

# WILL CELEBRATE PILGRIM LANDING

### Ceremonies to Be Conducted Throughout the Country Beginning June 4

## AN EDUCATIONAL PROGRAM

A call was issued today by local representatives of the Pilgrimage Institution for a celebration here, beginning June 4, of the three hundredth anniversary of the landing of the Pilgrims.

The observance is to be nationwide and is designed to emphasize America's heritage of free institutions, contrasting them with radical doctrines and practices which are struggling to undermine the republic.

A statement issued by the Pilgrimage Institution in part, follows:

"Therefore, the year 1920, being an historic anniversary year—as well as the fifth year of our American every-thing—should be a year of national celebration, a year of national rejoicing, a year of national thanksgiving, and a year of national prayer. It should be a year of national unity, a year of national purpose, a year of national action, and a year of national hope. It should be a year of national education, a year of national enlightenment, a year of national inspiration, and a year of national devotion. It should be a year of national sacrifice, a year of national service, a year of national duty, and a year of national glory. It should be a year of national triumph, a year of national victory, a year of national honor, and a year of national glory."

**Celebration June 20**

"Therefore, we, the undersigned, representing organizations having a membership of many millions of men and women, urge and invite the people of the United States of America to join, as free-born, free-bred and self-governing citizens may do and always have done, in celebrating, each locally in the way it deems best, beginning June 4, 1920, the three hundredth anniversary of the landing of the Pilgrims; that, from generation to generation they have been transmitted, strengthened and unimpaired, down to this sixth generation since 1776; which must in its own turn, hand over to a succeeding generation, these same institutions, so laboriously and painfully conceived, and with so much sacrifice maintained."

The call was signed by Alba B. Johnson, George Burdham, Jr., Clinton Rogers Woodruff, S. Davis Page, Dimmer Beber and Charles E. Ingersoll.

**Plan Novel Fetes**

The Pilgrimage Institution, under the leadership of Thomas H. Marshall, its honorary chairman, suggests that the celebration be in the nature of a program of public meetings, special instructions in the public schools, universal church service, local pageants and pageant service, local pageants and pageant service.

**Spanish**

Special courses in Commercial Spanish will commence Tuesday Evening, May 4, 8 o'clock. Advanced class under Senor Boston. Practical, usable business Spanish will be taught in both classes.

Full particulars on request.

# YMCA

1421 Arch St.



## New May Music Rolls Have Just Come In

Hits from the latest musical comedies—new dance rolls, full of "pep and ginger"; sentimental songs; all kinds of musical rolls for you to choose from, as soon as they come out. Here are some of them:

- Jean
- Chloe
- Missy
- Marion
- Peachie
- Somebody
- Old Man Jazz
- Mother's Hands
- My Sahara Rose
- Oriental Stars
- Dardanelles Blues
- Hot Tamale Mollie
- Jazz Babies' Ball
- The Barefoot Trail
- Memories of Virginia
- Mary, You Must Marry Me
- Pretty Little Cinderella
- Rose of Washington Square
- Left All Alone Again Blues
- Get Up and Get Out, That's All

# F. A. North Co.

1306 Chestnut Street  
Other F. A. North Stores  
WEST PHILA.: 202 S. 22d St.  
KENSINGTON: 1815-16 E. Alleghen  
NORTH PHILA.: 2126 N. Front St.  
NORRISTOWN: 228 W. Main St.  
CHICAGO: 212 Edmond Ave.  
CAMDEN: 83 Broadway  
TRENTON: 209 E. State St.  
READING: 19 N. 9th St.

The institution itself already has arranged for an educational program in the public schools, beginning June 4, and a public address to be made by Senator Arthur Capper, of Kansas, in the Senate for official record.

In September there is to be a celebration in Provincetown, Mass., which will be followed a week later by another in New York city, while in October celebrations will be conducted in Norfolk and Hampton Roads, Va., and New Orleans. On later dates celebrations will be conducted in Buffalo and the Niagara frontier and in other American cities and towns.

In the summer or early fall a bust of George Washington will be unveiled in St. Paul's Cathedral, London, and a British committee also will unveil the St. Gaudens statue of Lincoln which was presented to London by American citizens.

It also is proposed to signalize in some way on July 30 the tercentenary of the meeting of the first American legislative assembly.

## MAY END ADRIATIC PARLEY

**Wilson's Fiume Plan Said to Have Been Adopted**

Rome, May 3.—(By A. P.)—Negotiations between Vittorio Scialoja, Italian foreign minister, and Anton Trumbitch, foreign minister of Jugoslavia, looking for the settlement of the Adriatic question, may be broken off, according to the Popolo Romano.

Signor Scialoja returned here from Lais Maggiore, where he had been conferring Saturday with M. Trumbitch and Stoyan Proditch, Jugoslavian premier. The newspaper asserts the representatives of Jugoslavia have informed the Italian foreign minister that they were no longer authorized to negotiate on the Adriatic question on the basis of conversations which have been going on.

It is understood President Wilson's plan for a settlement of the future status of Fiume has been adopted at a meeting of the Italian and Jugoslavian representatives.

**British Suits for N. J. Powder Men**

Gibbstown, N. J., May 3.—The 500 suits of clothing ordered by the du Pont Powder Co. from England have all been bought by the employes. The suits have not arrived, but are expected soon. Samples of the goods are similar to suits now costing from \$40 to \$60 in this country and are to be sold to employes at cost, which will be from \$18 to \$21, according to duty charges.

**Hanscom's Beautiful New RESTAURANT**

1221-23 Chestnut St. down a few steps  
Seating capacity about two hundred

Other houses as follows:  
1232 Market St. 1705 Chestnut St.  
929 Market St. 1332 Walnut St.  
724 Market St. 19 S. Sixteenth St.  
52d & Market Sts.

There's always a plate on for you

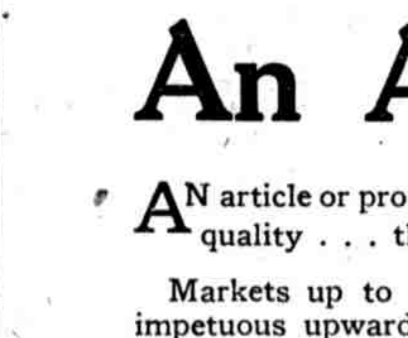
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## FINE DI NEGOZIATI PER L'ADRIATICO?

Rappresentanti Jugoslavi si Sarebbero Rifiutati per Ulteriori Discussioni al Riguardo

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Roma, 3 maggio.—I negoziati tra Vittorio Scialoja, Ministro Italiano per gli Affari Esteri, ed Anton Trumbitch, ministro per gli affari esteri della Jugoslavia, miranti ad una sistemazione della questione Adriatica, sembra siano stati abbandonati, secondo quanto stampa il giornale "Il Popolo Romano."

L'on. Scialoja e' qui ritornato dal Lago Maggiore, ova sabato ha conferito con il Trumbitch e Stoyan Proditch, primo ministro della Jugoslavia, ed il

giornale asserisce che i rappresentanti Jugoslavi hanno informato il ministro italiano che essi non erano piu' a lungo autorizzati a negoziare sulla questione Adriatica, sulle basi delle conversazioni avvenute in precedenza.

Si apprende che il piano del Presidente Wilson per la sistemazione del futuro status di Fiume era stato adottato in una riunione tra rappresentanti italiani e Jugoslavi.

## MUNSING WEAR —because it fits

Munsingwear Summer fabrics are the finest that can be produced. Sheer, cool, light in weight, they bring greater comfort to the hottest day.

Loose-fitting athletic garments for men. Form-fitting knitted garments in every required style and size for men, women and children.

—the satisfaction lasts



# LISTERATED GUM in BUSINESS HOURS

Relaxes the nerves; purifies smokers' breath, makes mouth feel fresh and clean, assists digestion, cleanses teeth. Pure, ANTISEPTIC, Delicious —the QUALITY GUM.

10 NUGGETS

# ANNOUNCEMENTS FOR TUESDAY, MAY FOURTH. STORE HOURS—NINE TO FIVE-THIRTY

## STRAWBRIDGE & CLOTHIER

Hundreds of Parents Will Profit by This Clearance of Boys' Clothing

Hundreds have already shared in the remarkable savings—averaging one-third. Some new lots have been added, thereby bringing assortments up to earlier attractiveness in selection and values. The clearance includes lines broken in range of sizes and some lines in a complete range of sizes—all from our regular good stocks and all at worth-while reductions. These and many other under-price groups are included—

- Small Boys' Top Coats, of mixtures—\$6.25
- Small Boys' Top Coats, of chevies—\$9.75
- Small Boys' Blue Serge Reefers—\$10.75
- Large Boys' Suits — \$6.75, \$14.75 and \$16.75
- Large Boys' Suits, 2 pair trousers—\$19.75



These and Many Other Good Values in the May Sale of Muslin and Silk Underwear

An event of importance, eagerly awaited. In the Muslin Underwear Store are pieces of snowy white Undergarments, pieces in dainty flesh tint, some of sturdy cottons, others of finer cottons and of washable silks. And every piece of Underwear in the Sale is far below regular retail price. Such an opportunity to save women cannot afford to miss. Among remarkable SALE values are:

- Muslin Undergarments
- Night Gowns—\$1.00
- Creeper Night Gowns—\$2.00
- Combinations—\$1.50
- Long Petticoats—\$1.00
- Envelope Chemise—\$1.00
- Short Petticoats—\$1.25
- Coset Covers—75c
- Drawers—75c
- Of Flesh-Color Silk
- Night Gowns—\$5.75
- Petticoats—\$1.95
- Bloomers—\$7.95
- Blouses—\$1.00
- Flesh-color Envelope Chemise—\$2.95
- Extra-Size Undergarments
- Night Gowns—\$1.50
- Combinations—\$2.50
- Long Petticoats—\$2.35
- Short Petticoats—\$1.20
- Drawers—\$1.45
- Envelope Chemise—\$1.50
- Strait Chemise—\$1.50
- Silk Blouses—\$2.25
- Silk Envelope Chemise—\$6.25
- Silk Bloomers—\$7.95

This Store is Nemo Corset Headquarters and this is

## Nemo Week

—Placed at the disposal of all women who wear Nemo Corsets, patented features found in Nemo models only. Models that aid in reducing superfluous flesh, models that support sagging abdominal muscles, others that rest and strengthen the weak back, and a new style that distributes unsightly bunches of flesh over the diaphragm.

Prices for Corsets in the Nemo Hygienic Fashion Service range from \$4.00 to \$15.00.

## Men's Clothing Many Lots Are Much Below Regular Prices

The great Sale of Men's and Young Men's Clothing is attracting hosts of enthusiastic customers from far and near. Any man who makes comparisons will find these values to be unequalled. All these lots are marked at LESS THAN OUR REGULAR PRICES—which are lower than present market value. Every man who desires dependable clothing, and who is not averse to affecting a worth-while saving of money, should make it a point to view this remarkable collection at his earliest convenience.

## Men's and Young Men's Suits, Special at \$23.50

Cheviots, cassimeres, serges and other dependable fabrics, well tailored in correct new styles. Clothing dealers would be glad to buy them at this price.

## Men's "Alco" and Other Spring Suits, Special at \$32.50

Men's and Young Men's Suits of various seasonable fabrics including the ever-popular blue serge.

## Sample Suits of "Alco" Make, at \$52.50

Handsome Spring Suits, with silk linings and other fine quality touches. According to current retail standards, they are worth one-third to one-half more than this special price.

## Stein-Bloch and "Alco" Suits, Special at \$48.50

Of dark blue unfinished worsted—smart styles faultlessly tailored. Worth fully one-third more than this special price.

## Men's Worsted and Cassimere Suits, \$41.50

Suits of "Alco" and other fine tailoring. New spring styles for men and young men. A full range of sizes on hand for to-morrow.

## Top Coats, Special \$27.50, \$43.50, \$48.50

Hart, Schaffner & Marx Top Coats—\$27.50. "Alco" Top Coats, at \$43.50. Austin & Co., London-made Top Coats, at \$48.50.

And, many other equally attractive under-price groups, including Trousers, Raincoats, Leather Coats and Tropical Suits.

## \$3.00 is the Present Wholesale Price for These Men's Shirts

—And \$3.00 is the price at which we shall sell this lot of 1200. They are of fine woven-cotton madras. You could well call them "laundry proof." For the firmly woven fabric will endure hard usage, will not "rough up" after immersing in soapy water, and the handsome colorings are indelible. Men should profit liberally by this opportunity.

## 54-inch Imported Homespun Suitings—New Shades, \$5 00

Smart indeed the suit, coat or sports skirt fashioned of these beautiful Homespun Suitings. New shades in mixed effects are lovely—blues, greens, browns and grays. Homespun of famous British weaves, wonderfully durable—\$5.00 a yard.

## Umbrellas Special at \$6.50

Piece-dyed Union Taffeta (silk and cotton), on well-made paragon frames. The women's Umbrellas have handles with bakelite tops and finished with wrist cords. The men's Umbrellas have plain or natural wood handles, some with bakelite ends.

At \$55 and \$60—Are beautiful robes of white net showing graceful designs in opalescent spangles combined with tiny beads.

At \$45 to \$75—Are Tunics of black net gleaming with black spangles, or White Net Tunics encrusted with spangles in soft opalescent hues.

## Robes and Tunics

Paris has sent us these lovely Robes and Tunics, in newest styles, handsomely spangled, ready to fashion distinctive evening gowns.



## The Display of Summer Millinery Is Surprisingly Beautiful

We have selected from the best milliners and importers of New York, we have evolved many creations from the latest Paris advices; we have copied and adapted and originated, for weeks and weeks, until we think you will find no style deserving of attention missing from this display.

Real hair, machine, net, straw, leghorn, organdie, crepe, Georgette, tulle, leather—all figure in these new Hats. Flowers and feathers are everywhere, and one notices appliques of silk and leather, cut-out work, beads, embroideries, applied motifs, inset medallions, plaitings, washes, streaming ribbons, gay facings—everything that can make Summer Millinery unusually summery, and charmingly different. We call particular attention to our fine line of—

## Distinctive New Sports Hats

Ribbons, felts and straws, in which are developed ideas never shown before in Sports Hats, all fashions, all shades, all sizes, and all kinds, from the practical close fitting models to the large capeline effects so effective with summer's leisure-hour frocks.

Model Hats and Copies, \$15.00 to \$85.00

Hats from Our Own Milliners, \$10.00 and \$12.00

Distinctive Sports Hats, from \$4.95 to \$18.00

# STRAWBRIDGE & CLOTHIER

Market St. Fifth St. Filbert St. Market St. Eighth St. Filbert St.

# Quality First An Advertising Essential

AN article or product to survive must have quality . . . that is imperative.

Markets up to the present time in this impetuous upward rush have carried even mediocre goods into sales records almost undreamed. But it will not be long before production will begin to catch up with demand . . . not very long before the present almost savage buying will give place to more careful methods . . . when a product will be carefully considered from the standpoint of quality and merit . . . and a reasonable price paid therefor.

When this time comes manufacturers who have insisted on better goods, properly and expertly advertised and merchandised, will find their true markets . . . whereas manufacturers who have been careless of the quality of their goods and injudicious in their advertising and merchandising methods will have an unpleasant awakening.

One reason for the unvarying success of the campaigns that we have prepared is the fact that each has represented a most worthy product—perhaps the best in its line.

We have surrounded all our campaigns with scientific precautions in every direction, none more complete than about the quality of the product to be advertised.

Tests in this direction are being constantly made in our Experimental Kitchen—in the laboratories of noted chemists, etc. It is quite as much to the advantage of our clients as to ourselves to know—with scientific clearness and definiteness the true nature and quality of their product . . . they, our clients, have urged us to learn all we could of this precise and useful knowledge.

And if quality is a "talisman" that opens the golden markets of the world to our

clients' products . . . no less is the quality of our product, viz., our advertising service, the "talisman" that makes success more rapid and complete . . . that "Bridges Time" in securing dealer distribution and popular demand.

Our work must needs have selling virtue of the highest order . . . not only to secure results for our clients, but for ourselves, for it is "results" that we obtain and the advertising we do for our clients that enables us to hold our present business and to interest new accounts.

Thus you see a client's interests are doubly safeguarded in this organization, viz.—for reason of his success and our own selfish desire to succeed because of his success.

That there is an ideal incentive for satisfactory results is evidenced by our long association with our clients.

We have the unusual record of seven years and six months with each of our present accounts . . . and this average is constantly becoming longer.

In 1919 our business increased 150 per cent over that of 1918. Ninety-six per cent of our total volume of business in 1919 was from clients who had been with us more than one year—up to twenty-five years.

Each story of success we tell is based on actual facts . . . each instance we cite is from our own experience . . . we have helped in securing results that are little short of the incredible . . . all by legitimate, conservative means that were cautious and economical in the extreme.

If you would care to secure expert opinion on your particular merchandising problem, let us know when it would be convenient for us to see you.

A conference will entail no obligation on your part.

# Donovan-Armstrong National Advertising

1211 CHESTNUT STREET PHILADELPHIA