

"IT PAYS TO ADVERTISE," HEILIG THEATER TOMORROW NIGHT BENEFIT FLORENCE CRITTENTON HOME

—We Baste and Fit Plain-Tailored Skirts, 50c; Pleated Skirts, 75c, When Materials Are Bought Here—Second Floor.

—Restful appointments, Wholesome, Appetizing Foods and Quick Service Delight Our Restaurant Patrons—Ninth Floor.

—Chiroprapist in Attendance Daily. Appointments by Phone or Personal Visit —Manicuring Parlors, Fifth Floor, Fifth Street.



—Furs Stored in Our Vaults Are Protected Against Moths, Fire, Theft or Loss. Expert Repairing and Remodeling—4th Fl.

—Soda Fountain Special: Hot Chocolate, Whipped Cream, Choice of Sandwich, Pie or Cake, 10c—Basement, Sixth Street.

—We Cut, Fit and Finish Man-Tailored Skirts \$1.50 and \$2.50 if Materials Bought Here—Second Floor, Fifth Street.

\$1.25-\$1.50 New Spring Silks--Tomorrow 87c

2018 Yards of 24-26 Inch Silk on Sale Monday Only!



Chic Hats

New Knox, Burgess, Vogue, Hyland Models

—And such variety! Brightly hued and sober-hued; small and close-fitting, or large and droopy; tailored, semi-tailored and flower-and-foilage-adorned models. —We cordially invite you to visit our beautiful Millinery Salons and "try on" some of these new hats—they're charming—and very moderately priced! —Fourth Floor, Sixth Street.

NEW! They're just the silks you've been reading about in all the Fashion Journals—crisp and fresh as the season itself! Silks will rustle everywhere this Spring—in dresses, suits, voluminous skirts, basques, blouses—and what not!

—And the irony of it is that silks are soaring steadily, rapidly, and daily becoming more scarce. Figure it for yourself: Raw silk a year ago cost \$3.60 a pound—today it is scarce at \$5.25!

87c On Sale Monday Only! See Fifth and Alder Window



DYES that cost 40c a pound last year can hardly be purchased at \$10 today!

—These silks are just received—the patterns are the latest "1916 vintage"—crisp taffetas with broad satin self stripes and narrow "candy" stripes, Pekin stripes, Jacquard patterns—all in the most fascinatingly lovely Spring combinations.

—The value is so unusual we advise you to come early. —Second Floor, Fifth Street.

On Sale Monday Only! See Fifth and Alder Window 87c



New Blouses

Dressy Models of Silk and Crepe and Lace

—In a rainbow maze of colorings—New Blouses in the Blouse Shop! Georgette crepes, in charming diversity of coloring and style. Soft, filmy laces, combined with crepe; new figured crepes and dozens of modifications of the quaint frilled styles. —Priced at \$6.50 to \$25. —Fourth Floor, Central.

New Ribbon Novelties



—The fad for silk of every nature brings ribbons to the fore! You've never seen ribbons put to such artistic and varied uses as now—Spring hats, exquisite bags, dressing gowns, camisoles, collars, capes, skating sets, slippers, caps—and a hundred and one other dainty articles made entirely of ribbon!

—The finished Novelties priced from \$2 to \$25. Ribbons from 1/2 to 9 inches priced from a few cents to \$10 a yard.

Kayser "Leatherette" Gloves, Pair \$1.00

—They're new and good-looking; but, better still, they're washable. Far less expensive than leather and far more comfortable and practicable for street or evening wear. —Black, white, tan, gray, biscuit and natural shades at \$1. —Main Floor, Fifth Street.

For Your Washington Party

—Patriotic Dinner Favors, Table Decorations and Red, White and Blue Paper Novelties. Lunch Sets—Red, white and blue effects, complete sets, 50c. Table Covers—Red, white and blue paper covers, each 25c. Crepe Paper—Red, white and blue the roll, 25c and 15c. Seals and Cut-Outs—A great variety to choose from, pkg. 10c. Paper Napkins—Patriotic red, white and blue, dozen, 5c. Washington Place and Score Cards—Dozen 35c and 25c. Paper Flags—Red, white and blue paper, doz. 35c and 20c. Stationery and Cards—Red, white and blue boxes, 50c and 35c. —Main Floor, Sixth Street.

Book Lovers—Have You Read

The Six "Best Sellers"

Life and Gabriella, by Ellen Glasgow, \$1.35. Clipped Wings, by Rupert Hughes, priced at \$1.35. Shadow of Flames, by Amelie Rives, at \$1.35. Mr. Marx's Secret, E. Phillips Oppenheim, \$1.30. Burkes' Army, by Julie M. Lippman, \$1.25. The Golden Scarecrow, by Hugh Walpole, \$1.25. —Basement Balcony.

Kayser "Zephyr" NEW SILK Underwear

—You appreciate what the word "Kayser" means on women's silk underwear—in fact, anything made of silk. And zephyr silk Kayser considers the highest product of his art, not only for beauty, but durability and washability. You will find these the most serviceable undergarments ever produced by this famous manufacturer. —Just received and shown for the first time, camisoles, knickers, vests, envelope chemise, bodices, etc., exquisitely lace trimmed or tailored. See the whole windowful of them, Fifth Street. Priced From \$2 to \$6 —Main Floor, Sixth Street.



Sale Leather Goods

An Announcement Big With Interest to All Who Look for Desirable Qualities

—Hundreds of leather articles—one, two or just a few of a kind—brought to light by inventory to be disposed of at once. Regardless of former figure or even cost—prices have been cut right in half! Now is the time to buy leather gifts—graduation, wedding, 'bon voyage' and card party prizes—at highest savings!

\$6.00 Toilet Cases now \$3.00
\$3.50 Toilet Cases now \$1.75
\$2.00 Medicine Cases \$1.00
50c Medicine Cases now 25c
\$2.50 Game Sets now \$1.25
\$3.00 Game Sets now \$1.50
\$1.75 Game Sets now at 85c
\$4.00 Flasks priced at \$2.00
\$2.00 Flasks priced at \$1.00
\$3.50 Flasks priced at \$1.75
\$1.00 Engagement Books 50c
75c Engagement Books 38c
\$5.00 Picture Frames at \$2.50
\$3.00 Picture Frames at \$1.50
\$1.00 Picture Frames at 50c
75c Book Covers priced at 35c
50c Book Covers priced at 25c
—Main Floor, Sixth Street.

RAIMENT--Glad With the Touch of Spring



—That foretaste of Spring in the air is realized in the garments shown in our apparel salons. A brilliant rose frock glows beside a pastel blue one, while soft greens and taupes and navy blues prove a pleasing contrast! —Dresses range from a simple peasant-like smock—as illustrated—to the richly embroidered taffeta and Georgette also shown. —Suits show quite as much variety. The sports suit illustrated is of blue wool jersey and the dressier model of rich Charmeuse in dull cedar tone.

Scores of handsome, new garments arriving daily.



—Fourth Floor, Fifth Street

For Summer Frocks

We're Displaying Heaps of the Prettiest Tub Fabrics—the Best We've Ever Shown

—Such daintiness and prettiness, such sheerness and exquisite color combining has seldom been achieved in wash materials. Come in tomorrow and let us show you the

NEW LINENS—for dresses—that will be more popular than ever. Coarse, fine and mummy weaves, exquisite new colorings, 36 and 45 inches wide, yard, 75c.

HOLLY BATISTE—a most charming and inexpensive tub dress material. White and tinted grounds, floral, stripe, dotted patterns. 30 inches wide, yard, 15c.

NEW SKIRTINGS—Heavy white skirtings are to be very popular this Summer. We've the most splendid assortment, stripes, dots, figures, 36 and 40-inch, yard, 75c to \$1.25.

NEW WAISTINGS—Charming new white embroidered voiles, barred, figured, striped, small figured; striped organdies and mercerized voiles, 36 inches wide, yard, 75c to \$2. —Second Floor, Fifth Street.

Spring Brassieres Here-- 50c to \$1.50

—They're built on the new lines approved for Spring wear, especially adapted to the new busque-like waist. Some quite plain, of firm domestic—others of heavy silk, lace trimmed.

—AT 50c—The model is of heavy linen, with band of filet lace, fastening in front, with V-neck.

—AT \$1—The model sketched is of fine batiste, embroidery trimmed.

—AT \$1.50—The model shown is of fine pussy willow silk and cluny lace. Fastens in front.

Mrs. A. L. Craig, instructor from the Nemo Hygienic Fashion Institute, will conduct the Nemo demonstration again this week. —Third Floor, Sixth Street.



New Novelty UNDERSKIRTING 1 1/2 Yards for Skirt—Pattern Free Yard \$1.75

—A boon to the woman who prefers to make her own lingerie. Dainty lawn, lovely floral and eyelet designs. Flouncing 39 inches deep with 16-inch pleating and topped with two-inch beading for ribbon. One and one half yards will make a three-yard flare petticoat.

New Voile Flouncing \$2 Grade, Yard \$1.49

—The very best edge, strong and well woven, sure to wear indefinitely. Pretty floral patterns, in blind effects, 18 inches deep; flouncing 45 inches wide. Ideal for Summer frocks.

\$1.50-\$2 Net Top and Shadow Laces in cream and white, 18 to 36-inch widths; for lace blouses, 98c yard
65c-75c Narrow Net Top Laces, cream and white, especially suited to collars and neckwear, 3 49c
—Main Floor, Fifth Street.

Good House Linens

Underprices on Several Splendid Lines

\$3.50 Linen Table Cloths, \$2.75

—A good, firm quality of pure linen that will launder perfectly. Size of cloths, 68x106 inches. Very excellent for everyday use, these \$3.50 cloths, reduced to \$2.75.

\$1.25 Table Damask, Yard, \$1

—Heavy union linen, spot and key pattern only. Excellent to wear and launder. 70 inches wide. \$1.15 grade of fine table damask, full 63 inches wide, yard, 90c.

35c Bath Towels 25c

—Heavy Turkish towels, hemmed ends and neat three-red-stripe border. Size of towels 22x40 inches.

\$2.75 Table Cloths, \$2.25

—Good grade pure Irish linen, pretty floral designs, full bordered and snowy white. Size 68x68 inches.

\$3.25 68x86-inch cloth at \$2.75

\$10 Colored Linen Sets \$5

—Austrian linen, round 48-inch scalloped cloths and napkins to match, principally gold and blue shades.

\$11 54-inch Cloths, with napkins, set, \$5.50.

\$12 60-inch Cloths, with napkins, set, \$6.50.

\$1.25 Center Pieces, 75c

—Pure white linen, deeply scalloped, embroidered center. 27 inches in diameter. Fine quality. —Second Floor, Fifth Street.

Boys' New Wash Suits

Just In—the Prettiest Little Models—See Them Tomorrow

—There's an array of these smart, new arrivals to gladden every mother's heart. Good, durable qualities, too, such as galatea, repp, Devonshire and crepe madras. —Colorings unusually bright and effective. Belted Norfolk suits are here in great variety. Many have extra collar and cuffs. Ages 2 to 10. Priced at \$3.50. —Exclusive agents "Kaynee" wash togs. —Third Floor, Fifth Street.



Trunks and Bags Reduced

Read About These Splendid Savings on Travelers' Needs

Steamer Trunks—3-ply veneer, fiber covered and lined. Guaranteed not to break. Always \$12.50. Now \$8.25. Indestructo Trunks—steamer and three-quarter size, 6-ply veneer, rawhide bound. Regularly \$44 and \$52. Priced now at \$28. Wardrobe Trunks—Big discount on all remaining stocks. —Basement, Sixth St.

Gladstone Bags—tan color—the handbag for the short journey. Regularly sold at \$14 and \$16.50, to go at \$10. Mackinaw Robes—all wool and waterproof, with bound edges. For auto, outing and steamer use. Special at \$3.88. —Basement, Sixth St.



Marquissette Curtains Reduced

Big Special Purchase—Absolutely New Merchandise

—Strong, durable marquissette, cream and ecru, wide or narrow lace edgings and insertions. Curtains suitable for any home—and all NEW!

\$2.25 grades reduced to... \$1.69

\$3.75 grades reduced to... \$2.25

\$4.00 grades reduced to... \$2.49

\$4.25 grades reduced to... \$2.59

\$4.50 grades reduced to... \$2.65

\$5.00 grades reduced to... \$2.75
—Seventh Floor, Sixth Street.