

FASHION BECKONS WITH INVITING HAND Spring Millinery Openings at Earle Store, Gimbel's, Strawbridge & Clothier's and Lit's BEAUTY IN RADIANT GUISE Wonderful Display Challenges Admiration of the Discriminating Shopper

Was it a delightful little tea garden, with its overhanging wisteria vines and gaily colored lanterns, with daintily attired girls gaily toddling about, throwing white petals and pink carnations to the patrons, or was it, indeed, the opening day of spring millinery, fashion and furbelows in the new line, Earle Store at Tenth and Market streets this morning?

It was the opening, for all the world like a tea garden, with orchestra playing like a lovely model sauntering up and down the raised platform wearing the very "best word" in exquisite gowns, appearing for the first time of four and on up to the very smartest woman, in all sorts and kinds of frocks and gowns.

The opening feature of the display was the appearance of three young women wearing the very latest in bathing suits, the new feature being a pantalolet effect of changeable blue silk poplin. The bathing suits were followed by any number of attractive sports models, the suits fashioned of every variety of shantung, silk, poplin in every color of the rainbow. The Japanese motif prevails in nearly all of the new suits of color this year and it was to bring out this idea that the store arranged the delightful background of the tea house.

The afternoon frocks were especially lovely, in such a wealth of rich but soft colors, as gray, taupe, apple and shadow lawn greens. For these are to be the predominating colors. One very smart model of black tulle with white embroidery and a combination of gray and white was normally short and the waist was a combination of georgette crepe and tulle, topped with a fancy coat of black on which the embroidery was carried out. The whole was finished with a small hat of black lisse trimmed with stiff feathers.

In the hat line horsehair models prevail, trimmed with velvet ribbons and feathers. The smart lisse chapeau is trimmed rather plainly with burnt ostrich and the feather bands are much in use. Black predominates, but any color under the sun is to be worn, navy blue, brown, sand and cherry and every variety of gray. Among the sports hats are to be found a delicious new turquoise blue, which the little blue-eyed miss will welcome with joy. In the shoe and slipper line—for the opening extended to footwear—the high shoes will be worn in canary, champagne, ivory, white and gray, with canary and champagne as favorites. In the low shoes black pugnas are favored. In the low shoes black pugnas are favored. In the low shoes black pugnas are favored.

GIMBEL BROTHERS What is the approved hat model for 1917? One up to Gimbel's, Earle, and if an answer can be given it will be astonishing, for the model is not to be found, so bewildering and smart an array of hats of every kind and form and shape and color as are there. The woman who loves the picturesque will find her heart's desire, and the girl who goes and rides will see just the thing for her new sports suit, while the strictly tailored maid has any number of varieties from which to choose.

The Quinn hat, which is sort of neopolitan and lace combination, may be said to prevail, and the uncured ostrich feather theme is creeping slowly back as one of the prettiest of trappings, but one would never recognize the old ostrich feather, so disguised in into flowers, bands, pompons and every variety of ornament.

Caroline Reboux has an odd model which is called the Chinese temple hat; it is a sort of toque, with a mushroom brim, which fits close against the head; it is fashioned of sand straw, very soft and pliable, and has tiny blue Chinese designs embroidered about the crown.

A large flat-brimmed garden hat of rose-pink georgette crepe is lined with fine black straw, and a loose, long-stemmed bunch of pink roses is attached to the low crown. It takes one back to the beauties of the French court.

A dainty model is very pretty fashioned of neopolitan straw with a tiny upturned brim and trimmed with a band and Mercury wings of black jet sequins. Another dainty chapeau is made of black lace straw, outlined with King's blue velvet and trimmed at the side with a tiny bunch of French flowers; the cunning model is fastened under the chin with a narrow strip

EDWARD DILLON Formerly with TIFFANY & CO. THE LATEST FIFTH AVENUE STYLES IN Wedding Invitations Marriage Announcements Social, Professional, Business Cards THE HAILE BUILDING CHESTNUT AND JUNIPER STREETS

A penny wisely spent is better than a penny unwisely saved—MERIDALE BUTTER costs a few pennies more than ordinary butters, but the people who wisely buy this "uncommonly good butter" really get more for their money.

of blue velvet. The tendency is to bring out the military and Chinese thought. One hat along the lines of the military was carried out in two shades of deep violet, while a military toque of deep violet has an Oriental "honey" trimming of gray ribbon. The color promises to be decidedly colorful, but the colors are all in the soft pastel shades. Models from Jeanne Lanvin, the Malton Lewis, Maria Guy and Evelyn Varon were much in evidence. One of the latest things is the "baby veil" so called because it is placed on the hair close to the face under the hat and has a medallion in the center below the chin, which is supposed to sport an open-ended fringe. Some of the veils are so arranged that the embroidered ornaments on them are used for a trimming on a flat-crowned hat.

STRAWBRIDGE & CLOTHIER A perfect riot in materials, with perhaps more discretion than in past years as to color, greates the eyes with a riotous millinery salon at Strawbridge & Clothier's, where the annual spring opening is being held today. Crowns are lower this season, the small mushroom shape being in first favor with the designers.

Conservation marks the incoming hat. Tired of the Tam-o-Shanter and extreme stove-pipes which could only be becoming to a limited number of women, this season's designers are noticeably discreet and conventional in regard to their shape. But designers have made up in material for what they lack in variety of blocks. Khaki-kool is a reigning favorite, with hankook, straw, coronation braid, milan, linen, fallie, and last but not least, figured silk, all trying hard for second place.

A Chinese treatment is everywhere in evidence. In the mushroom shape, the broad flat hat, the toque with a gaily colored button and tasseled dangling off at one side, is the oriental influence felt. And indeed for utilitarian purposes, for general becomingness it is heard to be heard.

LIT BROTHERS An unusual number of smart models featuring Lit Brothers' today, tomorrow and the succeeding day in the salon on the third floor. Large hats, delicately constructed, are much in evidence, many of these being of net georgette crepe or lace.

One misses this season the violent futuristic colorings which have been so in vogue, for while many bright colors are in evidence, these are usually softened by trimming of a blending shade. Thus a coral-colored straw will be trimmed in brown and a gray hat in gray-blue instead of a direct complementary shade.

The hats of the incoming season are petite and demure rather than daring. Turned-down shapes partly concealing the face or wide-brimmed hats with a quaint sag at one side predominate. A combination of Oriental figured silk and coronation braid. Trimmings include the demure forget-me-not, pansies, fruit, burnt peacock, pearl lilies, roses, orchids and beaded ornaments in abundance.

One special feature is the display of mourning hats, an unusually good assortment from which to choose.

U. OF P. ARCHITECTS COMPETE Virtually All Students of Department Submit Designs for Masque

Virtually all of the students in the architectural department of the University of Pennsylvania have entered designs for the stage of the Masque of American Drama, it was announced today by L. B. Holland, instructor in the Architectural School and designer of the masque.

The students are competing for a prize offered by the Philomathean and Zoelophilic Societies, under whose direction the masque is to be staged in the Botanical Gardens during the second week in May, and today is the last day for designs to be submitted. The judges in the contest will meet tonight and make their decision known as soon as they have gone over the sketches.

Elkton Marriage Licenses ELKTON, Md., March 5.—The following marriage licenses were issued here today: Harry J. McCord and Anna Cassidy and James J. Elex and Bertha Kuhn, Philadelphia; William McDevitt, Philadelphia, and Glendora Walker, Atlantic City; William C. Adams and Marie J. Abbott, Camden; Charles H. West and Myrtle Baxter, Chester; Alfred D. Murphy, Claymont; and Agnes H. Rogers, Wilmington; Harry L. Hitting, Williams School, Pa., and Norma M. Hodson, Philadelphia; Alfred Hendry and Anna M. Myers, Reading; Jules A. Kerr, Allentown, and Mabel Sheetz, Easton, Pa.; Albert Pfaff and Katherine F. Latley, Chester; John J. Biever and Mamie Leonard, Wilmington; William G. Knoebel and Edith Dougherty, Norristown; Samuel Perwin and Lillian Moseley, Baltimore, and Leland Paxson and Martha Sharp, Yardville, N. J.

ROBINSON & CRAWFORD At All Our Stores Where Quality Counts, Low Prices Prevail \$3292.70

During the month of February we paid thirty-two hundred and ninety-two dollars and seventy cents to express companies for bringing Eggs to us from different parts of the country—freight trains could not be depended on to deliver the goods on time. It is our business to keep our customers supplied with the Best and Freshest Goods at the lowest market prices all the time. Our twenty-six years of catering to the requirements of Philadelphia Housekeepers and forming connections with shippers over the entire country puts us in a position to sell goods fifty-two weeks in the year at the most reasonable prices that they can legitimately be sold.

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GOLD SEAL BUTTER lb. 48c Particular people always buy Butter at Our Stores because the protection we give them, both as regards quality and price, is doubly welcome and valuable in this important commodity. If you are particular about the Butter you use, you will appreciate the fine flavor, delicious fragrance and superior quality of Gold Seal. HY-LO BUTTER lb. 43c | CA-RO BUTTER lb. 38c Your cost of living depends largely on where you buy your groceries. The best way to keep it down is to buy all your requirements at "The Stores Where Quality Counts And Low Prices Prevail"



VICTIM OF AUTO PLUNGE Miss Caroline E. Haines, the former Camden young woman, who was drowned at Baltimore with three other persons when a taxicab in which they were riding plunged into a river.

PERMITS 19-YEAR-OLD SON TO MARRY MILLINER Young Sugar Broker Will Wed Canadian Girl—Other Candidates for Matrimony

Clifford S. Haille, a nineteen-year-old sugar broker, of 2904 North Broad street, has taken out a marriage license to wed Miss Esther M. MacArthur, a twenty-four-year-old milliner of Ottawa, Can. Haille's father, a wholesale grocer, gave his consent to the marriage.

Another license was issued for Edwin F. R. Lent, fifty-seven years old, a printer of New York city, to wed Mrs. Irene J. Sands, thirty-one years old, also of New York. Lent was divorced in New York in 1907 on statutory grounds. Mrs. Sands' husband died in Boston in 1912. Both these licenses were issued late Saturday afternoon at Chief Clerk Ferguson's home.

Other licenses issued today were: Frances Abbott, 3118 N. Broad st., and Helen P. Phipps, Bristol Pa.; Joseph E. Hazzell, 229 N. Caruso st., and Nellie E. Hazzell, 229 N. Caruso st.; Nathaniel F. Morgan, 2509 N. 17th st., and Viola E. Sullivan, 4301 N. 17th st.; Ernest F. Bulcher, 150 N. 57th st., and Elizabeth Haines, Mt. Holly, N. J.; Jesse C. Hazzell, 838 E. 56th st., and Margaret J. Young, 1717 E. 19th st.; Arthur W. Johnson, Wilmington, Del., and Jennie Gould, Mt. Royal, N. J.; George S. Hutton, 2425 E. 20th st., and Ellen G. Neill, 1033 N. Howard st.; Lowell S. Carson, Philadelphia, N. J., and Ethel Young, 1717 E. 19th st.; Margaret J. Hatzelberg, 2709 N. Dwyer st., and William D. Gilbert, 2445 N. 20th st.; Mary A. Emery, 4222 E. 20th st., and Anna E. Lee, 2507 E. Norris st., and Anna E. Lee, 2507 E. Loshan av.

PRAYER FOR PRESIDENT; LASH FOR FILIBUSTERS

Rev. Dr. John Mockridge Assails Senators Who Defeated Armed Ship Bill

Prayers for President Wilson were offered and the Senators who defeated the "armed neutrality" bill denounced by the Rev. Dr. John Mockridge, of St. James Episcopal Church, who spoke at the Lenten-day service in the Garrick Theatre today.

"The people of the United States heard of a fine spectacle upon reading the morning newspapers," he said. "It was a fine thing indeed to read of Senators who apparently held the nation's honor at naught. Thank God there were not many more."

SAYS CRISIS WILL NOT KILL BELIEF IN GOD

The present national crisis and the hard times for the individuals so far as the food situation is concerned form no basis for thought that should lead persons away from belief in God, was the subject of remarks by the Rev. Joseph H. Karp, of St. Paul's Church, who preached the noonday Lenten sermon at Christ Church, Second street above Market, today.

Mr. Karp said that the Spirit of God is always to be found in our fellow men no matter how troublesome the times or how extreme our distress. There is always a remnant that possesses the truth, a remnant in others and a remnant in ourselves.

The speaker also introduced a word of warning against the idea that Lenten observations are more than preparation for a better life. "That good or broken-hearted feeling that the observation of Lent sometimes gives us may be misleading unless we make it a part of a permanent change in our lives."

STAND BEHIND NATION, LENTEN SPEAKER PLEADS

Speaking at the noonday Lenten service at St. Stephen's Church, Tenth street below Market, the Rev. Dr. Leoman P. Powell, president of Hobart College, maintained that the world war has brought the church to a higher stage of efficiency, and that we hear more good sermons now than we did in time of peace.

ALLENTOWN CHURCH ASKS GOD'S BLESSING ON WILSON

ALLENTOWN, Pa., March 5.—Salem Reformed Church which has the largest congregation, last evening by a rising vote at services extended well wishes to President Wilson and sent him the following telegram: "Salem Reformed Church of Allentown, Pa., extends to you upon your entrance upon the second term as President of the

MARCH GRAND JURY SWORN FOR SERVICE

Judge Shoemaker Administers the Oath—C. N. Gilbert Appointed Foreman The Grand Jury for the March term of Quarter Sessions Court was sworn in today before Judge Shoemaker. C. N. Gilbert, 4834 Hawthorne street, was appointed foreman. Those summoned for service are: Thomas Armstrong, painter, 1535 Ruess street; William Arnobbi, manufacturer, 3718 Lehigh street; Wesley Aunbach, restaurateur, 2913 Knox street; Harry Benjamin, carpenter, 2522 Stover street; Judson Brady, engineer, 2150 North Twentieth street; Frank W. Burpee, superintendent, 1814 West Venango street; Thomas Hunting, engineer, 2214 Mantua avenue; William Claypool, machinist, 3176 Aramingo avenue; Patterson Dubois, adviser, 401 South Fortieth street; H. Hauptfuhner, Sr., dealer, 2909 North Lawrence street; Frederick

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EMMA HARTMAN 1502 WALNUT STREET ADAPTATIONS :: CREATIONS SUITS COATS BLOUSES GOWNS WRAPS HATS SPRING 1917

Spring Opening AND FASHION PROMENADE at The New Earle Store Daily Posings on Living Models IN OUR SECOND FLOOR COSTUME SECTIONS Twice Daily (10:30 A. M. to 11:30 A. M. 2:30 P. M. to 3:30 P. M. Today, Tuesday and Wednesday FLOWERS WILL BE PRESENTED TO THE LADIES MUSIC BY WILSKY'S ORCHESTRA ALSO Extensive Spring Displays of Authoritative Styles in Trimmed Millinery Untrimmed Millinery Women's Coats, Suits, Dresses Women's Waists and Skirts Ultra Smart Shoes The Earle Store Market Street Tenth Street

Robinson & Crawford