

SPIRIT OF SPRING
RULES FASHION SHOW

Charming Creations Exhibited
by Leading Establishments
at Opening Displays

NOVEL AND BEAUTIFUL

Glance Through Philadelphia Salons
Reveals Vision of
Loveliness

The spirit of spring lurked in the salons of Strawbridge & Clothier's store today and presided over an opening-day fashion show that was as gloriously colorful as it was tastefully tailored. The models range all the way from exquisite lace evening gowns and their innumerable accessories to well-chosen sport suits, happily "springy" in their bright colors. Betwixt and between come the Grecian-lined tea frocks, the dainty lace garden dresses and, last but not least, the tempting khaki kools.

A peek at the evening gowns showed a silver cloth and lace that almost defies description. First came a foundation of shimmering silver, then on the skirt two beautiful flounces of imported novelty lace that borrowed its tints from the silver with a softness that is a bodice. Silk net was softly matted into a girde of pearls with a final seal of "differentness" on this most unusual of gowns.

In the street dresses a Chinese model of khaki kool stood boldly and claimed attention. The white coat-like tunic hung in tailored lines over a foundation skirt of dark blue satin. Bright colored "chinese" motifs outlined a collar and helped to decorate the tunic with a girde that drew the tunic in to an indefinite waistline.

In the roped-in foyer, where fashion ladies have the habit of sitting, was a tennis girl sportily clad in white silk skirt and brightest of bright red sweaters. Her hair was about to take a walk, and she was talking to a little different girl in a white silk mohair suit daintily relieved with the omnipresent Chinese.

In spite of the warm days that are to come, of course, there will be the chilly nights and the snappy days, too. These are well provided for. In coats there are the new Bolivias, the wool velours and the fine new jerseys. They come in every conceivable color and altogether assure milady that she may be warm as well as fashionable.

SUMMER FUR HERE TO STAY

The summer fur has come to stay. It is no longer a fad, but a fashion. This was emphatically shown today at the spring opening of the exclusive fur-hat shop of Mawson & De Many, 1115 Chestnut street.

Last year the concern sold \$58,000 worth of summer furs. This year, it expects to sell \$100,000 worth of them. As soon as milady takes off her fur coat or winter furs these days she wants to put on her summer furs. Mawson & De Many predict foxes in all colors, Kolinsky, ermine and mole will be the favorite furs this summer.

The summer fur for the mountains and the seashore has become practically a necessity and Dame Fashion is fully now being welcomed and has come to stay, according to Mawson & De Many.

Hats in this same shop are shown for all occasions. The hat to be worn with the suit is the smart wing trimmed hat, this season. The hat of the moment, which is considered a between-season, is black, usually of lisse straw.

The hat for the dressy occasion this summer is of net, horsehair or straw, combined with georgette crepe in light colors and to match gowns of the same shade. Sport hats this summer, according to Mawson & De Many's extensive showing, will be of straw, with colored facings. Many of them will be in Oriental colorings. Trimmings on various hats are effected by the Chinese colorings and styles. Flowers, beads and embroidery are used.

DAME FASHION ON PARADE

Dame Fashion—her whimsically varied self-stepped out of the style books today and personally supervised the spring opening of Frank & Seder's specialty store at Eleventh and Market streets. She was there in all her moods, one minute gracefully draped in the flimsiest of evening gowns and the next, without a moment's warning, tailored from tip to toe in the smartest of khaki kool sport suits.

Right near the door of the new seven-

teen thousand dollar electric elevator, which by the way is having its initiation party today in honor of the opening of the new building at the corner of Eleventh and Market streets, is Miss Seder, the very new touneau one, is outlined in silver metal lace. This is draped over cloth of gold and soft maize georgette and drawn into a waist line by a narrow Alice blue ribbon finished with two tiny pink roses.

A bit further down the salon and not quite hidden among the palms is a most captivating sports suit. The fabric is cream colored khaki kool richly lined up with "Hawaiian" pockets and collar. There are shielded Jersey sports suits natively topped off with Angora collars. To match these are the very new "tricotone" sport hats. There are a combination of fine Angora-wool and silk straw.

Of course, Dame Fashion does not always dress for golf and walking. There is a pearl gray afternoon gown exquisitely embroidered with rose colored pearls. To go with this is a three-toned rose georgette hat, sailor shape. Then there is a dainty leghorn bottomed bag made to match the rose hat and other colored hats, too. There is the geese-necked frock. To make a long and wonderful story short, there is everything to delight the heart of spring-mad ladies at Frank & Seder's.

AT THE MARGARETTA MAY SHOP

Spring gowns in all the latest shades and styles and at wonderfully reasonable prices are a feature of the opening today at the Margarett May Shop, third floor of 1120 Chestnut street.

The gowns are samples in almost every instance. One orders and the gown is sent for. It comes one week later directly from the sewing rooms, and no one else has tried it on.

Gowns for afternoon and evening wear, suits and top coats are the garments carried at this shop. There are no waists. All energies are concentrated on getting just the lines this shop features.

The suits come in Gumburll, Porlet twill, Borillia cloth, Tyrol wool, serge, chamousette, velour in all shades and styles. Military effect is still felt, but will not predominate.

A new style used in silk dresses is the running of stripes around the body in the waist and up and down in the skirts.

Smart things of all sorts made the opening at Margarett May's a thing well worth attending.

GOLD SEAL

PHILADELPHIA'S FINEST BUTTER



lb. 48c

If you are seeking a freshly churned butter of the highest quality, one that is uniformly delicious in flavor and always moderate in price, you will find permanent and complete satisfaction in

Gold Seal Butter

It is the highest grade of freshly churned butter made, and is the choice of the most particular people whose taste demands "The Best."

Gold Seal Butter lb. 48c
HY-LO BUTTER, lb., 43c
CA-RO BUTTER, lb., 38c

It Pays to Buy Butter
"Where Quality Counts"

ROBINSON & CRAWFORD

Henry Symonds and is being exhibited at the galleries of Theodore Bailey & Co., at Eighteenth and Spruce streets. Mr. Symonds has also obtained for exhibition at the Bailey galleries for tapestries dating from the year 1520. These hangings, which depict the four seasons, hung for more than two centuries in the great Tudor Hall of Balloch Castle in Scotland.

To Give Minstrel Show

Musical entertainment will be furnished in combination with comedy and satire this evening when the Bock Minstrels and Orchestra give one of their programs in the Curtis Auditorium this evening. A varied bill of jokes and songs has been arranged by those having the affair in charge.

Forced to Flee in Night Clothes

Fire started in the basement of the three-story dwelling and grocery of Jacob Dublin, 941 South Fourth street, early today, but was checked with \$50 damage. Four children of Dublin and his wife were chased to the street in their night clothes.

Police Court Chronicle

Every community should have its own shooting gallery. Bill Dougherty, of No. where's a strong advocate of such a plan. With the United States on the verge of action with Germany, Bill believes every human over sixteen years old should know how to shoot.

Dougherty would start a shooting parlor himself if he had the money. In lieu of ready cash for such a venture he tried the next best method of improving his aim. He described a circle on a stable door near Third and Mifflin streets and made a bull's eye. Then, at a distance of about twenty feet, Bill hurled heavy stones at the target.

The constant clatter and crash brought many heads to windows. Quicker than it could be told, Dougherty found that he also was a target. Various articles which one finds around the house skimmed his head and now and then they landed. Bill immediately replied and gave stubborn fight to the second-story army.

The sounds of battle reached the ears of a cop, who believed in armed neutrality. He torpedooed Bill with a club and towed him before Magistrate Baker.

It was there that Bill explained his plan for community shooting galleries.

The "judge" agreed that it was a good plan to improve the aim of citizens, but said it would cause a waste of powder which would be needed by the real soldiers who went to the front. Bill's method of early morning practice was also disapproved and he was given opportunity to think up a new plan in the county prison.

Penn Relics at Theodore Bailey's

A gilded mirror belonging originally to William Penn which had passed into the possession of his son John has been brought to Philadelphia from England by

A STORY FOR SPARE MOMENTS
Safe in Love and Home

WHEN Mary Ellen was seventeen she had been beauead to and from church by a boyish sweetheart, but the following winter, before either of them knew what real love was, pneumonia stepped in and Mary Ellen was beauead and had remained so ever since. She was now thirty, a settled spinster in the minds of the villagers. But Mary Ellen, deep down in her heart, did not agree with them. She had soft, wavy hair that always did itself up prettily, and big blue eyes, a trifle wistful at times; a pinky complexion and a neat little figure. On the whole I wondered at the men until I discovered that there were only three marriageable men left in the town.

Mary Ellen was the owner of a nice farm and had plenty in the bank to run it comfortably if crops should happen to fail. So instead of sitting with folded hands and "giving for a lover" Mary Ellen decided to be very reckless to regular standards. She inserted an advertisement in a matrimonial journal, with a fictitious name, of course, appended to her application.

Out of several answers she selected two and a correspondence sprang up; finally photographs were exchanged. They both proposed marriage, and Mary Ellen agreed to meet Henry on Saturday and William on the next Sunday.

On the eventful week Mary Ellen was busy enough making her house speak and span and cooking good things to eat, for she reasoned, if she accepted one of them he certainly would expect to be asked to stay to supper. Mary Ellen believed that a satisfied appetite was one of the best roads to a man's heart.

Just at this moment her maid's heart was palpitating between thoughts of the coming events and creating just the right shade of brown on her crisp doughnuts, when there came a knock at the door. Mary Ellen calmly let the last ring slide from her fork on to brown paper 'ere she answered, "Come in."

A rather decent tramp stood there with his cap in his hand.

"Good morning, marm. Have you any work on your farm for an extra hand? I can turn to most anything, an' I'm good at horses and can gentle the cows right well, marm."

"Well, if you ain't an answer to prayer, if you can do all you say you can," cautiously. "One of the men had to go off with a sprained wrist only yesterday, 'I'll see what you can do," she added.

In four days the tramp had lost his heart to Mary Ellen; and stranger still, Mary Ellen, shrewd little woman of business as she was, had lost hers also. She confided to Steve (that was the high-class tramp's name) the news of her matrimonial tangle.

"It's only honest that I should meet them," she said. "If only to pay for my foolishness. Who would ever have thought that you would have entered my life, Steve? I don't believe it even yet. I think I'll wake up and find it's all a dream."

Love had come quickly, but Mary Ellen had sense enough to recognize it when it arrived, and was halted by no scruples. She went alone to the station next day—she would have it so—although Steve offered to go with her.

When the train stopped the only passenger to alight was an old man who tried to walk jauntily with the assistance of a cane. Mary Ellen promptly refused him, after a short conversation and the old man hobbled away, doubtless to try it again. "He evidently wanted some one to soothe his declining years," said Mary Ellen to herself.

On Sunday the maiden started out again. The train came in, and Mary Ellen gazed after its retreating swirl of dust with dismay. William had not come and Mary Ellen did so want things settled. In spite of her independence, there was a maidenly fear of the unknown man, who knew—perhaps he might be a blackmailer, and after she was happily married to Steve he might turn up and sue her for breach of promise. She had read of such awful things.

Just at this moment she turned at the sound of strange footsteps; her tramp was coming forward with outstretched hands; but what a change! gone were the whiskers, which she had not really liked, and the rough-looking suit of homespun.

"How, Steve?" cried Mary Ellen, gladly. "Why nice you look!"

"Hush," replied Steve. "I an 'William.'" Then his solemn face broke into one big smile as he said: "Don't you understand, little woman? I simply had to come to see if you were half as good as your dear, quaint letters."

The depot master's back was turned and, after a moment's hesitation, Mary Ellen went right into Steve's extended arms, and with the first real man's kiss on her lips she said: "I suppose I ought to be angry with you, Steve—William."

"But you are not, honey, and you know it," answered Steve masterfully; "and my name is Steven William, but I'm always called Steve. You can't quote to me, 'Quite the sootiny, quick undoing!' for I've loved you, through your letters, over six months. I thought you were never going to let me see you, you shy little woman."

"Shy?" Oh, Steve! And we met through an advertisement. 'Boid' I should call it; and I don't deserve my happiness."

Steven William was an impatient lover and two weeks later Mary Ellen was safe in her desired haven—a good man's love and home.

THE END

FOM DALY HONOR GUEST OF NORTHEAST STUDENTS

High School Freshmen Will Give Reception to Their Parents on March 23

The annual freshman reception of the students of the Northeast High School to their parents and friends, which will be held on Friday evening, March 23, will take the form of "An Evening with Tom Daly," the EVENING LEDGER humorist.

The students have selected various poems written by Mr. Daly in his daily column, and these will be read by members of the class,

Church Burns \$1500 Mortgage

LEBANON, Pa., March 12.—A mortgage for \$1500, representing the debt of Grace Methodist Church here, was burned last night. In recognition of the successful pastorate of the Rev. H. F. Dando, to whose activities the liquidation of the indebtedness was due, the congregation voted unanimously to ask the Philadelphia annual conference to return him for another year.

who, it might be said, take a great deal of interest in the latter work.

The reception is being given under the direction of Prof. Walter F. Cole, of the department of English in Northeast High School. The program is divided into two parts.

Following several selections by the school orchestra, Robert A. Hill will recite the literary career of Tom Daly.

This will be followed by the recitation of a number of Mr. Daly's best humorous poems by Gordon W. McDaniel, William Strobel, Elmer C. Schill, William H. Huppha, Morris H. Bohrer, George C. Real, Stanley S. Frankel, Felix Simon, Edward F. Thomas, Philip C. Belber, Gordon H. Clark and Ralph W. Rosenberger, all members of the freshman class.

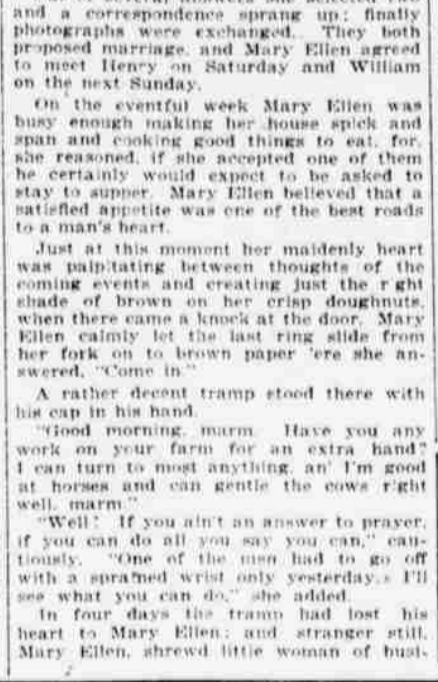

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Millinery, Top Coats, Dresses, Men's Hats

Exclusive Styles for Particular People

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Furs Stored, Altered and Repaired.



The Principal Fashion Event of the Spring Season!

An All-Inclusive Exhibit at Strawbridge & Clothier's

TO-MORROW will be the second day of the SPRING OPENING EXPOSITIONS of Apparel and Dress Accessories, and we invite the women of Philadelphia and vicinity, with assurance that they will be delighted with the various displays. This is the first complete presentation of the season's new fashions, and the comments of to-day's visitors have been most complimentary. And we are sure that—

You'll Join in Praise of the Beautiful Styles When You Come To-morrow

To many students of fashions and conditions influencing their development the entire series of displays is marvelous. There is absolutely nothing to suggest restraint, restriction or scarcity in any direction. On the contrary, there is as much of distinguished beauty in designs and colors and textures as ever before—and even greater diversity of individual and original touches. Everybody is invited.

GOWNS, SUITS, COATS, WAISTS, MILLINERY, MISSES' APPAREL, GLOVES, SHOES, HOSIERY, HAND BAGS, NECKWEAR, SILKS AND DRESS GOODS, NEGLIGES, LACES, ROBES, TRIMMINGS, BUTTONS, RIBBONS AND BABIES' APPAREL