

Then—and Now!

The founders of this Store in 1868 set severe, straight and right standards for its every business dealing. There has been no weakening of that standard in 54 years. No wonder the event which celebrates the 54th Anniversary of the founding of the Store meets with such response. The belief shoppers have in this institution makes possible such response. Items listed here are only illustrations of the scope of this Sale. Other Sale items are in every department. Shop early in the day!



STRAWBRIDGE & CLOTHIER Anniversary Sale



Announcements for To-morrow—Friday—Until Further Notice, This Store Closed Daily at 5 o'Clock

Wash Skirts Special, \$2.75
Worth Nearly Double

Fine White Gabardine Skirts, well tailored; button-trimmed pocket and belt—the kind of Skirts for which you would expect to pay double this price.

Sports Satin Skirts, \$5.00
Black, navy blue and white. Very good value. Strawbridge & Clothier—Second Floor, Filbert Street

Summer Millinery

Among the Best Values in the Anniversary Sale
\$3.50 \$4.50 \$5.00



Canton Crepe
Taffeta
Maline Hair

Wide-brim Hats laden with flowers, small draped Hats with long side sashes, becoming little mushrooms with slashed brims, small pokes with ostrich feather trimming, satin crowns with great brims of ostrich plumes over maline hair, felt crowns with silk brims and ribbon trimming, soft crushed satin Hats with ornamental pins—table after table of these hats; white, shell pink, navy blue, dove gray, sand, striking combinations of black or navy blue with white, and many others.

New White Sports Hats

A Purchase Just Made for the Anniversary Sale



\$3.50 \$4.50 \$5.00

All of gleaming white sports satin, tacked, shirred, fluted, striped with novelty braid—three styles shown in the sketch; the large hat has a crown of sports satin and a brim of fluted white crepe.

Buttons for Radio "Bugs"



Strawbridge & Clothier have designed a special Radio Club Button for free distribution to radio enthusiasts. Ask for one in the Radio Department, Third Floor, East.

Gold Cuff Links About Half Price

\$3.00 \$4.00
The entire stock on hand of a well-known manufacturer who has discontinued this branch of his line, bought at about half price.

Gold Knives Special at \$3.50

Engraved and engine-turned patterns.

Player-Piano Music Rolls, 50c

The latest hits, hand-played, and with words:
By the Sapphire Sea
Fascination
Oh, Sine-a-Loe
On the Gin' Gin-Ginny Shore
Sing Song Man
Teasin'
White Miami Dreams

Washable Mattress Protectors, \$2.95

Double-bed size, 54x76 inches; high-grade cotton filling, covered with bleached muslin, closely stitched—special at \$2.95.

Women's Cool Frocks in the Anniversary Sale

Hundreds of Frocks, scores of models, all desirable shades, plain colors and figured effects, simple and elaborate, ranging from tailored gingham to afternoon Frocks of organdie-trimmed Swiss—but all with one point in common—THEIR EXCEEDINGLY LOW SALE PRICES.

- White-dotted Dark Voile Frocks—\$7.50
- Figured Dark Colored Voile Frocks—\$8.75
- White-Figured Dark Voile Frocks—\$9.75
- Summery Dimity and Voile Frocks—\$11.75
- Gingham and White Voile Frocks—\$12.50
- Imported Gingham and Swiss Frocks—\$17.50

A Clearance of Women's Coats and Capes, \$9.75

A miscellaneous collection of Coats and Capes, various models and materials, all formerly much higher in price, but marked now for quick clearance at \$9.75—all extraordinary value.

- Tan Linene Coats and Capes—\$3.00
- Top Coats of Mixtures and Over-plaids—\$13.75
- Serge Capes and Velour Coats—\$15.00

The Coats at \$13.75 and the Coats and Capes at \$15.00 are all high-grade garments, beautifully tailored and finished and lined throughout.

Fine Linen Napkins at Anniversary Sale Savings

Six hundred dozen Linen Napkins—all values that will add to the already great prestige of the Linen Store.

- 18-inch Silver-bleached Linen Napkins, \$3.00 a dozen
- 20-inch Bleached Scotch Linen Napkins, \$4.50 a dozen
- 22-inch Fine Irish Linen Napkins, \$5.50 a dozen

All attractive designs and in good assortments.

Good Part-linen Huck Towels, 30c & 40c

Huck Towels with linen woft and cotton warp—excellent value. Size 18x36 inches, with hemmed ends, 30c each; 18x34 inches, with hemstitched ends, 40c each.



\$6.95 \$8.95 \$11.50 \$5.00

Bathing Suits Get Into the Wave of Lower Prices

THESE FOUR MODELS AND MANY OTHERS IN THE ANNIVERSARY SALE

Heavy Satine Bathing Suits, Special—\$2.95

A ruffled model in basque style, piped in white or colors.

Wool Jersey Bathing Suits, Special—\$3.85

An Annette Kellermann, two-in-one model. Assorted colors.

Wool Jersey Bathing Suits, \$5.00 to \$11.50

Round, V-shape and square necks; with or without sleeves; plain and pointed effects in skirts, bloomer styles; some models with sashes; one model in the new high-neck style; all attractively trimmed with pipings, or with wool or fibre silk stripes—a beautiful assortment and all specially priced. Three sketched.

Three Models in Satin Bathing Suits—\$5.00

One with cap sleeves and trimmed with buttons; one with silk piping in colors; one trimmed with checked gingham. Also one lovely ruffled model of heavy surf satin, stitched in color at \$5.00.

Surf Satin Bathing Suits—Sketched—\$6.95

The pretty Petal Suit shown in the sketch, the petals bound with braid in white or colors—very effective.

Taffeta Suits With Cap Sleeves—\$6.95

Strawbridge & Clothier—Aisle 13, Centre

Take a Radio Set With You On Your Vacation—\$72

Wherever you go, on the shore, in the woods, or the mountains, take an Aeriola Sr. Radio Receiving Set with you and keep in touch with the "outside."

Around the fire at night, away off from everywhere, it will be great sport to clamp on a Radio receiver and listen in on the concerts given miles and miles away. During the Anniversary Sale you may purchase a complete Aeriola Sr. Receiving Set, which weighs only 14 pounds, for \$72.00.

Consists of receiving box, one pair of head phones, one dry-cell "A" battery, one 22½-volt "B" battery. Complete with antenna outfit. Has a range of 200 miles, varying according to conditions.



To-morrow Morning at 8 o'Clock

An early opening hour arranged especially for the convenience of the many business men who find it necessary to be in offices at the usual opening hour.

The Store entrance nearest Eighth Street on Market will be open at 8 A. M.



A Remarkable Collection of 1200 Fine Suits

About 400 of them with Two Pairs of Trousers
\$24.50

At this price the least you can save is \$10.00, while in many instances the saving is \$25.00

THE FABRICS—Fine worsteds, fine serges, close-woven cassimeres, summer chevots, soft unfinished worsteds, rich-looking velour-finish weaves.

THE STYLES—Sports coat, golf jacket and conservative effects—single-breasted, mixtures and plain shades. Grays, blues, browns.

THE PATTERNS—Stripes, checks, plaids, mixtures and plain shades. Grays, blues, browns.

All Sizes and Every Proportion to Start With
Regular, stout, short, tall-slender, tall-stout, short-stout. They'll go like a whirlwind at this price.

Strawbridge & Clothier—Second Floor, East

Men's Shirts at Anniversary Savings of 20 to 50 Per Cent

About 30,000 Shirts, including practically every popular fabric, pattern and coloring, at one-fifth to one-half less than our own regular price—which means even greater savings as based on prevailing retail prices for equal grades elsewhere.

Fancy-Stripe Percal and Rep Shirts—\$1.10

Woven-Stripe Madras Shirts—\$1.35

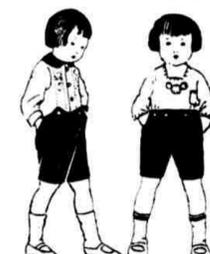
Madras, Mercerized Pongee and Cheviot—\$1.65

This group includes madras in corried, plain and crepe weaves, white mercerized pongee and tan cheviot. Many with collars attached.

Luxurious Silk-wett Shirts—now \$4.35

White and Striped Jersey Silk Shirts—\$4.35

Strawbridge & Clothier—East Store, Eighth Street



Little Boys' Smart Suits Wonderful Values 95c, \$1.25

At 95c—Suits of chambray with white waist, buttoned-on style; neck, sleeves and pocket finished with hand-work. Sizes 2 to 4 years.

At \$1.25—Suits of gingham, with waist of white rep; turnover collar and cuffs in contrasting color; hand-embroidered front. Tan, blue and green. Sizes 2 to 5 years.

Strawbridge & Clothier—Third Floor, West

Men Should Note Well These Straw Hat Values

The following groups of fresh, new Straw Hats; in the season's most popular braids and smartest styles—all marked at savings any man can well appreciate:

Imported English Straw Hats—\$1.65

"Vyse" English Straw Hats—\$3.35

Hats, worth one-half more to double—\$3.50.

A great collection of Caps—95c.

Strawbridge & Clothier—Second Floor, Market Street, East

Choose Your Summer Rugs at Anniversary Prices

Rugs in practically every wanted weave for city, seashore and country homes and bungalows. Colorings galore. Doubly attractive at these unusual sale prices:

Heavy Colonial Rag Rugs

9x12 feet—\$14.50 and \$17.50

Wool and Fibre Rugs

8.3x10.6 feet—\$13.75 to \$19.50

9x12 feet size—\$14.00 to \$21.75

All-Fibre Rugs

Size 8.3x10.6 feet—\$12.25

Size 9x12 feet—\$13.00

Prairie Grass Rugs in the Sale

Size 9x12 feet—\$12.50

Special! Remainder of the Odd-Sized Crex de Luxe Rugs at Clearance Prices

Sizes 5x9 and 5.6x9 feet, \$6.75

Sizes 6x8 and 6.6x8 feet, \$7.75

Sizes 7x8 and 7.6x8 feet, \$7.75

Strawbridge & Clothier—Fourth Floor, West

UMBRELLAS Special at \$3.00

This is one of the best Umbrella values in a long time. Tape-edge, piece-dyed union (silk-and-cotton) taffeta. For women, full-length bakelite or bakelite-trimmed handles with rings, wrist cords or leather straps. The Men's Umbrellas have plain or natural wood handles in hook and crook styles.

Strawbridge & Clothier—Aisle 7, Market Street

White Heather-bloom Petticoats Special at \$1.50

Made with double panel back and front and finished with hemstitched hem—\$1.50.

Petticoats of White Satine, Special, 85c

Double panel back and front; tailored flounce.

Strawbridge & Clothier—Second Floor, West

Fine Stationery Special at 50c

Fifteen hundred boxes of Glenside Stationery—80 Sheets of heavy, white linen-finish paper and 48 envelopes to match.

Correspondence Cards Special at 25c a box

One thousand boxes. Twenty-four gilt-edge, linen-finish Cards and 24 Envelopes. White, blue or pink.

Notions and Sewing Supplies at Savings!

Here are just a few of the scores of Anniversary money-saving opportunities in the Notion Section:

Foot-form Darners—10c each

Enameled Coat Hangers—2 for 25c

Wood Coat Hangers—4c

Skirt or Trouser Hangers—5c

Collapsible Coat Hangers—2 for 15c

Wash Cloths—5c and 8c

Dust Caps—7c

Strawbridge & Clothier—Filbert Street Cross Aisle and Aisle 9, Centre

Cool Clothing for Boys Exceedingly Low In Price

Boys are so active and chase about so much that cooler clothing is almost imperative in Summer. In the Anniversary Sale mothers will find a great selection of Palm Beach and Serge Suits and plenty of Wash Knickerbockers—all under price.

Special—Palm Beach Suits, \$7.95

In several styles and colorings. Sizes 8 to 18 years, \$7.95.

Blue Serge Suits, Unusual, \$9.75

Dressy Suits, well tailored, with two pairs of knickerbockers. Sizes 8 to 16 years, \$9.75.

Knickerbockers Under Price

Checks and Mixtures, 95c

Of Tan or Gray Covert, 95c

Of Khaki, straight style, \$1.50

Strawbridge & Clothier—Second Floor, Filbert Street, East

ON THE MARKET STREET CROSS AISLE 500 Boys' Wash Suits, \$1.35

Worth One-third More

New short-sleeve models, of durable, fast-color materials. All with sports collar. Sizes 3 to 8 years.



Welcome Sale of Baby Coaches

Many Specially Made All Specially Priced

One of the largest assortments of fine Baby Coaches, Strollers and Chariots we have ever had, at extremely lowest prices.

Most of them were made specially to our order by such concerns as the Bloch Manufacturing Co., Heywood Brothers, Cartoy and others.

Ready for your selection in our new quarters at the Filbert Street end of the Basement.



Reed Baby Coaches \$22.75

Greatly under price. Graceful lines; reversible gear, heavy rubber tires. White, ecru, blue and gray.

Pullman Baby Coach \$29.65

At this price there is a saving of many dollars on this Coach of beautiful design. Reversible gear, heavy rubber tires.



Strollers, \$9.00 Special

Of flat reed, without hood. Seat and back upholstered in drab corduroy. One-fourth under price.

Strollers, \$21.00 With Hood

Exceptional value. Of half-round reed, neatly upholstered. In blue, white and ecru finishes.

Roll-Body Chariots \$23.00

Sturdily made of half-round reed, plain body with roll. Finished in white, ecru, blue and gray.

Bloch-made Coach \$34.25

Decidedly less than regular price. Of half-round reed, reversible gear, heavy rubber tires. Cretonne-lined. Finished in white or cream.

Strawbridge & Clothier—Basement, Filbert Street