

**WORLD'S BIGGEST AIRSHIP BEING MADE AT NAVY YARD**

Billion Parts to Be Assembled at Lakewood After Experts Have Completed Gigantic Task

Not many are aware that the aircraft factory at the Navy Yard has been for some weeks, and will be for several months to come, the scene of the greatest enterprise so far in American aeronautics; namely, the building of the first American Zeppelin.

It is to be an airship of such capabilities that, in the hands of a capable pilot, a trip to the North Pole, or to Patagonia or to the land of the Hodjes would be no difficult matter.

The work of forging all the intricate parts of this dirigible has taken all but a scant corner of the big shed of the Island factory. Because there is no room in the factory for a convenient landing place the ship is not to be assembled here.

The parts are being packed and shipped by rail to Lakewood, where the colossal job of fitting them together has been started.

A notion of what confronts this assembling force may be gathered from knowing that the ship will be made of a few billion units, including many million rivets of various sizes and several hundred thousand separate sections of steel frame. None of the mechanics or superintending officers has ever before assembled a Zeppelin. They must work almost solely by specifications and drawings, of which it may be guessed there are enough to fill a good-sized warehouse.

The ship, when complete, is to be almost but not quite a twin of the unfated ZR-2, that went down abaze in the river Humber, near Hull, England, about a year ago and about twenty of whose crew perished. Use has been made of every lesson in increasing the safety factor that could possibly be learned from the Hull disaster.

The frame to be used will consist of a series of rings of decreasing diameter, that will give the ship, at sufficient points, the shape of slightly tapered cigars smoked by traditional stock brokers and theatrical producers.

Along the nether side of the bag will run a triangular corridor, barely high enough for a man to walk in without cramping. Under a careful pilot, it is said, the ZR-1, as the new ship is to be designated, can cruise for more than a month without descending. Its average speed will be about fifty miles an hour. For short cruises it will need a crew of twenty, for extended cruises about thirty.

What sort of motors will be used in the ZR-1 has not been determined. The first specifications called for Liberty motors, but recently aero architects have been experimenting with another type.

None of the sections, as they are shipped from League Island, weigh more than ten pounds or is more than about seven feet long.

SHIP SUBSIDY  
Whatever action Congress may take in regard to the Ship Subsidy, the port of Philadelphia is going to grow. This is borne out by the increasing volume of business being done here.

**STRAWBRIDGE & CLOTHIER Store Closed Saturday—We're Ready for a Busy Day To-morrow**

**Summer Frocks Reduced**

Economies a-plenty for women who choose smart Cotton Dresses from these groups at sharply reduced prices. Only a few of a model in many instances. It will pay you to select early in the day while the assortment is at its best.

- Of Voile or Gingham Regular and Extra Sizes \$8.50**  
Practical, cool Dresses of dark figured voiles, or Gingham Frocks in a variety of smart effects. A voile model sketched at the right.
- Dimity, Tissue or Gingham Dresses \$12.50**  
Many models, many color effects, with plenty of favorite straight-line styles, as the tissue model sketched at the left.
- Of Ratine, Linen and Imported Gingham \$19.75**  
Including many of our smartest Summer Dresses. Practically all the season's shades in the lot and many models from which to choose "that finer Tub Frock."
- New Crepe de Chine Dresses, \$18.75**  
In cool white, or for more practical wear—in brown, black or navy blue. With plaited flying panels on the skirt and a beaded design on the flowing sleeves.

Strawbridge & Clothier—Second Floor, Market Street

**Here is Vacation Apparel For Misses and Girls**

Apparel selected with special consideration for the needs and preference of youth. Charming summertime styles:

- Misses' Finer Tub Frocks—\$15.00 to \$29.50**  
These will be seen on the boardwalk, at the country club and at many informal parties—smart Frocks of sheer organdie, dotted Swiss, checked gingham, striped and plaid tissue, also ratine-and-linen in combination. Sizes 14 to 18 years.
- Misses' Canton Crepe Dresses—\$25.00, \$29.50**  
Such frocks are so useful. These are bloused, low-waisted models, slip-on or straight-line styles in newest effects. In navy blue, black or white.
- Misses' Shantung Coat Suits—\$22.50**  
Cool, smart and practical, nicely tailored and belted.
- Misses' Summer Riding Habits—\$15.00, \$19.50**  
A khaki model with jacket plaited in back and belted, \$15.00. Also a model of natural color linen, smartly tailored and belted, \$19.50. Both styles with reinforced Riding Breeches. Separate Khaki Riding Breeches—\$7.50.
- Outing Apparel for Misses and Girls**  
Of khaki-color drill—Middle, \$1.25 to \$2.75; Three-piece Suits, 8- to 14-year sizes, \$5.00; Suits of Bloomers and Middle, sizes 16 to 22 years—\$3.00. Middle of blue Hague cloth, \$1.85, and of white drill with collars in white, blue or red—\$1.00 to \$2.00.
- Girls' Tub Dresses—\$1.35 to \$1.85**  
Just the thing for girls of 8 to 14 years are sturdy Frocks of plain chambray, checked or plaid gingham and figured percale. Pretty models girls will like.

Strawbridge & Clothier—Second Floor, Market Street and Centre

**Shoe Sale For Men and Women**

5.85 to 8.85  
Were \$9.00 to \$12.50

This season's smartest shoes in dress models or sport effects, including all our White Shoes. These genuine reductions will convince you that you are purchasing remarkable values.

No Mail Orders

**SPECIAL! 540 pairs Men's and Women's broken lines grouped at one price. 2.75**

**NIEDERMAN**  
930 Chestnut Street  
39 S. Eighth Street

**The Home Sewing Machines Special at \$22.50**

An excellent family Sewing Machine, with oak case, five drawers, drop-head and attachments.

Strawbridge & Clothier—Fourth Floor, Centre

**For Boys Wash Suits \$1.50**

Oliver Twist or Middy models, in sizes 3 to 8 years. Of durable wash fabrics, well made, away under price.

Strawbridge & Clothier—Second Floor, Filbert Street, East

**5000 White Blouses and Over-Blouses \$1.35 Worth One-Half More**

A woman never has enough Blouses in summer, especially these dainty WHITE COTTON Blouses that will stand laundering again and again. Included are models with long or short sleeves: Tailored Dimity Blouses, Peter Pan or Tuxedo styles. French Voile Blouses and Over-Blouses, with vests, frills or Peter Pan collars. Tailored Dimity and Batiste Blouses trimmed in color.

Strawbridge & Clothier—Second Floor, Centre

**For Men Straw Hats at Special Prices**

Smart Straw Hats—\$1.35  
Sample Straw Hats—\$1.95  
Panama Hats at Half Price—\$2.00, \$2.50, \$4.00, \$5.00

Strawbridge & Clothier—Second Floor, Market Street, East

**What \$1 Buys in the Linen Store**

Mergerized Breakfast Cloths, size 45x45 inches, service-quality, neat designs—\$1.00.  
Mergerized Jamack Napkins, sturdy quality, hemmed ready for use, size 20x20 inches, 6 for \$1.00.  
Hemmed cotton Huck Towels of desirable weight, 6 for \$1.00.  
Bleached Turkish Towels, heavy and absorbent, size 22x44 inches, 3 for \$1.00.  
Scotch Kitchen Toweling of pure flax, for hand, roller or dish towels, 4-yard lengths for \$1.00.  
Crash-weave white Linen Suiting, for frocks, suits, skirts, \$1.00 a yard.  
Sanitas Lunch Sets, 13 pieces, cleaned easily with damp cloth, no laundering or ironing, the set for \$1.00.  
Round Linen Centrepieces, hemstitched insertion, scalloped edge, size 30 inches, \$1.

Strawbridge & Clothier—Aisle 11 and 12, Centre

**Washable Knickerbockers**

Special group—95c  
Khaki or Gray Crash—\$1.10  
Of White Duck—\$1.25

Strawbridge & Clothier—Market Street, Cross Aisle

**Cheviot and Cotton Pongee Shirts**

Sports style, with short sleeves and convertible collar that may be worn high or low. Of fine white or tan cheviot and merzerized cotton pongee—\$1.65.

Strawbridge & Clothier—Second Floor, Centre, East

**Bathing Suits for Vacation**

Boys' two-piece Bathing Suits, \$2.00 and \$3.75  
Boys' one-piece Bathing Suits, with skirt, \$4.00.

Strawbridge & Clothier—East Store, Eighth Street

**1000 Corslettes \$1.50 Worth Two-thirds More to Three Times This Price**

A remarkable purchase of H. & W. and Pansy Corslettes—Brassiere-and-Hip Conformer combined. Sizes 32 to 46. Models hooking in back or in front. Of pink brocade, brocade-and-jersey silk, also of heavy woven mesh, pliable but firm. Adjustable hose supporters may be removed before laundering. Elastic hip and back sections are skillfully placed.

Strawbridge & Clothier—Third Floor, Market Street, West

**French Novels**

Several hundred popular Books in French, chiefly in paper bindings. Among the authors represented are: Edmond Rostand, J. K. Huysmans, Anatole France, George Sand, Victor Hugo, Gaston Leroux, Maurice Leblanc, Emile Zola, Claude Farrere, Paul Bourget, Maurice Barres, Rene Bazin, Pierre Loti, Henry Bordeaux, Pierre de Coulevain and many others.

Strawbridge & Clothier—Book Store, Second Floor, Filbert Street, West

**White Skirts Of Gabardine—\$2.75**

Smartly tailored, with button-trimmed pockets. And at a special price—\$2.75.

**Of Sports Satin, \$3.75**

An exceptional value, these lovely separate Skirts in a popular full gathered style. In pink and white—\$3.75.

Strawbridge & Clothier—Second Floor, Filbert Street

**Woven Madras Shirts at \$1.35**

Such Shirts! We can't buy them again to sell within 25 or 30 per cent. of this price. All fast color, with stripes woven clear through. Sizes 13½ to 18, with plenty of the larger sizes, of which we make a specialty.

Strawbridge & Clothier—East Store, Eighth Street

**Neckties, Etc.**

Four-in-Hands—50c to \$5  
Washable Four-in-Hands—25c, 50c and 75c  
Bow Ties—50c to \$2.50  
White Belts—\$1.00 and \$1.50  
Leather Belts—50c to \$2.50  
Suspenders—50c, 75c, \$1.00  
Garters—25c, 35c, 50c, 75c  
Belt Buckles—\$1.50 to \$7.00  
Arm Bands—15c, 25c, 50c  
Soft Collars—20c to 50c

Strawbridge & Clothier—Aisle 1 and Market Street, Cross Aisle

**White Check Pajamas, \$1.75**

Of nainsook, very cool, comfortable, full cut and desirable.

**Night Shirts of Muslin, \$1.35**

An unusual quality at this price.

Strawbridge & Clothier—East Store, Eighth Street

**Men's Suits to-Measure, \$42.50**

Choose your pattern from a host of fine wools which we have taken from regular stock and reduced one-third. Our own expert cutters and tailors will then make the Suit, to your measure, for \$42.50.

Strawbridge & Clothier—Second Floor, East

**Take Plenty of Handkerchiefs**

Avoid "running out" of Handkerchiefs while away. These are low in price:

- Linen Initial Handkerchiefs—35c, 50c, \$1.00 and \$1.25.
- Fancy Handkerchiefs—25c, 35c, 50c and 75c.
- Fancy Linen Handkerchiefs—75c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00.

Strawbridge & Clothier—Market Street, Cross Aisle

**Pack in a Bathing Suit**

Two-piece style, \$2.50 to \$8.50  
One-piece style, with skirt—\$4.50 to \$7.00  
Life-Guard style with belt—\$3.75 to \$7.00  
White Sleeveless Jerseys—\$1.50, \$2.50 and \$3.00  
Navy Blue Bathing Pants—\$2.00 to \$3.75.

Strawbridge & Clothier—East Store, Eighth Street

**Inlaid Linoleum \$1.15 Square Yard**

A wealth of patterns in the newest tie effects. Excellent value at \$1.15 a square yard. Bring room measurements with you.

Strawbridge & Clothier—Floor 4½, Filbert Street

**Good Umbrellas, \$1.00 and \$1.25**

Coverings of American (cotton) taffeta, paragon frame, with carved wood handles, in styles for men and women.

Strawbridge & Clothier—Aisle 7, Market Street

**White Check Pajamas, \$1.75**

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Strawbridge & Clothier—Second Floor, East

**America's Wonder Car JEWETT**

*A Thrifty Six Built by Paige*

**\$422.00 Down—the Balance in Monthly Payments**



**WE WANT YOU to come in at your first opportunity and see this remarkable Jewett—We want you to ride in it—drive it—then you will instantly realize what we mean when we say it's "America's Wonder Car"—The greatest motor car value ever offered the public.**

Its mighty 6-cylinder motor places at your command a surplus of power for the steepest hills—the roughest roads—the deepest mud.

And the other Jewett details are in complete harmony with the motor, each providing the ample strength to handle and apply the great power developed.

This Paige-built Jewett will meet any motorist's most exacting requirements, but there's only one way to really know—and that is

**Make Us Prove It**

G. A. Willey

Call Spruce 1410 for our most convincing proof—a demonstration

**GUY A. WILLEY MOTOR CO**  
Paige and Jewett Distributors  
BROAD STREET AT VINE, PHILADELPHIA  
Open Evenings

**A Six at the Price of a Four**

**Jewett 6 Prices**  
112-Inch Wheelbase—60 Horsepower

- Touring, 5-pass. .... \$1065
- Roadster, 3 pass. .... 1065
- Sedan, 5-pass. .... 1395

Prices F. O. B. Factory, Tax Extra  
Cord Tires Included on All Models

**Opportunities in Bed Muslins**

Pillow Cases, 45x36—50c each  
Sheets, 81x90 in.—\$1.35 each  
Sheets, 81x99 in.—\$1.75 each

Strawbridge & Clothier—Aisle 12, Filbert Street

**Furniture at Wholesale Prices**

Four carloads of desirable Summer Bedroom Furniture at less than actual factory list prices:

- Chiffoniers, in golden and fumed oak finishes—\$19.50.
- Full-size Beds in the same finishes—\$20.75.
- Chiffoniers, in ivory and mahogany finishes—\$21.00.
- Full-size Bedsteads, in similar finishes, \$22.75; single size, \$21.75, and many others at correspondingly low prices.

Strawbridge & Clothier—Third Floor, Centre

**Clearance of Summer Furniture**

Every single piece and suit of Summer Furniture in stock, hundreds of pieces reduced for a clearance—and the Summer season is but midway!

Strawbridge & Clothier—Third Floor, East

**Wrist Watches of White Gold, \$15.00**

Octagon and Tonneau-shape cases, of 14-karat white gold, 15-jewel lever movement. Smart in appearance, excellent timekeepers, and unusual value at \$15.00.

Also 15- and 16-jewel Watches in odd novelty cases of 18-karat white gold, at \$25.

Strawbridge & Clothier—Aisle 9, Market Street

**One-Third is the Average Saving in This Men's Clothing Clearance**

Most of the Suits in this great clearance have been marked one-third less than former prices, and many of them have been reduced one-half. Men familiar with the surpassing worthiness of Strawbridge & Clothier Clothing, and the attractive lowness of Strawbridge & Clothier regular prices, will be here in force to-morrow. They will, naturally, want quick, satisfactory, pleasant service. We are ready.

**Thousands of Suits Reduced to \$15, \$20, \$27, \$33 and \$38**

Five wonderful clearance groups. Excellent sports and conservative styles, now \$15.00. Also and Wickham Suits, now \$20.00 and \$27.00. Hart, Schaffner & Marx, Stein-Block, Alco and Wickham Suits, now \$33.00. Hart, Schaffner & Marx, Stein-Block and other fine Suits, \$38.00.

- Blue Serge Suits, Now \$22.50, \$29.50 and \$38.00**  
Suits of all-wool, fast-dye blue serge—about 500 of them in this lot, at reductions ranging from \$7.50 to \$12.00 from former prices. Wickham and Alco Blue Serge Suits are in the groups at \$29.50 and \$38.00.
- Two-Trousers Suits, Now \$20.00, \$27.00 and \$33.00**  
Now at \$20.00—Suits of all-wool blue serge. At \$27.00—Serge and Cassimere Suits. At \$33.00—Suits of fine serge and cassimers, many of Alco make. Every Suit with an extra pair of trousers.

**Many Other Things at Reduced Prices**

- Tuxedo and Evening Dress Suits reduced to \$33.50.
- Hart, Schaffner & Marx Full Dress and Tuxedo Suits—now \$49.50.
- Youths' Long-Trousers Suits, few of a kind styles, 16 to 19 years—\$15.00.
- Four-piece Golf Suits—Coat, Vest, Knickerbockers and long Trousers—reduced to \$27.00 and \$33.00.
- Youths' Tweed Suits, with two pairs of long trousers, reduced to \$24.50.
- Incomplete lines of Palm Beach Suits and Mohair Suits reduced more than one-fourth—\$10.50, \$15.00 and \$19.50.
- White Flannel Trousers, not all sizes, now \$5.75**

Strawbridge & Clothier—Second Floor, East

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