

# STRAWBRIDGE & CLOTHIER

IMPORTANT  
NEWS FOR  
TO-MORROW



## Glorious Array of Easter Millinery

**\$5 - \$6 - \$8 - \$10 - \$12**

With Plenty at Lower and at Higher Prices

A great showing—refreshed by hundreds of new Trimmed Hats, radiant with new colorings, gay with flowers, pert with ribbon bows and fancies. Small Hats that will accommodate most gracefully the little veils that are being bought in such great numbers. Large, picturesque Hats, frequently black, for afternoon and evening wear. Dashing, extreme creations for mademoiselle, and dignified Turbans for the matron. Hundreds of new Hats, spread over a great space, arranged for easy selection, and presided over by many and competent saleswomen, to facilitate your shopping.

**Madge Evans HATS For Little Ladies**

Just being introduced here, in a full spring assortment, are the Madge Evans Hats—the Hats that young girls spy among hundreds and go into raptures over; the Hats that meet with every mother's approval; the Hats that are shown in the best fashion magazines and worn by the best-dressed Little Ladies all over the country.

Every Style is Named for a Flower Because These are the "Flowers" Among Hats for Young Girls.

Strawbridge & Clothier—Second Floor, Market Street, West

## Misses' Capes and Coats

**\$25.00 to \$45.00**

Tweeds, velours, over-plaids, camel's-hair and soft all-wool cloakings. Coats with wrap sleeves, strictly tailored Coats, many with Raglan sleeves, and straight and circular Capes with large collars. Sizes 14, 16 and 18 years.

**Misses' Spring Suits, \$29.50 and \$35.00**

Tweeds, homespun and trelaines. Plaited, slashed and strap-seam models, belted and unbelted. Sizes 14, 16 and 18 years.

**Misses' Silk Dresses, \$19.50 and \$25.00**

Corded, ruffled and puffed Taffeta Frocks with fitted bodices. Beaded crepe de chine Slip-on Dresses, in light and dark colorings. And tailored Krepe-Knit Dresses, in brown, navy blue and henna. Sizes 14, 16 and 18 years.

Strawbridge & Clothier—Second Floor, Market Street

## Ford Size Auto Tires With Tubes

**\$11.50**

Fabric construction of first quality; a Tire, 30x3 1/2, and Red Rubber tube for \$11.50.

Cord Tires (30x3 1/2), with Red Rubber tube—\$16.50.

Coco Mats for running board—\$2.00 a pair.

Anthony Tire Pumps—\$3.00.

Schrader Tire Air Pressure Gauges—65c each.

Ford Sedan Carpet—\$6.00.

Ford Coupe Carpet—\$3.25.

Ford Jiffy Seat Covers—\$3.50 to \$6.25.

Wedge-shaped Seat Cushions—\$2.00.

Top Covers for Ford Touring Cars—\$6.75.

Strawbridge & Clothier—Fourth Floor

## Miss 2-to-6 Is Wearing

**Coats** Of tweed or novelty coatings, smartly tailored or dressy in effect—\$7.50 to \$22.50.

**Dresses** Of voile, lawn quality, or organdie, snowy white or trimmed in color. As billowy or as demure of line as one chooses—\$2.50 to \$12.00.

**Hats** Including the jauntiest of tailored Straw Hats, \$1.25 to \$12.95. Pique Hats, same hand-embroidered, 55c to \$2.00. Lingerie Hats a-flutter with lace and ribbon—\$2.50 to \$4.95.

**Coats for Boys of 2 to 4, \$7.50 to \$10.00**

Tailored as boys like them. Blue serge, tan or brown checks.

Strawbridge & Clothier—Third Floor, West

## Beaded Silk Over-Blouses

For the Easter Suit

Crepe de chine in floral and staple shades, showered or studded with beads, in steel, gold and iridescent effects. Many in the graceful kimono style, and all with summery short sleeves—\$5.75 to \$12.75.

Strawbridge & Clothier—Second Floor, Centre

## Ribbons

FOR SASHES AND HAT BOWS

Satin - and - Moire Ribbon; 5 1/4 inches wide, in good shades for hat bands—\$1.25 a yard.

Satin - edge Moire Ribbon, 8 1/4 inches wide, and with one-inch satin border. Good range of colorings for sashes or hat bows—85c a yard.

Strawbridge & Clothier—Aisle 11, Market Street

## Black-and-White Spring Skirts

Plaids and stripes in smartly tailored belted styles—very attractive, also other colorings—\$7.50 to \$15.00.

**New Serge Skirts**

In black and blue, plaited and plain models—\$4.00 to \$10.00.

Strawbridge & Clothier—Second Floor, Centre

## Pink Satin-stripe Corsets, \$3.50

She who considers fashion rejoices in the comfort and freedom of the supple, pliant S. & C. Special Corsets with elastic top and medium-length hips, which are to be had for \$3.50.

**The Right Corset for Everywoman, Here \$1.50 to \$35.00**

Corsets that preserve the slim, willowy grace of youth. Corsets that take years away from the mature figure. And, experts to aid in selecting and fitting.

**Our Exclusive Jessica French Corsets—\$15.00 to \$35.00**

American-made Corsets of foremost makes—\$1.50 to \$25.00.

Brassieres—50c to \$15.00.

Strawbridge & Clothier—Third Floor, Market Street, West

## The Store for Men

Who Want Things Right at the Right Price—Right Away!

Copyright by Hart, Schaffner & Marx

SO FAR the average man has been "too busy" to think about his own apparel needs for Easter. Of course, he needs new things to wear this Spring—and surely Easter is a fitting time to make the change. Everybody else will appear in spic-span fresh, new apparel—and few men care to be conspicuous in clothes of the past season. To-day and to-morrow will, therefore, be days of humming activity in our stores for men—and it is under just these conditions that the breadth and up-to-dateness of our stocks, the fairness of our prices and the efficiency of our service, are strikingly emphasized. We're ready—splendidly ready—to provide men with the Clothes they need, in styles that are correct, at prices that men like to pay.

## Thousands of Suits

Each Authentically Correct  
Each the Best at the Price

Sports styles of distinctive smartness and clean-cut effects of more conservative tendencies—in almost every imaginable fabric and practically all sizes and proportions. The choicest Clothes from America's best-known fashion artists are assembled here for your Spring selection.

**Hart, Schaffner & Marx Suits, \$35.00 to \$55.00**

**Stein-Bloch Spring Suits, \$40.00 to \$55.00**

**Our Exclusive "Wickham" Suits, \$29.50 to \$55.00**

**The Popular "Alco" Suits, \$29.50 to \$55.00**

Surely satisfaction is assured when you choose from such a collection—the most comprehensive and best selected assemblage of good Clothing in Philadelphia. This Store is famous for the extensive character of its Clothing stocks—but it is equally famous for the many special value-groups presented from time to time. The following available now:

**100 Hart, Schaffner & Marx Top Coats \$34.50**

**A Special Group of Smart Suits at \$29.50**

**Young Men's Suits Unusual Value \$25.00**

SAMPLES—which accounts for their being marked several dollars less than the usual price. Also, Wickham and other fine Suits—well tailored of beautiful fabrics. Very unusual value.

Some handsome tweed effects included.

Including plenty of the popular new sports-coat styles in tweeds and herringbone effects. Also BLUE SERGE SUITS in conservative and youthful styles.

## Suits with Extra Trousers

**Special—\$23.50, \$28.50 and \$32.50**

At \$23.50—Suits of serge and worsted. At \$28.50—Suits of fine cassimere. At \$32.50—Suits of serge, cassimere and worsted. Remarkable values—and an extra pair of trousers with each Suit.

**Youths' Suits with two pairs of long trousers—\$27.50.**

**Separate Trousers—\$3.95, \$5.00 and \$6.50.**

**Gabardine Top Coats, tailored in England—\$25.00.**

Strawbridge & Clothier—Second Floor, East



## Easter Coats and Capes Many Under Price

FOR WOMEN

Some are new, just purchased at special price concessions, others are the remainders of special purchases re-arranged for quick disposal, this last day before Easter.

**Tan Velour Capes, Special at \$10.75**

Full, graceful, unlined Capes with smart turn-down collar—an exceptionally good value, but only fifty in the lot.

**A Special Purchase of Capes, \$20.00**

In black, navy blue, tan and mahogany, made in the style sketched, with deep cowl collar, and silk-lined throughout.

**Under-Price Lot of Capes, \$22.50**

Various styles, some with scarf collars; plain-tailored and braided-trimmed. Serges, twills and velours in the lot. Also in the group some belted straight-line Coats. All silk-lined throughout.

**Group of High-grade Coats, now \$35.00**

Loose Coats with cape sleeves, and a small lot of plain tailored Coats in two-tone effects; also Capes. All of high-grade materials and elegantly silk-lined.

**SPORTS COATS.** Tan cloakings, silk-lined, \$15.00 to \$30.00. Chinchilla Cloth Coats, silk-lined, \$25.00.

Strawbridge & Clothier—Second Floor, Centre

**A Lot of Fine Tweed Suits, Special at \$25**

Only fifty Suits in the lot, so try to be one of the first fifty women here to-morrow, for every woman will recognize these as an exceptional value.

Beautifully tailored on long, semi-fitting lines, with slit seams finished with tailored touches; mannish collar, detachable belt, inset breast pocket and pockets below the waist-line; and all lined with beau de cygne. Tan, blue, heliotrope, russet and gray—\$25.00.

**A Fine Showing of Twill-cord and Tricotine Suits, \$32.50 to \$55.00**

In all the new plain-tailored, plaited, slashed-seam and braided-trimmed effects—some accommodatingly fashioned to be worn with or without a belt. Black, navy blue and brown.

**Fine Tweed Suits in Extra Sizes, \$40.00**

In gray, tan, heliotrope, blue and two-tone mixtures.

Strawbridge & Clothier—Second Floor, Centre

## Inexpensive Neck Furs

A beautiful display of the fashionable Animal Scarfs in new shades; the new two-skin Scarfs and the chic little Chokers.

Mink, \$15.00 to \$38.00

Squirrel, \$8.50 to \$13.00

Ringtail, \$8.50 to \$18.00

Civet Cat, \$8.50 to \$13.50

Stone Marten, \$33.50 to \$100.00

Baum Marten, \$42.50 to \$125.00

Opossum, \$4.75 to \$13.75

Fox Scarfs, \$10.00 to \$85.00

Hudson Bay Sable Scarfs, \$45.00 to \$167.50

Strawbridge & Clothier—Second Floor, Filbert Street

## Scarfs and Neckwear

**SILK SPORTS SCARFS**, with vivid Roman-stripe ends, fringed—\$12.00.

**IMPORTED SCARFS**—our own importation—of silk, striped in the loveliest of new colorings—\$18.50.

**FIBRE SILK SCARFS**, with colorful Roman stripes—\$3.75 to \$8.50. Others in plain colors—\$3.50 to \$6.00.

**COLLAR-AND-CUFF SETS**—eyelet embroidery. Peter Pan and flat-shape collars, of fine material—85c.

**VESTICES**, of net and lace in several styles, all with Peter Pan or roll collars. In white or ecru—\$1.00.

Strawbridge & Clothier—Aisles 11 and 12, Centre

## Perfumes of Distinction

Just a suggestion as to the fine Perfumes in the Toilet Goods Store. Perfumes of rare delicacy, and heavier scents that breathe the magic of the Orient.

**Perfumettes—50c**

Melba Ador'me or Fleurs, in the new purse size, with glass dropper and metal stopper.

MELBA Fleurs Perfume, 1-ounce bottle, \$3.50; Ador'me, 1-ounce, \$3.25; 2-ounce, \$5.50.

TOKALON Dallas Perfume—\$1.75 and \$2.50.

CHERAMY'S Capri Perfume, \$1.25 and \$2.50; Violet, Lilac and Muguet—\$1.00 and \$1.75.

Strawbridge & Clothier—Aisle 7, Market Street, and Aisle 9, Centre

## Winter Furs Safely Stored

Simply telephone our Fur Storage Department, Filbert 0100 or Main 5601. Your Furs will be called for, examined and thoroughly beaten out for hidden moths or larvae. Then stored safely away in our own cold, dry air Storage vaults until needed. Moderate charges based on a small percentage of the valuation of the Furs. Send your Furs here for SAFE Storage.

Strawbridge & Clothier—Second Floor, Filbert Street

## Linen Napkins \$6.00 a Dozen

ABOUT ONE-FIFTH UNDER PRICE

Hemstitched Damask Linen Napkins, 15-inch, luncheon size, of a quality that assures long service. Borders have neat scroll designs and corners have medallions for initial work—\$6.00 a dozen.

Old-Blanch Hemstitched Linen Napkins, luncheon size, of fine quality, plain, grass-bleached Irish linen with full spokelined hems—\$6.00 a dozen.

Strawbridge & Clothier—Aisle 11, Centre

## Flat Silk Purses and Envelope Bags

Plain and striped moire, in black, blue and brown, with metal mountings and cord handles—\$2.95 and \$5.00.

**Silk Hand Bags in Pouch Style—\$2.95 and \$5.00**

Handsome moire silks in blue, black and brown—very good looking.

**Leather Hand Bags and Strap Books, \$2.95**

Including vachette. Black and colors.

**Hand Bags and Strap Books at \$5.00**

Pin-seal, shark-grain, English straight-grain, cowhide and vachette. Black and colors.

Strawbridge & Clothier—Aisles 8 and 9, Centre

## The Smallest Elgin Bracelet Watch

AT A NEW LOW PRICE

**\$25.00**

The daintiest of Watches in a 20-year gold-filled case, Elgin movement, thoroughly reliable. These Watches now at far less than the former price—\$25.00.

Aisle 9, Market Street

## The Display of FLOWERS

—Is attracting wide attention. Beautiful plants of every description, ready for the Easter table. Tulips, hyacinths, lilies and many others—moderately priced.

**All Remaining Easter Lilies, 25c a bud or bloom**

Strawbridge & Clothier—Filbert Street, Cross Aisle

## Girdles

Metal effects, \$1.25 to \$8.00.

Beaded Girdles, special at \$1.25.

Jet Girdles, \$1.75 to \$7.00.

Many Novelty Girdles in black and colors, \$1.25 to \$5.00.

Fancy Cotton Girdles, in sports shades, \$1.75.

Strawbridge & Clothier—Aisle 8, Centre

## Wickham Hats Top Them All

The strange thing about Wickham Hats for men is that they don't feel strange when first put on. They seem to look and feel and "set" just right—every time.

No matter what shape you like, or what shade, you will find it here in this complete Men's Hat Store. And the price is only \$3.75. Just ask the salesman for "Wickham."

Strawbridge & Clothier—Second Floor, Market Street, East

## Furnishings

Fine Four-in-Hands, in hundreds of patterns and colorings—50c to \$5.00.

Belt Buckles, in many new designs—\$1.50 to \$5.00.

Van Heusen Collars in eleven styles—50c each.

Plain Linen Handkerchiefs, imported from Belfast—25c.

Linen Initial Handkerchiefs, very attractively initialed, too, and excellent in quality—35c, or 3 for \$1.00.

Strawbridge & Clothier—Aisle 1 and Market Street Cross Aisle

## Very Fine Shirts at \$2

Fine Lorraine woven-stripe madras with cords or fibre silk stripes; white chevot, highly mercerized, some with neckbands, some with soft collars and cuffs; imported and American woven-stripe madras; fine mercerized-stripe pongee.

To the best of our knowledge these are the best Shirts to be had for \$2.00.

Strawbridge & Clothier—East Store, Eighth Street

## Girls' Silk Dresses, \$15.00

Navy blue, brown and cadet taffeta; light and dark colored crepe de chine. Kimono-sleeves, yow-waisted Dresses with scalloped skirt; straight-line, ribbon-belted Dresses with embroidered pockets, and colored Taffeta Dresses, with self-sash and trimmed with velvet ribbons. Sizes 6 to 12 years—\$15.00.

**Intermediate Girls' Spring Coats and Capes, from \$10.75 to \$19.50**

Fancy plaited Coats with scarf collar; tailored, belted Coats with raglan sleeves and belted-front Capes with full circular sides. Basket weave, velours, plaid and plain tan or cadet blue cloakings. Sizes 12, 14 and 16 years.

Strawbridge & Clothier—Second Floor, Market Street

## Handkerchiefs for Gifts

**FOR MEN**—Imported Cambric Handkerchiefs with neat-ly woven cord borders in colors. Under price—18c each, 3 for 50c.

**FOR WOMEN**—Irish Linen Handkerchiefs, plain or with embroidered corners, hem-stitched hems. Under price—18c each, 3 for 50c.

Strawbridge & Clothier—Aisle 12, Market Street