

*And Here, Folks, Is Philadelphia's Most Progressive Men's Clothing Store*  
**Presenting Its Spring Fashion Exhibition of Men's and Young Men's Spring Clothing**

Clothing of Character—suits that reflect the last word in style, yet bespeak dignity in their every line because of their superlative tailoring, their choice patterns, their correct fitting qualities. Every suit is designed to meet the little peculiarities that every man possesses. We have made a life-long study of men's clothing, and certainly we are qualified to show the most authoritative style creations for men and young men at prices far below what you would naturally expect to pay for such good clothes.

You know Becker's is a personal sort of store and we want you to feel also that it is *your* store so that you may feel at liberty and perfect ease to come in, look around, ask questions and get acquainted with this different kind of store. We are keen to anticipate your wishes regarding clothes in the matter of fit, style and quality. Remember, we stand solidly behind every piece of clothing we sell. Come in and let us show you just what we mean by this superior service—let us explain how we take care of you during the life of your suit. This alone is worth many dollars to you.

**\$17.50 to \$45**

**Easter Suit Special**

Tomorrow we feature an exceptional value in a special lot of suits that are designed to withstand the hardest wear—that retain their good looks and shape for the life of the suit. See these super-values tomorrow, and we think you'll agree with us that they are the very best values shown in Philadelphia.

**\$27.50**

**Easter Top Coat Special**

To finish up the season we offer this fine lot of topcoats at sharp reductions. You'll find just the coat you want in this lot—every wanted color and fabric in the new waist-line box and conservative models. *Many silk lined.*

\$25 Coats	\$27.50 Coats	\$30 Coats	\$32.50 Coats
\$17.50	\$20	\$22.50	\$25

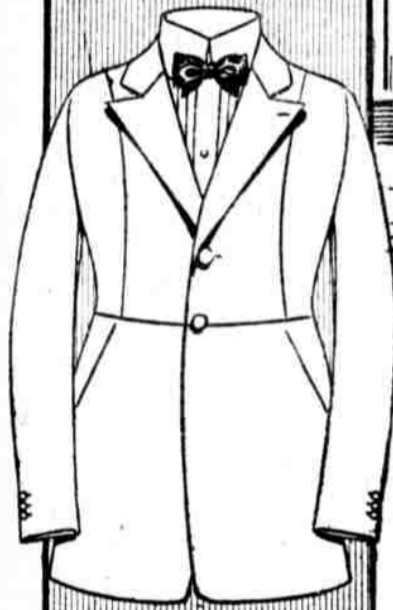
**BECKER'S**  
 MANUFACTURERS OF  
 QUALITY CLOTHES  
 1514-16 MARKET ST.

Open Evenings

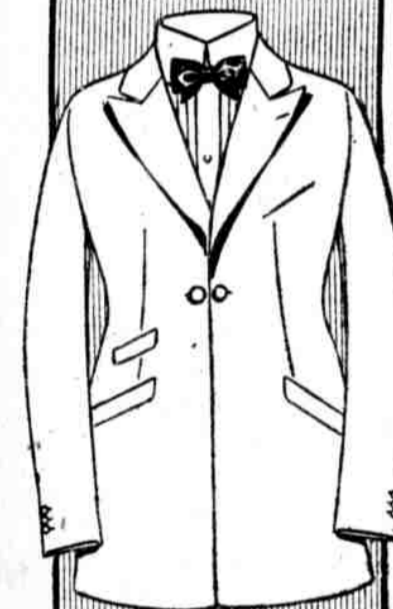
Open Evenings



**Deron**  
 3-button conservative model. A style preferred by the man of settled ideas.



**Fern Rock**  
 Single-breasted, waist seam, 2-button soft roll effect. For the young man.



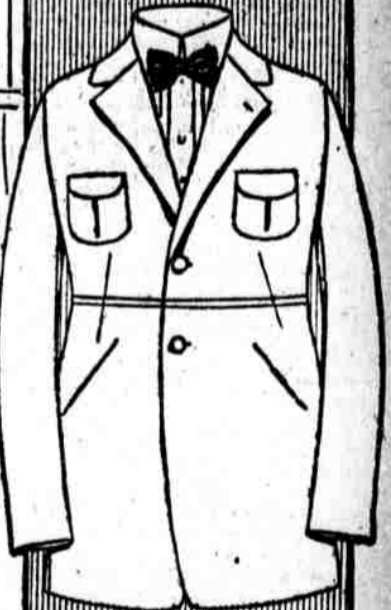
**Duplex**  
 One of the newest styles in high-waisted 3-button effect. Very popular.



**Glenside**  
 3-button double-breasted, "Bullfinch" lapel; waist line; flare skirt.



**Wayne**  
 Something entirely new in a 4-button double-breasted, semi-waist seam in back; slash pockets and draped skirt.



**Militaire**  
 Military breast pocket; high waistline effect; full flaring skirt.



**Logan**  
 Form-fitting; slash pockets; 2-button link military back; wide lapels. Very nobby for the extreme dresser.



**Taber**  
 2-button semi-conservative. Extremely popular model for the man who demands good style combined with dignity.