

THROUGH A WOMAN'S EYES

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FRUTCHEY SILK SHOP
Chestnut Street at Tenth,

To mark its opening, the new shop will sell 17,000 yards French and American silks, Monday, May 16, at 9 A. M. sharp.
$\$ 1.45$ a yard! Good, plain and fancy silks "Ill give you these silks as a bouquet for your
opening day though they cost me $\$ 4$ a yard more"-importer to Mr. Frutchey.
$\$ 6.90$ a yard! Glorious French silke. Hand wrought silks-examples of the world' best fabric art-gord and silver, tissue of velvh
Broche, chiffon metal applique. Mr. Frutchey gave you similar value seven or eight years ago But these are new and are $\$ 15$ to $\$ 25$ a yard grades.

The complete stock of Philadelphia's-ye America's-most attractive silk salon is low in other opening day items are worth your while. Please note.
Honan Pongee-first choice-33 inches wide, a yard. . . 81.1 Satin Victoire-cited for excellence- 35 inches, a yard $\$ 1.4$ Tricollettes-plain or drop stitch-full weight, a yard .... $\$ 1.55$ Taffeta Bellevoir-for simple, lovely frocks; 35 ins., a yd., $\$ 1.68$ Black Satin Duchesse, prod ror summer wear, 40 in., a yd., 1.18 Black Chiffon Taffeta, mellow touch, Swiss finish, a yard $\$ 1.8$ Broadeloth-silk shirting-gentlemen attention! a yard . $\$ 1.93$ Cepe Meteor-a favorite of Fashion, 40 in . width, a yd.. $\$ 2.33$ Canton Crepe Fruchette-Priced to make friends, Genuine Baronette Broche, Exposition pieces, 40 ins., yd., 83.8 New Sport Colors in double width Duvetyn, a yard ..... $\$ 4.9{ }^{\circ}$

## FRUTCHEY SILK SHOP

Chestnut Street at Tenth, N. W

Walnut 2580 or 2581 will reach us by telephone. Postal orders and requests will receive immediate attention.

Humphrey Hall Jones, John Sperlein, Ma Dooley and other well known silk experts are with Mr. Frutchey. They are ready to serve you.

