

WIDOW OF FALLEN AVIATOR HEARS GREAT ACE PRAISE HIM

Mrs. Wilbert W. White in Audience as Rickenbacker Declares Lieutenant's Sacrifice of Life Bravest Thing in War

THE sudden flashing of her husband's picture on the screen at the Academy of Music, the mention of his name by Captain Eddie Rickenbacker, who raised him for his bravery, started Mrs. Wilbert White, Jr., while she was listening to the heroic deeds of the "Yanks" recounted by the "ace of aces."

Mrs. White's husband, Lieutenant White, was reported missing in action October 10. Since then no official word has been received. "Captain Rickenbacker is different from most of the hero-speakers that I have heard. He didn't seem to want to take any credit himself," said Mrs. White. She was especially thrilled when she heard Captain Rickenbacker say that Lieutenant White had done the "bravest thing in the whole war."



If there is one class of shops more than another in which the articles sold must be of the very latest, the very freshest, the very best quality, it is those which cater to the wants of the "inner man" or the "inner woman," and Philadelphia has every reason to be proud of the Chestnut Street Association Shops of this order.

Delora Booth

A FRAGRANT breath of the gentle spring that weeks ago settled over Louisiana has been wafted north to Henry R. Hallowell & Son, Broad below Chestnut street. Great, luscious, ripe strawberries are the glowing bearers of the glad tidings that winter has fled from the section and that we may now expect a constant supply from points nearer and nearer home.

Among the New Styles for Women

Patent leather Seamless Pumps, with long, slender vamps and pointed toes, are being made in a wide variety of styles. French-bound and fitted snugly along the sides. Price \$6.00.

Shoes for Children of All Ages

Bring Them Here to Be Properly Fitted
Infants
Dark brown Button and Lace Shoes, sizes 4 to 8—\$3.00 and \$4.25.

Practical Raincoats A Wise Investment

Full-length models of rubberized Canton cloth or cashmere, in blue, tan or olive, are belted, with high collar, cut generously full—\$7.50, \$10.00 to \$25.00.

China and Glass for the Easter Season

Flower Vases, Jardinières, Light-cut Baskets, Table Fern Dishes, and other artistic decorative pieces. Also the following for practical use:— Needle-stitch Thin-blown Sherbet Glasses—\$2c each.

Strawbridge & Clothier Ready for a Busy Saturday Real Advantages to Buyers of New Easter Apparel

EASTER SUITS

The less expensive kinds that many women are buying to wear for the first time on Easter, but with a view to spring outings and summer vacations, as well.



- At \$25.00 Belted and semi-belted Suits, featuring the various new plaids and novelty pockets. Of men's-wear serge and poplin, in black, navy blue, tan and shades of gray; some trimmed with flat silk braid.
At \$27.50 Suits of men's-wear serge and poplin, in black and navy blue. Some with the coats tucked at the sides and terminating in long, slenderizing points; others sharply flaring from the waist-line, and some plaited on rather straight lines.

Fine Suits of Silk and Wool up to \$195

- Here are the Hats Manly Boys Like
Smart shapes in Cloth Hats, Felt Hats, Straw Hats, or Caps; For Junior Boys—Cloth Hats of tweeds and fancy mixed fabrics, in the styles most becoming to little boys—\$1.25 to \$2.50.
Cotton Waists TRIMMED WHITE WAISTS
Of sheer voiles and soft batistes, beautifully trimmed with dainty laces and fine embroideries, some hand-embroidered, and with so many pretty touches that are indescribable—\$1.50 to \$8.75.

Smart, Comfortable Shoes for Every Member of the Family

A vast carefully chosen collection which includes every good and desirable style of the present season—and from which unquestionable leather and makers' workmanship are barred. We have always kept faith with our customers and have rigidly held to our standard of Shoes of reliable, trustworthy quality, at prices which return to the purchaser full value for every dollar expended.

Men's New Oxfords—\$7.00 to \$14.00

- Smart New Oxfords, of chestnut brown cat skin and black gun-metal calf; English lasts, straight laced patterns, at \$7.00.
Black gun-metal calf and dark tan calf Oxfords; Blucher models, medium toe and low broad heels, at \$8.00.
Black glazed kidskin Blucher Oxfords, with full round toes, at \$9.00.

Men's Fibre-Silk Shirts at \$4.00

Combining the rich, lustrous appearance and comfortable soft texture of real silk with the durability of a sturdier fabric. This is a special lot secured at a saving of twenty-five per cent, because the manufacturer made them up from surplus pieces of fibre silk which he had on hand.

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EASTER WRAPS

The new Wraps will certainly give variety to the Easter program—Coats, Capes and Dolmans are equally favored, and all lengths seem to be fashionable.

- Plain-Tailored Coats, \$22.50 to \$30.00—Of poplin at \$22.50; serge and poplin, \$25.00 to \$30.00. Chiefly in smart belted styles, finished with deep collar Black and blue.
Top Coats, \$20.00 to \$27.50—Of fancy mixtures, in good colorings, made on full, swagger lines and unlined. Some of the new short box models in the collection.
Extra-size Coats, \$25.00 and \$30.00—Especially designed and modeled for full figures. At \$25.00, an excellent model of velour, in black, navy blue and taupe; body and sleeves lined. The same model developed in serge and lined throughout, \$30.00. Sizes 39 to 53.



- Capets, from \$15.00 to \$25.00—At \$15.00, two especially good braid-trimmed capets, one with vest front. Others plain and braid-trimmed, \$18.00, \$20.00 and \$22.50. At \$25.00, an especially attractive short Cape with fancy silk lining.
Dolmans, from \$20.00 to \$65.00—At \$20.00, a smart braid-trimmed Serge Dolman, unlined. Others of velours, serges and various twills, some lined throughout, \$25.00 to \$65.00.

EASTER DRESSES

A lovely collection of Silk Frocks, new and in charming styles, with various little unusual touches and distinguishing features—very becoming and good-looking, and so moderately priced.

- At \$15.00 Crepe de chine and taffeta, in draped, tunic and straight-line styles, some finished with crushed girdles. The model sketched is of dark blue crepe de chine of excellent quality, with a little touch of turquoise taffeta on the cuffs and the girdle, and in the little inset yoke that outlines the round neck.

- At \$16.50 One model of taffeta, made with a long irregular tunic, the bodice fitted with a charming vestee of plaited white crepe Georgette, and finished with a stylish little collar; another is made in peplum style, with a square-neck bodice trimmed with bone buttons and novelty buckles. One model is of satin made in a long-tunic style, and with crepe Georgette sleeves and white satin collar.

- At \$18.75 Taffeta Frocks, some with short, snappy tunic finished with three folds, and with the new round neck-line and crushed girdle; another model is made with a plaited skirt finished with clustered rows of hem-stitching, and a plaited bodice with long collar of white French muslin. And some on the long, straight lines, softly plaited, and loosely confined at the waist-line with a crushed girdle with large sash bow in the back.

Serge and Jersey Dresses, \$15.00 to \$17.50

Dresses from our regular stock, in many styles and colors—all suitable for spring wear. Not all sizes in each style, but a great variety of styles.

A Remarkable Purchase of Two Hundred Capes Greatly Under Price

- \$32.50 AN AVERAGE SAVING OF 25 PER CENT.
Two models with deep hood-like collars. Of velour, in taupe, deer, victory blue, tan, navy blue and henna, attractively button-trimmed; unlined.
\$40.00 AVERAGE SAVING OF ONE-THIRD.
Two models of serge, in navy blue, a few in black and tan. One model beautifully braided-trimmed; the other is in vest effect; both lined throughout.

Strawbridge & Clothier—Second Floor, Centre

Millinery

- Hundreds of Hats, specially prepared for Easter—every one fresh and new, and not a late idea of the season missing.
Nearly a Thousand Hats at \$5.00, \$6.00, \$8.00 and \$9.00.
All the new shapes, the new colors and new combinations of colors. Plenty of the larger Hats trimmed flat with ribbon and flowers; hundreds of Hats particularly for matrons; and an excellent variety of Tams and Cornered Hats that the younger women affect. Many distinctly dressy Hats, trimmed with feather novelties. Three excellent types are shown in the sketch. A beautiful showing of cherry red, turquoise blue, blue-and-henna, red-and-blue, navy blue, taupe and all-black.
Ready-to-Wear Hats, \$2.95, \$3.50 and \$3.95.
Plenty of Sailors and Rolled Hats, the new deep side-brims, some transparent brims in poke effects, also straw crowns with flat transparent brims. Rough Straws and shiny, black, brown, blue, taupe—in fact all fashionable shades.

Sports Hats at \$1.50, \$1.95, \$2.95 and \$3.95

Girls' Easter Millinery

Dress Hats, including the new Pokes, the large flexible-brim Hats with streamers and the new Leghorns. Prices range from \$5.00 to \$12.00.

Buy Rugs Now—and Here

Our entire stock of Carpet-size Rugs—all the best-known makes—in the great Semi-Annual Sale at reductions of 10 to 30 per cent.

Easter Suits and Dresses for the Younger Set

- None more eager than they for new things that are different, unusual—Suits and Dresses with the charm of novelty. The sketch shows a fine example, in—
Suits, Special at \$19.50
Smart box model of serge, in navy blue, tan and Copenhagen blue, with novelty silk vest and collar, and trimmed with rows of metallic ball buttons in nickel effect. Sizes 14, 16 and 18 years.
Misses' Suits, \$25.00 and \$27.50
Of serge in navy blue and tan, Belted Suits and fancy Box Suits.
Misses' Suits, \$35.00 and \$45.00
Fancy tweeds and navy blue and black serges and gabardines.
Misses' Capes, \$13.75 to \$29.50
Circular Capes and Capes with waistcoat, some braid-trimmed or braid-bound, many in yoke effects. All of navy blue serge.
Misses' Dresses, \$15.00 and \$16.50
Of taffeta in navy blue, Copenhagen blue and taupe. Straight-line models with corded skirt and fancy embroidered pockets; and peplum and draped effects with surplice and fitted bodices.

MARKET STREET STRAWBRIDGE & CLOTHIER

The Iron Division The National Guard of Pennsylvania in the World War—by Harry G. Proctor

A Book that will appeal to every Pennsylvania man, woman, girl or boy who is proud of our great State and its brave soldiers. Price, \$1.00.

Sheets at \$1.58

SPECIAL! A thousand Sheets of good bleached muslin, 81x90 inches—\$1.58 each.

Motors are Saying Fine Things About the American Cord Tires

—And as a matter of fact, they are giving great satisfaction and great mileage to their users. Let your next tire be one—

American Fabric Tires

Table with columns for tire sizes and prices, including entries like 32x3 1/2, 32x4, 32x4 1/2, etc.