

BUSINESS HOURS 9 TO 5:30

# STRAWBRIDGE & CLOTHIER

IMPORTANT NEWS FOR TO-MORROW



## WOMEN'S DRESSES

All Special—Some Much Under the Regular Price

### \$20.00

The Dress sketched—a model so becoming that we advise getting here early if you wish to profit by this very special purchase. Of crepe de chine, in navy blue, henna, black and brown, made with long-waisted bodice, plaited tunic, lace vestee—just the kind of frock for much spring wear.

**Tricolette Frocks, Excellent Value, \$25.00**  
Straight-line and tunic models, embroidered and plain-tailored effects, excellent types for much summer service, and tricolette is unusually cool, as thousands of women know. Navy blue, brown, black and rust color. One model sketched.

**Still Good Choosing in the Sale of Afternoon Dresses, \$30.00 to \$50.00**  
Canton crepe, crepe Georgette, crepe Roma and Kraps-Knit, in blouse, low-waisted, panel, draped, tunic and straight-lined styles, and in black and the new spring shades. The lovely crepe Georgette Frock, with its handkerchief draperies, is from this group—special at \$30.00.

## WOMEN'S SUITS

Including a Remarkable Purchase of Tweed Suits

### \$23.75

One hundred and fifty new Suits, far below our usual fair regular price for the same grade. Straight-line and belted Suits, and Suits on long, slightly fitted lines that may be worn with or without the belt—some smart open-seam Suits among them. All exceptionally well tailored, and lined with high-grade peau de cygne. Gray, Copenhagen blue, russet, tan, rose, heliotrope and green. Two models sketched—\$23.75.

**Tailored Tricotine, Men's-wear Serge and Twill Suits, \$24.50 to \$65.00**  
Fine tailored models in all the new styles, severely plain, trimmed with tailored bands or folds, or bound with braid, and the more elaborate models are beautifully embroidered. Black, navy blue and some in brown and tan.

## COATS and CAPES

Best of All Good Values Women Have Found Here This Spring

### \$42.50

A purchase of one hundred and twelve Coats and Capes, of such beauty and quality, that you will rub your eyes and look again at the price tag—\$42.50. The materials in Capes and Coats in our regular stock at \$75.00 are no better than these—no telling when such a purchase can be made again, if ever.

Shirred Capes, circular Capes, Wraps on the Iverness order and smart belted Coats—all of fine velvynes and velours. Three models sketched. All beautifully lined. Navy blue, taupe, tan and black. These will hardly last the day, so morning selection is advisable—\$42.50.

**Wraps Greatly Under Price—\$35**  
Fine Velour and Poirer Twill Dolmans with cape sleeves, in tan, taupe, navy blue, Copenhagen blue and black, stitched in metal thread and elegantly lined throughout. Tricolette Capes in black and navy blue, made in graceful pointed style; also Bolivia weave and Twill Dolmans with cape sleeves. All lined throughout.

## MISSES' APPAREL

Exceptional Values in Tweed Suits and Coats

### \$25.00

Values equal to those of last Saturday, which attracted the greatest crowds in the history of the Misses' Wear Store. In fact, the demands on our stock were so heavy, we have had to rush goods on order, here ahead of time, which means that much of the merchandise displayed to-morrow will be shown for the first time—\$25.00.

**Misses' Tweed Suits, Special, \$25.00**  
Two models in fine tweeds, in gray, tan, blue and heliotrope. One model, with inverted-plait back, sketched; the other is one-button belted style with corded back. Sizes 14, 16 and 18 years.

**Misses' Tweed Coats, Special, \$25.00**  
Two models in full-belted, Raglan-sleeve style, with mannish collars and large pockets; silk-lined throughout. Tan, green, rose and blue. Sizes 14, 16 and 18 years.

**Misses' Circular Capes, Special, \$15.00**  
Of rose and tan cloaking, tan herringbone effects (one sketched), diagonals and tweeds.

**Misses' Jersey Cloth Dresses, \$7.50**  
Two-piece Dresses with elastic grade and plaited skirt, in tan, henna and navy, with white collar and cuffs.

**Misses' Silk Dresses, \$19.50 and \$25.00**  
Beaded crepe de chine in light and dark effects; navy blue and brown taffeta, in low, fitted bodice style with full skirt; and Krepe-Knit Dresses in henna, brown and navy blue—one sketched, \$19.50. Sizes 14, 16 and 18 years.

## Semi-Annual Sale of Floor Coverings

Includes 37 Varieties of Standard Rugs, Also Summer Rugs, Oriental Rugs, Linoleum, Carpets

Reductions range from 10 to 35 per cent. in this, the greatest Rug Sale we have held for years. The most attractive collection of fine Rugs in the greatest variety at the most compelling prices that, we believe, you have known anywhere for many, many years.

**Over a Dozen Sizes of Axminster Rugs at Savings That Average One-third**

This great value will be found in the Department of Lower-Priced Floor Coverings. Some of these Rugs, made by two of the best mills in America, have slight, scarcely detectable flaws in the matching—hence the low prices. Many sizes, hundreds of patterns.

## Leather Hand Bags, Strap Books and Beaded Bags

At Half and Less Than Half the Original Prices

—Now in full swing and presenting excellent variety for shoppers to-morrow—a clearance involving many desirable lots of Leather Goods at clearance reductions.

Leather Hand Bags and Strap Books—now \$4.95.  
Beautiful Imported Beaded Bags—\$9.50 to \$60.00.  
Fitted Dressing Cases—now \$4.50 to \$25.00.  
And miscellaneous Leather Goods and Novelties—45c to \$2.95.

## 50 Fine Coats Reduced to \$25

Smartly tailored, narrow-belted Coats with bell-shaped inset sleeves. In black, navy blue, rookie and taupe, with touches of embroidery. Silk-lined throughout.

## Tailored Cloth Capes—\$22.50

Silk-lined Tricolette Capes with the arm slits, long shawl collar and fringe trimming; in black, navy blue and rookie. Also Wool Velour and Serge Capes in navy blue and black, lined throughout.

## More Tan Sports Coats, \$17.50

The lot last Saturday went like hot cakes. All in the over-coat styles, the plain tan cloaking, full or partly lined, the heavy plaid-backs unlined.

## BLOUSES

Special Prices

**Porto Rican Hand-Made Batiste Blouses, \$2.95**

Several models in hand-tucked and elaborately hand-drawn effects, including the fashionable vest styles with long roll collars, trimmed with tulle lace edging.

**Lovely Crepe de Chine Over-Blouses at \$10.00**

Kimonos, slip-on models, in navy blue, gray and beige, elaborately beaded with steel or iridescent beads.

## Umbrellas Special, \$2.50

Umbrellas men and women need for uncertain April days and all the year. The special price makes these particularly desirable. Coverings of good quality tape-edge American taffeta frames. Those for women have carved wood or bakelite-top handles, finished with wrist cord, some with ring. Plain or natural wood handles in hook and crook styles on the Men's Umbrellas.

## Baby Coaches a Sample Lot \$30

Pullman Baby Coaches in styles that would ordinarily be marked one-third to one-half more than this price are now \$30.00 because they have been used as samples.

## Correct Neckwear to go with the Smart Easter Suit

VESTEE SETS, of white linen, trimmed with colored gingham, and with tie to match—\$1.50.

LACE VESTEES, in a complete range of styles and patterns; all with collar to match; Peter Pan and Tuxedo styles—\$1.00.

Imported Lace Neckwear, Special at 50c

Of new, fine Venise laces in round, roll, square and Tuxedo shapes. Some Vestee Sets in the lot.

Eyelet Embroidery Peter Pan Sets, in very desirable patterns—85c.

## Ribbons

—Needed for girdles, sashes, hair bows, millinery or other accessories to complete the Easter costume:

TWO-TONE RIBBONS, in 20 combinations, 6 1/2 inches wide—\$1.65 a yard.

MOIRE-AND-SATIN RIBBON—in white, black and new shades; 5 1/2 inch—\$1.25 a yard.

SATIN-EDGE MOIRE RIBBON, in desirable shades, 5 1/2 inch—\$5c a yard.

HAT-BAND RIBBONS, 2 and 2 1/2 inch—60c and 75c a yard.

GROSHAIN MOIRE HAT-BAND RIBBON, in extra effects, brown and navy blue, 2 to 2 1/2 inch—50c to 75c.

## Men's and Young Men's Wickham Suits

In 15 Distinctive Spring Styles

### \$35

SWAGGER new sports effects—belted and plaited, and trim-cut styles known as conservative but far from conservative in smartness of line. A wealth of fabrics, including tweeds, herringbones, mixtures, stripes and serges. Tailored the Wickham way—with painstaking care. Made to fit and to hold their shape. If you want the smartest style, the handsomest fabric, and the best clothing value that the money can buy anywhere in this wide world to-day—then let your choice be a Wickham Suit to-morrow—\$35.00.

The Suits are conveniently displayed for easy inspection, and we have provided plenty of competent, cheerful salesmen to help make your choosing a pleasure.

## Spring Suits, \$25.00

A group of smart tweed herringbone, serge and other all-wool fabrics in wonderful variety, at this wonderfully low price.

## Suits With Extra Trousers, \$28.50

Including many with sports coats. In bright-colored all-wool fabrics. Special—\$28.50. Other Suits with two pairs of trousers at \$28.50 and \$32.50.

## Hart, Schaffner & Marx and Stein-Bloch Suits

Smart styles from America's best-known Men's Clothing suppliers. We are exclusive distributors for these lines in Philadelphia. Hart, Schaffner & Marx Suits, \$35.00 to \$55.00. Stein-Bloch Suits, \$40.00 to \$55.00.

## Youths' Suits With Extra Trousers, \$21.00

A special price. Suits—with two pairs of long trousers—of excellent materials and designed specially for slender, youthful figures. Sizes 16 to 19 years—\$21.00. Others from \$25.00 to \$37.50.

## Alco Suits, \$29.50

Noted for style and quality. A special group at \$29.50. Some with two pairs of trousers—\$36.50. Others up to \$55.00.

## Trousers, \$5 to \$11

In a large assortment of neat stripes to wear with the frock coat for Easter.

## Men's silk Knitted Four-in-Hands 75c to \$5

An assortment of beautiful Silk Knitted Neckties in plain shades, mottled effects, stripes, figured and numerous other designs. Included, too, is the popular grenadine weave in many novel designs.

## Men's Shirts Woven Madras \$2.00

Fine Madras Shirts, with woven patterns and stripes, including a lot of silk-stripe madras shirts. Many of these shirts are worth one-half more—\$2.00.

## Sports Scarfs

In Roman Stripes or Plain Shades

Roman-stripe Scarfs, 8 1/2 inches wide, 48 inches long, with good fringe, and in combination colors—\$3.75.

Roman-stripe Scarfs, 11 inches wide, 58 inches long; beautifully fringed and in almost every wanted combination of colors. Unusual value at \$5.75.

Plaid Scarfs, in many different weaves and widths, and in all the best colors for men—\$2.50 to \$3.00.

## 300 Taffeta Petticoats \$2.95

Women would consider these silk Petticoats good value at a dollar more—they are under price. Two attractive styles—one with full flounce finished with tulle. The other straight-line, trimmed with plaiting. In black, colors and changeable effects.

## Box-Loom Crepe Kimonos, \$3.85

Rose, Copenhagen blue, wistaria and orange, with daintily fashioned sleeves and pretty trimmings of shirred satin ribbon.

## Corsets Befitting the New Easter Costume

Corsets soft and supple, that permit the easy, plastic figure lines so essential to close draperies and clinging crepe silks, yet firm enough to mold the figure so that the tailored lines of the closest fitting suit may remain unbroken.

**Soft Elastic-top Corsets, \$1.50 to \$15.00**  
With few bones and in the medium length. In flesh, white, mauve, orchid and jade, and in so many different styles.

**Our French Jessica Corsets, \$15.00 to \$35.00**  
All the artistry of the most finished French corsetry is employed in fashioning these soft, pliable, glove-like models. Corsets of practically every other well-known make, \$1.50 to \$25.00.

**Misses' Corsets and Girdles, \$1.50 to \$5.00**  
The new Corsetlette, the Willoway and many others—all with the bandeau-brassiere top, and with elastic sections in the skirt.

**Misses' Corsets, Special at \$2.00**  
Pink brocade. All-elastic top model, medium length, lightly boned, soft front clasp.

## Boys' Hats and Caps

Every sort of Hat and Cap for the Boy's Easter—all with one thing in common—good quality at low price.

Youths' Felt Hats—\$2.50 and \$3.50.  
Boys' Tweed Hats—\$1.75 to \$3.00.  
Wool and Serge Tam O'Shanter with U. S. Navy band—\$1.50, \$2.00 and \$2.50.  
Leather Tam O'Shanter—\$2.50 and \$3.00.  
Straw Hats in new models—\$2.00 to \$5.00.  
Caps, of wool tweeds and suitings, with the new eight-section top with button. Special at 90c.  
Other Caps in great profusion—\$1.50 and \$2.00.

## Men's Suits to-Order at a Special Price—\$45

The special purchase of a large quantity of new Spring and Summer Fabrics at a price concession, makes possible this opportunity.

Choose your material, coloring, and pattern from among this lot of excellent woolsens, in fancy stripes and checks, in blue, gray or brown. Some tweeds, also, for sports or business wear.

You can make your selection now, and have the Suit made up and ready for you when you want it. All work done by our own expert force of tailors and cutters. Unusual value at \$45.00.

## Men's Fine Sample Hats Under Price for Easter \$2.85

Sample Hats in Spring shapes and colorings, from one of the country's best Soft Hat manufacturers, are marked at a price which in many instances is less than half the real value. Here is an Easter opportunity that men will not want to let slip by—\$2.85.

Wickham Hats in the new beach tan shade, light tan, steel gray and others, are only \$3.75. Other Hats, \$2.85 to \$10.00.

Some Tweed Caps—95c.