

Just Human Nature Years ago
poverty said:
"No man can buy anything that he
This fact is at the foundation of advertising. Also, it is human to believe that what you
know about is better than what you never heard of.
The advertised brand may not be superior,
but if it is believed to be superior, it is in public
Where do you stand and where does your brand stand with the public? Advertising space in the Butterich Publications is
for sale through accredited advertising a genceies.
Butterick—Publisher
The Designer
$(\$ 2.00$ a

Free Trial in your home of a Reliable Electric Cleaner

Phila. Electric

Hoover
$\$ 2.50$ is the exceptionally low firs payment if you decide to buy after the free trial in your own home. These four cleaners are among the very best on the market. This low first payment of $\$ 2.50$ and the added inducement of a free trial spell a not-to-be-missed cleaner
opportunity for the household that opportunity for the household that
wants to invest in an electric cleaner or desires to replace the old one.
ery easy terms of payment a lable to our customers. Write-Telephone-Call

## The PHILADELPHIA ELECTRIC COMPANY



DELAN WRE COUNTY ELECTRIC COMPANY
Choite
Mode


## China, Glassware, Housefurnishhings at Great Savings In the Strawbridge \& Clothier Ammiversary Sale

Let every thrifty housekeeper make up her list of dining-room, kitchen and laundry needs to-night-and bring it here with her early to-morrow morning. It has been years since so many, needed things have been marked at such low prices. Here is the heart of household economy! Hundreds of housekeeping and serving helps at remarkable savings.

Dresses in the Great Sale Checked Gingham and Voile Frocks In Great Variety, $\$ 5.00$ to $\$ 9.75$



Dark Figured Voile Dresses Special at \$12.75
With touches of white trimming and white
collar and cuffs-cool and summery. Regular
and extra sizes.
Voile and Gingham Dresses Special at \$18.75
 Swiss and Voile Dresses Special at \$19.75
Dotted Swiss, Swiss combined with Or
gandie printed and woven Voiles.
in voile mode
Ginghams, Organdies and Linens, now \$22.50

group. The model sketched is
gandie, trimmed in white organdie
Beautiful Imported Voile Dresses, \$25.00 Beautiful voiles, usually called crepe Georgette voiles, in dark
and paste. shades, , mbroidered in selt-tone, piped in gingham, or
having swiss embroidery collar and cuffs.
High-Class Silk Dresses Greatly Reduced Checked and plain taffeta, Canton crepe, crepe Georgette and soft
crepe meteor-some single exclusive modes.
sin
stravbridee
Another Charming NewLot of


Thousands of Sports Hats Ready for The Fourth-of-July Outings

In black, navy and brown, double-faced and trimmed w
In back, nary and brown,
Pugaree band of crepe Georgette.
$T 0 \begin{gathered}\text { mention every one in the limited space available would be impossere. } \\ \text { Sets alone, presenting about } 175 \text { different patterns. An almost countless variety of Glassware-deep-cut, light-cut, }\end{gathered}$ colored and decorated. Hundreds of artistically-fashioned Art Wares from the Orient, from Europe and from
rican craftsmen. Thousands of Cooking Utensils, Housecleaning Helps, Pantry and Laundry Supplies, All at-

## Substantial Reductions From Our Regular Prices

The following list but touches the high-lights of the
equally attractive. There will be a throng. Be here early


A Whole Table Full of Good Aluminum Ware Under Price Hundreds of needed Utensils-all of a good grade of Aluminu
Straight-side Saucepans, half price-50c Covered Saucepans, heavy grade-75c Sets of 3 "Wear-Ever" Pie Plates- $\$ 1.00$ Double Omelet Pans, aluminum- $\$ 1.50$ Aluminum Combination Cookers- $\$ 2.00$ Hundreds of Miscellaneous Pieces CSaucepans (set of 3), Percolators,
Colanders, Boilers, Roasters, Ket- .25 tles,
price.


Eight Suit Specials
\$19.50
$\$ 23.00$
\$24.50
$\$ 26.50$
$\$ 31.50$
$\$ 33.00$
$\$ 36.50$
\$42.50
New Lots of Shirts Added to the Sale

A Whole Table Full of Dainty Light-cut and Decorated Glasses

Perving cooling summer drinks-al under price.
Decorated Thin-blown Glasses-75c a dozen Decorated Thin-blown Glasses- $\$ 1.20$ a đozen Light-cut Classes- 15 c to 35 c each Light-cut Sherbets-now 20 c and 25 c Amber Colored Goblets and Sherbets-35c Good Clear Colonial Glasses-now Odd Pieces of decorated Porcelain Dinnerware Plates, Covered Dishes, Saucers, Sugar-and Creams, Cups,
fractional prices.

Colored Cotton Dress Fabrics Thousands of Yards at Savings of One-fourth to One-half


Tailored and Semi-tailored Habutai Silk
Waists, some Shirts - now $\$ 4.50$ to $\$ 5.75$ $\begin{array}{cc}\text { Toilet Goods at } & \text { Silver-Plated } \\ \text { Special Sale Prices } & \text { Meat Dishes, } \$ 13.50\end{array}$
$\qquad$
$\qquad$
$\qquad$ Transformations \& Switches, now \$3.50
Good Values in
Regulation Dresses

Quilted Mattress
Protectors, Special

Well-made Shirts of handsome fabrics-90

