

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."

"I was startled when I saw my husband's picture thrown on the screen and to hear his name mentioned."

When her husband went overseas, I knew that he would do wonders of course, but to have the praise come from some one whom I do not know was proof of his bravery."

Lieutenant White just before he was reported missing had secured a six months' furlough and was making his final flight before leaving for home.

Although Lieutenant White's father has never given up hope and is now overseas trying to get definite information about the death or imprisonment of his son, the aviator's wife is more than ever convinced, since Captain Rickenbacker's lecture, that her husband is dead.

Captain Rickenbacker said that in order to do another Allied aviator who was being pursued by a German machine, Lieutenant White smashed into the German plane and the two machines fell in flames.

The Croix de Guerre and the Distinguished Service Cross had both been awarded to Lieutenant White and a medal of honor was presented by the Aero Club, of New York.

Mrs. White, who lives at 5148 Hazel avenue, is doing work at the Philadelphia General Hospital. She has a four-year-old daughter by the name of Elizabeth and a son, Wilbert W. White, 2d, two and a half years old.



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. It matters not whether it be enticing confectionery, delicious pastries, tempting fine groceries, appetizing dishes or luscious fruits, everything carried by the shops mentioned in these columns is of an unexcelled type, gathered from the world's finest markets and frequently not procurable in other stores.

Delicious Spices

SPICE is the variety of life, no matter what form it assumes. Without it the world would be a very tame world indeed, and as for our "eats," can you imagine ginger-cake without ginger, cinnamon bun without cinnamon or peppermint without peppermint? Even the ancient barbarians who captured Rome and demanded bags of pepper as part ransom valued it, and though now a common commodity, it is not always good, but E. Bradford Clarke Company, 1520 Chestnut street, keeps a supply of the freshest of spices: peppers, cinnamon, ginger, cloves and allspice, all well selected before grinding and guaranteed to contain all the essential oils. Their flavoring extracts, too, are of the finest. Vanilla from the best bean—the Mexican; lemon, orange, almond and rose water and orange-flower water—for cakes, not baths.

THOUGH the ruling passion is strong—in shoppers—it was not so much predilection as precision which took me this time to the Silver Department of the Banks & Biddle Company. Buying Easter wedding presents can no longer be deferred, and nothing makes a more acceptable gift for the bride than sterling silver, especially a service: dinner, tea or coffee. The charming After-dinner Coffee Sets bowl and cream jug—are lovely beyond description, naturally, in all designs, and a Louis XVI set is particularly attractive. Gold lined, tall and of classic and symmetrical lines, decorated with the typical acanthus leaves, garlands, medallions and rams' heads at the period, each piece rests upon slender legs, ending in rams' hoofs, attached to a solid triangular base.

THE "getting-together" idea of customers and salesman at Jacob Reed's Sons, 1424-26 Chestnut street, is proving a big success. Every man has his own ideas about the sort of clothes he wants, and may have certain notions about styles and fabrics, but, honestly, dozens of them are mighty poor choosers. Now, Jacob Reed's salesmen know their stock, and they know the style, and if you talk things over with them, giving your point of view and listening to theirs, you will undoubtedly arrive at a satisfactory understanding. After one of these chats you will realize why one fabric is better than another; why one style will appear to better advantage than another, and their large assortment of fabrics and models will assure you a practically unlimited exercise of choice.

IF YOU want to buy the best Piano in the world, the best Phonograph in the world and the best moderately priced Piano in the world go to N. Stetson & Co., 1111 Chestnut street. There is simply no need to tell you that the first is the Steinway, the second the New Edison and the third the Sterling, and that in their line each is supreme. The renowned Steinway Piano, with its rare beauty of tone quality and its enviable international reputation, comes in beautiful mahogany cases of classic design; three sizes of Upright and five of Grand. The New Edison Phonograph, like every marvel produced by the genius of Edison, is unsurpassed in all details, while the Sterling Upright Piano, noted for its excellent workmanship, tone and remarkable wearing qualities, is increasingly in demand.

THE clever arrangement of geometrical designs in Caucasian rugs appeals more to our intelligence than to our sentimentality until we realize they could not be the result of haphazard thought and that the signs and forms, originally symbolic, date back thousands of years to the days of the ancient Chaldeans and Babylonians. In Caucasian rugs these designs are unmistakable, though some show both Persian and Mongolian influences. At Fritz & La Rue, 1124 Chestnut street, there is a new lot of very fine small Caucasian rugs in all colors, ranging from 2 1/2 to 3 ft. wide by 3 to 4 1/2 long. On the blue field of one are alternating mahogany and sage green octagon shapes, with queer conventional birds and camels between, while in the old gold border are tan and brown star shapes.

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

EASTER SUITS EASTER WRAPS EASTER DRESSES

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 plaits 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.

At \$30.00 Men's-wear Serge Suits, in plaited and tucked styles, variously belted; some with the trimly tailored slashed jackets, trimmed with buttons; others gathered at the waist-line, affording a fullness over the hips that is very becoming to slim figures. Black and navy blue. The model sketched is from this collection.

At \$32.50 Serge and Poplin Suits, including the new box effects, braid-trimmed, and some finished with smart little waistcoats and vests of silk and novelty wash materials.

At \$35.00 Serge and Poplin Suits in a variety of belted styles and plain-tailored, close-fitting models—some trimmed with rows of flat silk braid. All beautifully tailored. Black and navy blue.

Fine Suits of Silk and Wool up to \$195

Strawbridge & Clothier—Second Floor, Market Street

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. Straw Hats—Advance Summer models—\$2.00 to \$5.00.

For Older Boys—Mannish styles in Felt Hats in seasonable shades, \$3.00 and \$3.50; Tweed Hats—\$3.00 to \$4.00.

Caps—Golf style or with one-piece top in wonderful variety, of blue serge or tweeds; many in suit patterns—\$1.25 to \$2.00. Strawbridge & Clothier—Second Floor, East

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 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.

Women's Pumps and Oxfords—from \$5.00 to \$12.00 Men's Shoes—\$7.00 to \$15.00 Boys—\$4.25 to \$6.00 Children's Shoes, from infants' sizes to sizes for large girls—\$2.50 to \$9.00

Among the New Styles for Women

Patent leather Seamless Pumps, with long, slender vamps and seamless 2 1/2-inch Louis heels, French-bound and fitted snugly along the sides. Price \$6.00.

Smart black Satin Oxfords, with long slender vamps, perfectly plain, with covered Louis heels, at \$7.00.

Oxfords, of dark suede, with long plain vamps and covered Louis heels, at \$8.00.

Black Cordovan Laced Oxfords, new English lasts—\$10.00.

A complete line of new Oxfords, for spring, from the JAMES A. BANISTER COMPANY, black gun-metal calf and dark tan calf Oxfords; Blucher models, medium lasts and low broad heels, in combination lasts, at \$12.00.

Oxfords, of dark red cordovan, straight-laced English models, at \$10.00 and \$14.00.

Black and dark tan Shoes, broad toes, and low broad heels; sizes 2 1/2 to 7—\$5.50 and \$7.50.

White Egyptian cloth Pumps and Oxfords, with welted heels; sizes 2 1/2 to 7—\$5.00 and \$10.00.

For Boys Dark tan calf High Shoes, sizes 10 to 13 1/2, \$6.00. Dark brown and patent calf Oxfords, \$5.00 and \$6.00. Dul black and patent calf High Shoes, sizes 10 to 13 1/2, \$4.25.

Strawbridge & Clothier—Eleventh and Filbert Streets

Practical Raincoats A Wise Investment

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

Rain Capes and Dolmans Of rubberized Canton cloth in blue, tan, olive or black, with belted collar, front, rippling full, and picturesque, but practical—\$7.50, \$13.50 to \$20.00.

Strawbridge & Clothier—Second Floor, Filbert Street

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:

Thin-blown Sherbet Glasses—25c each. Thin-blown Table Glasses, needle-etched, special at 10c each.

Light-cut Table Glasses—10c and 15c. Light-cut Water Sets, 7 pieces—\$2. Light-cut Sugar-and-Cream—\$2c. Thin-blown Goblets—5c each. Light-cut Sherbets—50c and 25c. Light-cut Candlesticks—50c. Light-cut Vases—The 4c \$2.00.

Strawbridge & Clothier—Eleventh

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.

Capes, from \$15.00 to \$25.00—At \$15.00, two especially good braid-trimmed capes, 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.

A Remarkable Purchase of Two Hundred Capes Greatly Under Price

\$32.50 AN AVERAGE SAVING OF 25 PER CENT. \$40.00 AN AVERAGE SAVING OF ONE-THIRD.

Two models with deep hood-like collars. Of velour, in taupe, deer, victory blue, tan, navy blue and henna, attractively button-trimmed; unlined.

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 plentiful 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

Sailors in all shapes and sizes, colors and color combinations, also mushroom and shaped Sports Hats of various straws.

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.

Strawbridge & Clothier—Second Floor, West

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.

Strawbridge & Clothier—Fourth Floor, West

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.

Strawbridge & Clothier—Second Floor, Market Street

MARKET STREET STRAWBRIDGE & CLOTHIER

EIGHTH STREET FIFTEENTH STREET

EASTER DRESSES

A lovely collection of Silk Frocks, new and in charming styles, with various little unusual touches and distinguishing them—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 vest 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.

Strawbridge & Clothier—Second Floor, Centre

Men's London-made Hats and Caps Have Just Arrived

Those men who are unusually particular about matters of dress and who have been inquiring about the Henry Heath, London-made Hats and Caps will be glad to know that we have just received a shipment from overseas. The collection includes—

New Derby Hats, with trim shades—rolled, \$8.00. New Tweed Hats, distinctly British and very much favored by well-dressed men—\$8.00. Felt Hats, in new and decidedly English shapes—at \$10.00. New London Caps—\$5.00.

The Name "Stetson" Has Always Stood for the Highest Achievement in American Hat Making

Stetson Soft and Derby Hats, in the new Spring shades, at \$7.00. The new Stetson feature Soft Hat—the Stetsonian—is well represented here, in dark brown, dark green and olive shades—\$8.00.

To Meet the Demand for Soft and Derby Hats at the Popular Prices

We have had several manufacturers, whom years of fair dealing and honest values have taught us to regard as worthy, make up lines of Soft and Derby Hats, in stores of smart, distinctive Spring styles. These Hats are full worthy to be sold by this Store, and the prices are \$4.00, \$5.00 and \$6.00.

New Spring Caps from \$1.50 to \$3.00

Caps are more popular than ever this Spring. Smart new fabrics—checks, tweeds, plaids and homespuns.

Strawbridge & Clothier—Second Floor, Market Street, East

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. Exceptional value at this price—\$4.00.

Strawbridge & Clothier—East Street, Eighth Street

Strollers and Go-Carts for Baby's Easter Outing

An unexcelled assortment of brand-new stylish Coaches, Gondolas and Perambulators, attractively priced at \$30.00 to \$75.00. A wonderful display of Wood-and-Reed Coaches, in various dainty color-combinations—\$42.50, \$46.00 to \$50.00. Stroller Go-Carts—\$10 to \$25.

Strawbridge & Clothier—Fourth Floor

1000 Boys' Blue Serge Suits Special at \$8.50, \$14.50, \$17.50

Blue Serge, through its smart dressiness and its extreme practicality, has won the distinction of being the most favored fabric for Boys' Spring and Summer Suits. We are fortunate in securing this desirable lot at a substantial price-concession—right at a time when Blue Serge Suits are in great demand for Palm Sunday, Easter and general wear. Every Suit in the lot is of ALL-WOOL blue serge, faultlessly tailored, in handsome styles. Remarkable values at \$8.50, \$14.50 and \$17.50.

One Thousand Suits of Good Mixtures Special—\$7.75, \$10.50, \$13.75 and \$15.50

Suits made to sell at two to four dollars more than these prices. Good, reliable fabrics, well-tailored, in scores of the season's smartest styles for little men.

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.

Strawbridge & Clothier—Second Floor, Filbert St., West

Sheets at \$1.58

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

Strawbridge & Clothier—Alle 12, Filbert Street

Motorists 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 Cord Tires