

Important News of Springtime Apparel



New Cotton Frocks \$9.75 to \$19.75

Dark blue, brown and black Voiles, with white dots or figures; in plaited and tunic styles, some with lace collar and cuffs and vestes, and plaited ribbon trimming. (One ribbon-trimmed sketched.) Also light tissues in stripes and plaids, in blue, rose, lavender and canary, with dainty white organdie trimming. And hand-made Dresses in delicate tints, with hand-work for trimming—\$9.75 to \$19.75.

Crepe de Chine Dresses \$15.00 to \$18.75

With plaited skirts, plaited tunic, plaited panels; some models trimmed with beads. Black, navy blue and brown.

Various Silk Frocks \$20.00 to \$25.00

Tricolette, crepe de chine and Canton crepe, in tunic and plaited models, many with the irregular sides and panels. Some elaborately beaded and embroidered. Black, white, rust, brown and navy blue.

Tailored Wool Dresses Reduced—\$10 to \$15

Many of these were originally special at double these prices. Chiefly tweeds and duvet de laine, a few of beige tricotine. Beaded, embroidered and plain-tailored.

Homespun and Tweed Suits, Special, \$18.75

Belted models and others that can be worn with or without the belt. Various shades of blue, tan and heliotrope.

The Fine Skibo Tweed Suits, Special, \$22.50

Blue, gray, tan, russet, henna and rose. Coats in box and semi-fitting styles. High-grade peau de cygne linings. Blue, gray, tan, russet, henna and rose.

Tweed Suits—Special From \$25.00 to \$35.00

Plain, two-tone and herringbone effects. A variety of the most favored models. Tans, blues and russet shades.

One Hundred Capes Extraordinary—\$16.50

Many of these were formerly specially priced at \$22.50. Plain-tailored, scalloped and fringe-trimmed models, of twill and tricotine, lined throughout.

Mixed Tweed Coats, \$18.75

The last lot hardly stayed long enough for us to get acquainted with them. All in good medium colorings, plain-tailored and yoke lined.

Capes, Special, \$20.00

Youthful cow-collar Capes. One of the best-selling numbers of the season. Of a beautiful pile fabric.

Sports Coats, \$25.00

Tan cloaking, silk-lined, made in the style sketched. Others of chinchilla cloth in shades of tan—one in overcoat style, the other decidedly Tuxedo; both lined throughout.

Woolvelour Wraps, \$35

Cape-sleeve Coats on easy wrap lines in tan, brown, navy blue and black; elegantly lined.

The Philadelphia Music League Presents
"MUSIC and AMERICA"
A Festival Performance with Music, Verse, Tableau and Costume Dances—the Closing Feature of Music Week—by the
Strawbridge & Clothier Chorus
Augmented by Prominent Singers and with an Orchestra of Eighty Members.

Philadelphia Ice Palace
45TH AND MARKET STREETS
Saturday Evening at 8:15

No Admission Charge—cards for reserved seats have been distributed by the Music League. After eight o'clock all seats will be open to the public.

It is expected that, in addition to the audience of 8,000 at the Ice Palace, this Concert will be heard by tens of thousands by radiophone—special arrangements have been completed for—

BROADCASTING THE CONCERT
—Relaying by land wire to Strawbridge & Clothier W. F. I. and directly connecting with our powerful radio transmitter.



Millinery at Special and Reduced Prices

Hundreds of Trimmed Hats under regular prices to-morrow. Hats that are right on the high tide of fashion—the kind of Hats for which every woman will find use from now on until September.

Trimmed Hats About Half Price at \$3.00
Also in this group some Ready-to-Wear Hats. A variety of shapes, colors and trimming effects.

Fine Trimmed Hats Reduced to \$5.00
Many of these were formerly double this price. Late spring shapes of straw, of fabrics, or a combination of both; trimmed with flowers and ribbons.

Special Purchase of Trimmed Hats, \$8.00
Wonderful value. A recent purchase from a manufacturing milliner, made at a price concession. Also Hats of the same kind from our regular stock, reduced to meet this price.

One Hundred Ostrich Feather Hats, \$2.25
Of fancy straw mesh with ostrich feather trimming.

Girls' Sports Hats Reduced to \$2.50
Wool-and-straw combinations in crochet effects. Various colors.

Girls' Leghorn Hats, \$3.50, \$4.00, \$5.00
New summer styles in natural Leghorn Hats for Juniors. Some with ribbon edges, others with long ribbon streamers.

Introducing
De Long Hair Nets, Two for 25c And an Extra Net Free



The finest and best-made Hair Nets in both cap and fringe styles, single and double mesh. All shades of brown, also auburn, blond and black. Most women will buy 8 for \$1.00 and secure 4 Nets free.

May Time is Blouse Time

And Blouses such as never before have gladdened a tailored suit or sweater, are gathered here for May purchasers. Note the variety of inexpensive Blouses:

- Tailored and Semi-tailored Pongee Blouses—\$2.85
- Semi-tailored White Habutai Silk Blouses—\$3.00
- Crepe Georgette Blouses and Over-Blouses—\$3.00
- White Crepe de Chine Peter Pan Blouses—\$5.50
- Black and Blue Mignonette Tunic Blouses—\$5.00
- Plain-tailored White Dimity Blouses—\$1.50
- White Voile Peter-Pan Slip-on Blouses—\$1.50
- Lace-trimmed White French Voile Blouses—\$2.00
- Color-touched White Voile Batiste Blouses—\$2.00
- Porto Rican Hand-made Batiste Blouses—\$2.00

Pansy Girdles, Unusual, \$2.00

Just the corseting so many women like is afforded by supple, pliant, but firm, Girdles such as these. Of pink brocade and elastic, in 14-inch length and with closed or laced back. Exceptional value at \$2.00.

Pansy Corslette Brassiere-and-Hip Confiners, \$1.50

Of pink brocade, with elastic over the hips; hooking in back. Pink Satin Corslets, semi-elastic top—\$1.00. Elastic Girdles and Soft-top Corslets—\$1.50 to \$1.50. Corslets and Girdles in Fourteen Well-Known Makes, for Women and Misses—\$1.50 to \$3.00.

Saturday, the Last Day of NEMO WEEK

Boys' Suits Reduced

A swift clearance of lines rendered incomplete in range of sizes by unusual spring selling activity. The clearance prices speak for themselves.

Suits with extra trousers—\$8.75
of all-wool fabrics, with mohair-lined Coat and two pairs of full-lined Knickerbockers. Sizes 6 to 16 years.

Suits of all-wool serge—\$8.50
Fine-twill, all-wool blue serge, carefully tailored. Yoke and plaited back. Sizes 8 to 17 years.

Suits, extra trousers—\$10.50
Extra value, too. Plenty of shades and styles. Coat mohair-lined, both pairs of Knickerbockers full-lined. Sizes 7 to 18 years.

Excellent Suits, extra trousers—\$14.50
One and two of a kind, not all sizes in each style but all 8- to 17-year sizes in the group.

Wash Suits, Special—\$1.95
Middy and Oliver Twist models in all the popular colors. Sizes 3 to 9 years.



Hundreds of Men's & Young Men's Spring Suits Reduced

Many of our best-selling lines are now marked at one-third to one-half less than former prices because they have been depleted in range of sizes by early spring selling. Five important price-groups—every Suit in each group marked many dollars less than formerly.

Spring Suits of Worsted and other Fabrics—\$14.50

Alco, Wickham and other fine Suits—now \$19.50

Suits of Alco and other good makes—now \$24.50

Hart, Schaffner & Marx and Alco Suits—\$33.50

Spring Suits from our finest lines—now \$38.50

TOP COATS for men and young men. Spring weights and styles, special—\$25.00, \$34.50 and \$37.50. Oxford gray Chesterfields at \$25.00. Hart, Schaffner & Marx Tweeds at \$34.50. London-made Coats at \$37.50.

GABARDINE TOP COATS, water-proofed, at considerably less than regular prices—\$21.50, \$29.50 and \$34.50. YOUTH'S LONG TROUSERS SUITS with extra trousers. Of all-wool fabrics—special, \$21.00 and \$27.50.

SEPARATE TROUSERS for men and young men, in an extensive assortment, at these prices—\$3.95, \$5.00 and \$6.50. It is well to note that we are the exclusive Philadelphia distributors of Hart, Schaffner & Marx and Stein-Block Clothes.

Ready for "Straw Hat Day"!
With thousands of spic-span, brand-new Straw Hats carefully selected to conform to the tastes of men and young men seeking something above the ordinary.

A wide variety of styles, shapes and braids. You can buy an imported English Sennit Hat for as little as \$1.95—you can pay \$8.00 for one of the finest Hats made, or you can buy a Hat at one of the many prices in between—but, no matter what you pay, you can rest assured that you are getting the best Hat value obtainable anywhere at the price.

Wickham Straw Hats are \$2.85

A Straw Hat that in every way meets the expectations of men who have decided to pay four dollars or more. Supreme in style—and there are a number of smart shapes to choose from—and matchless quality.

New Neckwear

VENISE LACE COLLARS—Tuxedo style; white and cream. 85c; Sets—\$1.50.

NET-AND-LACE VESTES—In Peter Pan and Tuxedo styles—85c.

FOUR-IN-HAND TIES—Of crepe de chine, in plaids, polka dots and stripes—50c and 75c.

SPORTS SCARFS—Of fibre silk; in Roman stripes, \$3.75 to \$8.50; in plain colors, \$3.50 to \$6.00. Silk Scarfs in bordered effects, \$7.50 to \$12. Imported Roman-stripe Silk Scarfs—\$16.50.

Pullman Baby Coaches, \$27.00

Comfortable and roomy Bloch Coaches with reversible gear, corduroy cushions and heavy rubber tires. This is a good time to buy one, for the price is unusually low.

Sheeting Muslins

Bleached Sheeting Muslin, 81 inches wide, 65c a yard. Bleached Pillow Case Muslin, 45 inches wide, 38c a yard.

600 Original Ten-yard Pieces of Fine-spun Long Cloth, \$1.85

50 Silk Negligees Sharply Reduced

Of crepe de chine, satin and taffeta in light and dark shades. Some slightly rumpled or soiled—now \$3.95 to \$11.50.

Girls' New White Frocks \$3.00 to \$5.00

Dainty, new low-waisted Dresses with elbow sleeves. Made of sheer batistes, voiles and organdies, trimmed with Valenciennes laces and insertions and fine tucks, and finished with white or colored ribbon sashes. Sizes 6 to 14 years. The model sketched, \$5.00. Many other attractive styles—\$3.00 to \$5.00.

Girls' Tafted Dresses Reduced—\$10.75 to \$19.50

Low-waisted, straight-line and blouse models, in navy blue, brown and henna. Sizes 6 to 14.

Intermediate Girls' Wash Frocks, Special, \$3.75

Chambray in green, brown, blue, pink and lavender with checked gingham collar, cuffs and vestee. Sizes 12, 14 and 16 years.

Convertible Middies, \$1.50

Misses' and Girls' Middies of white jean; full-length, straight-line style—can be worn straight or turned up in blouse effect. Peter-Pan collar and short sleeves, \$1.50. Of khaki-color drill, \$1.85. Sizes 8 to 20 years.

Linen Trimmings With Cluny Lace
Oval Doilies, from 10x14 inches at 75c each, to 16x24 inches at \$1.25.
Rectangular Doilies, from 10x14 inches at 85c, to 16x24 inches at \$1.85.
Round Centerpieces, 24-inch, \$2.00; 36-inch, \$2.50.
Scarfs, 18x36 inches, \$2.50; 18x45 at \$2.75, and 18x54 at \$3.00.

Men's Shirts Special at 85c
Worth one-third more. Good-looking Shirts of handsome, durable materials. Incomplete size range. Soft, turn-back cuffs.
Special at \$1.25
Attractive Shirts of fancy percale, with soft cuffs.
Special at \$1.50
Smart-looking stripe effects. The quality of the material is pleasing, too.
Special at \$1.65
Of woven-stripe madras—corded or plain, and of white chevot.

Women's Linen Handkerchiefs
We secured 600 dozen of these practical imported linen Handkerchiefs, sturdy and fine and neatly hemstitched. Worth over one-half more—30c each, or \$3.50 a dozen.
Names marked in indelible ink without extra charge when purchased by the dozen.

Misses' and Children's Muslin Underwear
New, fresh lots of merchandise purchased specially for the May Sale. All at worth-while savings.
Combinations—65c to \$2.95
Sizes 4 to 16 years. Of nainsook or barred muslin, with bloomer-style knees.
Night Gowns—45c to \$1.95
Sizes 4 to 16 years. Slip-over style, of white nainsook.
Pajamas—\$1.00 to \$3.25
One-piece models of crepe or batiste, in sizes 10 to 16 years. Two-piece White Crepe Pajamas, 10 to 16 years, \$2.95.
Bloomers—45c to 95c
Of satin or crepe, in white or pink; 4 to 14 years.
Pink Satine Bloomers, 4- to 10-year sizes—35c.

Lawn Swings
These Lawn Swings spell comfort and pleasure through long summer days spent out-of-doors. And they are attractive in price:
Four-Passenger—\$10 to \$14.75
Awnings for swings—\$4.50
Gliding Settees—\$19.50
Awnings for settees—\$9.00

Inexpensive Neck Furs
One-skin and two-skin styles, all full-furred, soft skins.
Mink, \$15.00 to \$72.50
Fitch, \$10.00 to \$20.00
Onyxskin, \$4.75 to \$9.50
Squirrel, \$8.50 to \$22.50
Siberian Marten, \$30 to \$100
Alaska Fox, \$15 to \$35
Patagonian Fox Scarfs, \$9.75 to \$22.50
The Fox Scarfs are shown in all the fashionable new shades.

A Man's Bow Tie Reveals His Shirt
No man can hide a good-looking shirt when he is wearing a bow tie. Which is why Bow Ties are so popular in warm, vestless weather. Bow Ties here in plentiful assortment of stripes, figures and dots, or plain. At these prices—30c, 75c, \$1.00, \$1.25, \$1.50, \$2.00 and \$2.50.

Novels, 75c
Returned Empty, Florence Barclay, Mary M. H. Barclay, George Weston.
The Man in the Jury Box, Robert Chipperfield.
The Law of Hemlock Mountain, Helen Lundford.
From Out the Vasty Deep, Mrs. Belle Lowndes.
Four Men's Rock, Bertrand W. Sinclair.
Prologue, Phyllis Duganne.
Princess Salome, Muriel Jenkins.
The Mantle of Silence, R. J. Rush.
The Air Pirate, Ranger Gull.
The First Sir Percy, Baroness Orczy.
The Feast of Lanterns, Louise Jordan Minn.
—And many others.

Summer Rugs
Nationally known Crex de Laxe, Herringbone and Imperial Crex-weave Rugs in a profusion of effective color combinations. Rattan and Domus Fibre and Wool-and-Fibre Rugs, in many sizes. Colonial Rugs are plentiful.
Hand-made Oval Rugs have a distinct individuality. Plenty of sizes and designs.
Rush Rugs seem to lead in favor this season for sun parlors and porches. We have a great variety.
Formosa-weave Rugs come in units 18 inches square, and can be made up in any size and shape you like.

Trout Fishermen! Attention!
Bamboo Fly Rods, some with extra guides and tips and others with free running guides and tips—\$2.50 to \$15.00.
Steel Rods of the famous Brookdale, Kingfisher, Imperial and Bristol makes; in all lengths—\$2.00 to \$5.00.
Reversible Steel Rods—\$3.50.
Reels of all kinds—\$2.25 to \$15.
Enameled Silk and Braided Silk Lines—5c to \$2.50 a spool.
Hooks, many kinds—50c to 85c a dozen.
Minnow and Plug Baits—10c to \$1.00.
Connecting links, leaders, tackle boxes, creels, scales and, in fact, most any fishing equipment you want.



Cord Tires

Size 30x3 1/2, with Inner Tube \$16.50

Ford-size Tires, 30x3 1/2. Cord Tires with non-skid tread, complete with inner tube for the price of casing alone. Heavy side walls and thick tread—\$16.50.

A special combination at a special price. A five-pound can Whiz Oil Soap, one-quart can Top Dressing, large size tube of Patching Outfit—\$2.75.

Express Wagons

Aero Conster Wagons, some with wooden wheels, some with disc wheels, and some with disc wheels and rubber tires—\$4.00 to \$12.00.