit laces. The smartest of collars in the group. All with full-length sleeves—\$1.95 to \$10.00.
 Strawbridge & Clothier—Second Floor, Centre

Summer Reading Books at 25c

Our Little Lady, by Eleanor Hoyt Brainerd.
 Ensign Russell, by David Gray.
 Little Eve Edgarton, by Eleanor Hallowell Abbott.
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 White Monarch and the Gas-House Pup, by R. G. Kirk.
 The Island of Sheep, by Cadmus and Harmonia.
 Esmeralda, or Every Little Bit Helps, by Nina Wilcox Putnam and Norman Jacobson.
 Strawbridge & Clothier—Second Floor, Filbert Street, West

Rubber-sole Sneakers, \$1.25

With extra-heavy white, brown or black canvas uppers and rubber soles. In sizes for men, women and children. Low-cut—\$1.25 a pair.

Men's Worsted Bathing Suits, \$3.90

NEARLY HALF PRICE
 Popular California style Bathing Suits of pure worsted of desirable weight. In black, navy blue and brown, with silk border and chest stripes. Sizes 36 to 46.
 Strawbridge & Clothier—Basement, West

Jessica Silk Underwear

It may be the tailored simplicity of style that makes this lovely Underwear so popular. Or it may be the wonderfully durable quality of Jessica Silk—a radiance weave with satin finish. The value is exceptional.
NIGHT GOWNS, in orchid, flesh pink, blue, white or gold—\$5.00.
STEP-IN CHEMISES, in orchid, blue, flesh pink or white—\$2.95.
SETS OF VESTS AND STEP-IN DRAWERS, in blue, orchid, white or flesh pink—\$5.90 a set.
PAJAMAS, two-piece style, in blue, pink or orchid—\$11.75.
 Strawbridge & Clothier—Third Floor, West

Lawn Swings Reduced—\$10.00

Four-passenger size, strong, durable, good-looking. Only 50 at this low price—\$10.00.
 Strawbridge & Clothier—Basement, West

Save One-third to Half on Curtain Scrim—20c

About 3,000 yards of beautiful, cool-looking Scrim to sell at this unusual saving. In white, cream or ecru, with pretty borders in various patterns. Most desirable for bed spreads, curtains, etc., particularly when the price is but 20c a yard.
 Strawbridge & Clothier—Third Floor, Centre

500 Petticoats of Tub Silk \$1.95

At a Saving of One-Third
 The kind that launder easily. Just the thing for summer! In white and flesh pink, with double panel front and back. Straight in line, with hemstitched hem. Delightfully cool and practical—for they are suitable to wear with sports skirts or sheer frocks—\$1.95.
 Strawbridge & Clothier—Second Floor, West; and Market Street Cross Aisle



TO-MORROW

now in our stock. It will be good business for any man to stock up his wardrobe at these prices. Come early!

A Group of Men's Suits	Wickham and Alco Suits	Many of Our Finest Suits	A Group of Fine Worsted Suits	More than 100 Suits
\$20	\$27	\$38	\$33	\$15

Blue Serge Suits Reduced Now \$22.50, \$29.50 and \$38.50

Suits of all-wool, fast-dye blue serge—about 500 of them in this lot at reductions ranging from \$7.50 to \$12.00 from former prices. The much-wanted Wickham and Alco Blue Serge Suits are in the groups at \$33.00 and \$38.00.

Evening Dress Clothes Reduced

Tuxedo and Evening Dress Suits, in smart new styles, reduced to \$33.50. Hart, bockers and Long Trousers—reduced to Schaffner & Marx Suits—\$49.50.

Serge and Cassimere Trousers—one-fourth under price—\$3.95 and \$4.50.

Time to Order Cash's Woven Names

Ordering now means you'll have the Names ready when you want to mark clothing and bedding for boys and girls going away to school. Orders will be filled in two weeks after they are placed.
 Three dozen Names woven on narrow, firm tape, \$1.50; 6 dozen, \$2.00; 12 dozen, \$3.00, and 24 dozen, \$5.00.
 Strawbridge & Clothier—Aisle 9, Centre

New Prices for Hardwood Floors

During July and August, in order to keep our corps of skilled workers busy, we will lay or finish new floors, scrape or finish old floors, at special low prices. Telephone, call or write for an estimate. No obligation to you.
 Strawbridge & Clothier—Fourth Floor, West

Porcelain Dinner Sets, now \$17.50

American porcelain, 51 and 52 pieces to a set. With dainty border decorations. An unusual value—\$17.50.
 Strawbridge & Clothier—Basement, West

Switches and Transformations

SWITCHES of beautiful wavy hair, 3-stem 26-inch length. In the most-wanted shades, including gray and white—now \$10.95.
TRANSFORMATIONS, full size, of fine wavy hair. One-third to one-half less than regular price—now \$8.90.

Manicuring, 50c

Strawbridge & Clothier—First Floor, Balcony, Filbert Street

Windham Phonographs Reduced \$72

All you need to pay to secure immediate delivery of one of these handsome Windham Upright Phonographs is \$5.00. The balance may be paid at \$5.00 a month, if desired.
 The Windham, with its approved tone modifier, speed regulator, silent motor and universal tone arm, plays all records, and may be had in a case of mahogany, fumed oak or golden oak.
 A most unusual opportunity to secure musical happiness for your home—economically.
 Strawbridge & Clothier—Fifth Floor, West

Summer Clearance of Men's Clothing!

A disposal of thousands of Spring and Summer Suits at great reductions from this season's prices—most of them reduced one-third, many at one-half former prices.
 It is the opinion of those familiar with manufacturing costs that this season's prices are down to bed-rock—the lowest point of the downward swing. Already the price of wool is on the upward swing, and under the new tariff is bound to go higher. It looks as though Clothing prices are going to be higher next season. Regardless of this fact, we have made substantial reductions from the already low prices of thousands of Suits to stock up his wardrobe at these prices. Come early!

A Group of Men's Suits	Wickham and Alco Suits	Many of Our Finest Suits	A Group of Fine Worsted Suits	More than 100 Suits
\$20	\$27	\$38	\$33	\$15

Suits With Extra Trousers Now \$20.00, \$27.00 and \$33

Now at \$20.00—Suits of all-wool blue serge. At \$27.00—Serge and cassimere Suits. At \$33.00—Suits of fine serge and cassimeres; many of Alco make. wonderful group, every Suit with an extra pair of trousers.

Youths' Long Trousers Suits

A group of Suits, in few-of-a-kind styles—now \$15.00. Tweed Suits with Mohair Suits, reduced more than one-fourth—\$10.50, \$15.00 and \$19.50.

White Flannel Trousers, not quite all sizes much under price—\$5.75.

Twelve Groups That Show the Unusual Purchasing Power in the Linen Store of \$5.00

A choice and varied collection of Decorative and Housekeeping Linens notably less than regular price at \$5.00.
 Heavy Scotch Linen Damask Dinner Cloths, for 48- or 54-inch tables—\$5.00.
 Linen Damask Lunch or Dinner Cloths, hemstitched; 62x62 inches—\$5.00.
 Fine Bleached Irish Linen Napkins, 20-inch—\$5.00 a doz.
 Webb's Irish Dew-bleached Linen Towels, hemstitched, 19x 33 inches. A half-dozen—\$5.00.
 Sets of 3 large White Turkish Towels and 3 medium-size Towels, colored borders—\$5.00.
 Kitchen and Tea Toweling Outfits—8 yards of Linen Tea or Roller Toweling and 7 yards of Glass Toweling—\$5.00.
 A dozen Typed Linen Glass Towels—\$5.00.
 Five yards of White Belgian Dress Linen, 36-inch, non-crushable—\$5.00.
 White Bed Spreads, full size, stenciled in blue or red floral patterns—\$5.00.
 Round Linen Lunch Cloths, embroidered and scalloped in blue, 64-inch—\$5.00.
 Madras—Hand-embroidered and Hand-scalloped Lunch Sets, 13 pieces—\$5.00.
 Turkish Bath Sets, pink or blue, include a Bath Mat, 2 Bath Towels and 2 Face Cloths—\$5.00.
 Strawbridge & Clothier—Aisles 11 and 12, Centre

Clearance—All-Wool Sports Skirtings With White Ground, \$1.75

All 54 inches wide
 Formerly \$3.50 to \$5.00 a yard. Prunellas, Serges and Bedford Cord, white grounds with black or colored stripes in the smartest designs. We suggest early selection, for many of the handomest patterns are in small quantities. There's a wide assortment, however—now \$1.75 a yard.
 Strawbridge & Clothier—Aisle 7, Centre

Clearance—Corsets Now 95c

Savings—One-third to One-half
 Chiefly well-known S. & C. Special Corsets of pink coutil, some of brocade. Low-bust styles with long hips, some elastic-top models. Heavily or lightly boned types. An excellent variety of models left from previous sales; not all sizes in every style, however—now 95c.
 Warner Hip Confiners, Guaranteed Rust-proof, now Half Price—50c
 Slip-on Hip Confiners are practical and comfortable for summer. We sell one or two with nearly every bathing suit. Sizes 20 to 28 inches. See them in the Bathing Suit Section, Aisle 13, Centre.
 Cambric Brassieres, Prettily Trimmed, Half Price—75c
 Strawbridge & Clothier—Third Floor, Market Street, West

Clearance—Women's Coats and Capes Now at \$15.00

Here's an opportunity to secure that Coat or Cape you want before you go away, at far less than the early season price. Wide variety in the lot, but often only one of a model, and not every size in a style. Chiefly in the most-wanted blue and tan shades. Nearly all are lined with silk throughout. An average saving of one-third at \$15.00.
 Strawbridge & Clothier—Second Floor, Centre

Black Taffeta Silk Bathing Suits, \$5.00

THREE SMART MODELS
 —The model sketched piped in color—\$5.00.
 —A model with paneled front, and with checked gingham collar, tie and piping. A taffeta sash, of course—\$5.00.
 —A slim, straight model with taffeta sash and white lines collar and tie—\$5.00. This model with taffeta bloomers—\$8.95.
 Strawbridge & Clothier—Aisle 13, Centre



Picturesque New Transparent Hats \$2.95

A group of the prettiest Hats of the season following the Parisian vogue for Transparent Black Millinery for dress. Of miline hair, delightfully cool to wear and charming to look upon. Plenty of those dashing wide-brimmed models, and many with medium brims becoming to more mature faces. As trimming—a fluffy pompon, a wreath of glycerined ostrich, a soft white water lily or softly clustered white lilies, as in the model sketched. All in the group at \$2.95.
 Strawbridge & Clothier—Second Floor, Market Street, West

Blouses and Over-Blouses Of Crepe Georgette

Models in white, flesh, pink or bisque, tucked, frilled, lace-trimmed or embroidered. Many are handsomely beaded. A delightful collection—\$4.95 to \$10.00.
 Strawbridge & Clothier—Second Floor, Centre



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 Strawbridge & Clothier—Aisle 13, Centre