

SECOND ANNIVERSARY SALE

Economy Basement Store

"WHERE YOU SPEND THE LEAST AND GET THE MOST FOR IT"

The function of the Economy Basement Store is to render our patrons a service which will safeguard economy. No line of merchandise is admitted to this store until it has met every requirement of our rigid specifications, as to the authenticity of its style, its dependability and service-giving qualities. No special event was ever planned with more thought, more care, or more judgment than this Second Anniversary Sale. Our corps of buyers were instructed to gather together the most desirable Spring merchandise for this event. Friday should be the greatest selling day in the history of the Economy Basement Store. A wonderful array of underpriced merchandise will offer unparalleled opportunities. Below, in this limited space, we describe a few of the Anniversary Specials that await you. Plan to attend this sale. Never before has any event offered such remarkable economies.

New Brassieres 25c
—Cross-back style, made of good quality muslin, reinforced under the arms and edged with narrow embroidery. Sizes 34 to 48.

Sipman Wolfe & Co
Merchandise of Merit Only
NO PHONE ORDERS FOR ECONOMY SALES

PHENOMENAL—You'll Say When You See These Easter Hats—Wonderful

\$5 to \$7.50 Leghorns \$3.95
Trimmed Styles for Miss and Matron
—The shapes alone are worth more than we ask for these attractive finished models. The latest straight sailor and drooping effects are cleverly trimmed with Georgette crepe, pretty flowers, tailored gros grain or the new picot edged ribbons, in smart colors that combine so well with the natural shade of Leghorn straw.
—One model shown in the illustration.



\$5 Rush Cane Hats \$2.95
Trimmed in the Smartest Modes
—Here is one of the most wonderful sales ever offered—right now when sports hats are so fashionable, we offer these rush cane models in straight or drooping shapes trimmed with crepe facings, appliqued flowers and fruits, fancy drapes, ornamental novelties.
—The picture shows one of these hats.



\$3.00 Trimmed Hats \$1.95
Designed for Misses and Women
—There is sure to be a style here that will just suit you—choose from black or colored hemp shapes, that are trimmed in any number of ways, with ribbon bows and novelties, with flowers, fruits and ornaments—scarcely two alike in this immense assortment at \$1.95



DRESS GOODS

Sale 59c Yard

—Spring Suitings in newest mixtures for coats, suits, separate skirts and dresses, full 40 inches wide. *French serges*, in the best colorings, such as navy, black, green, wine, brown, red, marine. All wool. *42-inch black and white checks and stripes*, scarcest and newest of spring fabrics. Great assortment of patterns in an excellent quality and weight.

Sale 89c Yard

—50-inch mixed suitings, in light, medium and dark mixtures, extra weight. 44-inch all wool storm serges in navy, black and colors. 54-inch ladies' cloth, in most wanted colors, regular \$1.25 quality. —Basement

BOUGHT FOR THIS EVENT

7 Models in Coats at \$11.45

\$25 Silk Poplin Suits \$17.85

\$15 Checked Suits at \$10

—Lack of space forbids even the slightest description—but we will say that these garments are remarkable—wonderful—featuring the smartest, newest of all the spring styles.

—COME—see them for yourself—you must admit that you have never seen anything to equal these suits and coats.

—No phone orders filled, none sent on approval.

Centemerie Kid Gloves—\$1.00 to \$2.50 Menders, 59c

—Here is a bargain for the woman who needs gloves. Kid, cape and mocha gloves, both long and short lengths, in black, white and a good assortment of colors, and a splendid lot of gloves in every size. These gloves have been slightly mended, but this will not interfere with their wearing qualities nor appearance. Buy a season's supply—this sale has nor will have no equal.

40-in. Crepe de Chine \$1.09

Exceptional!

—All pure silk, in an exceptionally good weight for underwear, waists, dresses, men's shirts, etc. In all wanted shades, white, cream, flesh, pink, rose, apricot, Nile. Coppen, navy, maize, plum and black. Full 40 inches wide.

Taffetas, 36-inch \$1.00

Extraordinary!

—You never saw such taffeta at this price—fine, soft fashionable silk, now so scarce, and most fashionable for dresses, suits, waists, etc. Comes in popular colors, white, pink, maize, Nile, brown, gray, burgundy, wisteria and black.

Hosiery

For Women, Children

Women's 39c Thread 29c

Silk Boot Hose 29c

—Black, tan, white and colors, all fast dye. Sizes 8 1/2 to 10.

Women's Seamless Cotton Hosiery 9c

—Fast black, double heels, toes and garter top.

Children's Ribbed Cotton Stockings 10c

—Fast black and plain white, double heels and toes. Sizes from 5 to 9 1/2.

Knit Wear

For Women, Children

Women's 39c Knit Combinations 27c

—Gauze weight lisle, low neck, sleeveless, tight or umbrella knee. Sizes 34 to 38.

Women's Swiss Rib'd Combinations 39c

—Regular and extra sizes. Low neck, sleeveless, tight knee style, also crochet yokes, tight or lace knee garments.

Women's 25c Swiss Ribbed Vests 18c

—Special 3 for 50c. Plain and fancy yokes. Sizes 34 to 44.

50c and 65c Kayser Lisle Thread Vests 35c

—Special 3 for \$1.00. Plain and fancy yoke styles, not one worth less than 50c.

Children's Vests And Pantalettes 15c

—Gauze weight cotton, low neck, short or sleeveless, tight or lace trimmed pantalettes. All sizes.

Girls' or Boys' Combination Suits 25c

—Fine weight, low neck, sleeveless, knee length. Sizes 2 to 12 years.

For Infants' Clothing

25c Stretchers 12c

—For shirts 1 to 5 and stockings 4 to 6 sizes. Prevents shrinking. Made of heavy, strong wire.

Work Aprons 19c

—With or without bib, round shape. Of light or dark percale or pink checked ging-ham.

Playtime Overalls 59c

—For children, 1 to 8 years.

—Of heavy denim, plain blue or stripes. Two styles, both completely cover the clothing.

\$3 Matting Suitcase

Very Special \$1.48

—6 1/2 inches wide, straps all around, bolts, lock and steel frame, solid handle. 24 inches long.

Water Glass

For Egg Preserving

Pint 15c

—Will put up 8 dozen eggs, keeps fresh for months.

Clean-Up Sale of

Neckwear 10c

—Pique, and linen collars, sold regularly to 50c. Many pretty styles, plain or embroidered—all at 10c.

BOYS' SUITS

An Easter Sale

\$5.00 Suits Special \$3.95

\$7 to \$10 Suits at \$5.95

—Many with two pairs of pants. Suits that represent a collection of broken sizes and styles from our regular stock. Made of the best all wool fabrics—tweeds, homespuns, cassimeres, checks, blue serges. In grays, browns and tan mixtures. Jackets in all the new clever Norfolk styles and all pants lined throughout and made with taped seams. Sizes 6 to 18 years.

To \$1.50 Pants, 98c

Of all wool mixtures and corduroys.

—In gray, brown, tan and blue mixtures.

—And splendid quality corduroy, wide and narrow wale, in mouse color.

—They are full cut, full lined throughout, taped seams.

—For boys 6 to 18 years.

Art Needlework

Less Than Half

50c Pieces 25c

—Stamped 18x45 scarfs, and 24-inch centerpieces, of white art cloth, with finished crochet edge in dainty colors. All the latest designs.

Embroidery Cotton 1c

—Suitable for outline, solid, cross-stitch, etc. Immense assortment shades.

Men's Tub Silk Front Shirts 75c

You Could Not Buy the Materials for This Price

—800 shirts in all, bought just for this sale. Well tailored, full bodied shirts, sizes 14 to 17, with tub silk fronts in the same bright patterns as expensive shirts, with bodies of soisette in the identical same stripings to match.

Men's \$2 Spring Felt Hats 95c

—The very latest, smartest shapes for spring—a hat here for every man—choice of colors, pearl gray, green, mauve and brown. Just 100 of them at 95c, in full range of sizes.

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—COME—see them for yourself—you must admit that you have never seen anything to equal these suits and coats.

—No phone orders filled, none sent on approval.

For One Day We Shall Sell These New

75c & 85c Envelope Chemise

At the Exceptional Price of 49c

—In three different styles, one as illustrated. Made of a soft quality longcloth—with fine lace insertion forming a yoke—with lace insertion and edging—and with medallions of embroidery. Drawn with ribbon. Drawers trimmed to match. Extra full cut. Sizes 36 to 44.

—Here is a bargain for the woman who needs gloves. Kid, cape and mocha gloves, both long and short lengths, in black, white and a good assortment of colors, and a splendid lot of gloves in every size. These gloves have been slightly mended, but this will not interfere with their wearing qualities nor appearance. Buy a season's supply—this sale has nor will have no equal.

—You never saw such taffeta at this price—fine, soft fashionable silk, now so scarce, and most fashionable for dresses, suits, waists, etc. Comes in popular colors, white, pink, maize, Nile, brown, gray, burgundy, wisteria and black.

\$1.00 Crepe de Chine Camisoles 50c

—Dainty camisoles of crepe de chine and shadow lace combined. Finished with lace edging and drawn with ribbon. With elastic at waist line.

75c White Plisse Crepe Gowns 50c

—In two styles, both slip-on models—one with bias bandings, and the other with buttonhole edge and embroidered French dots in pink or blue.

New C. B. La Spirite Corsets 89c

—Remarkable corsets of pink batiste, medium bust, curved waist line, medium hip models. Sizes 19 to 28.

New \$1.75 W. B. Nuform Corsets \$1.19

—Splendid for the average figure 19 to 30. Flesh color in fancy striped material, medium bust, long skirt, free hips.

15c to 18c Curtain Scrims 11c

—In white and cream grounds, with pretty borders in pink, yellow, blue or tan. From 36 to 40 inches wide.

5c Sash Extension Rods, 2 for 5c

—Complete with bracket. Extends to 22x42 inches.

Large Size Extension Rods 7c Each

—Brass with silver ball ends. All with brackets complete.

\$1.50 Sanitary Feather Pillows 98c

—These pillows sell for \$3 pair—made of finest selected quality feathers and covered with fancy art ticking. Weight 3 pounds and size 21x27 inches.

60c Cotton Batts 43c

On Sale for One Day Only

—New lot of pure white cotton batts, averaging about 3 pounds weight. For full size comforter, 72x84 inches.

36-inch Comforter Challie 10c

—Standard grade, in all-over patterns, in 12 different color combinations. Splendid quality at this price.

35c Bath Towels 25c

—Limited one dozen to a customer. Sale for Friday only.

—Fancy weave in pink or blue plaids, border to match.

25c New Tissue Voiles 18c

—One of the prettiest of the spring tub materials for dresses and waists. With raised cord stripes, with woven colors.

35c White Tub Fabrics 19c

—The season's newest weaves in crepes and novelty effects. 27 to 40 inches wide. Suitable for dresses, waists, etc.

\$1.25 Vacuum Bottles 89c

With Removable Filler

—Full pint size, heavy Japanned finish, aluminum screw top, and sanitary removable filler. Keeps hot 24 hours and ice-cold 72 hours.

—Limited number at 89c.

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Bust Forms

Special \$1.25

Regularly to \$2.00

—Just 100 at this price. New 1916 models with long hips. Covered with black Jersey cloth. All sizes from 32 to 42.

—On sale for Friday only.

Rogers' Brothers

Silver Plated Ware

Good for 10 Years' Continuous Service

6 Teaspoons, set 72c

Butter Knives 24c

Sugar Shells 24c

Berry Spoons 48c

Cold Meat Forks 48c

Sizes 2 to 5 in Children's Spring

Wash Dresses

Special 50c

—Of checked and plaid ging-ham, also white madras, made in a variety of cunning styles, neatly trimmed. Colors pink, tan, light blue and Copen.

—Of serpentine or flowered crepe, Empire or Elastic waist, lawn collars, satin trimmings.

Short Crepe Kimonos 59c

—Of serpentine crepe in pink, lavender, light blue, and Copen, loose style, elbow sleeves. Sizes 36 to 44.

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Child's Rompers

Special 39c

—Splendid rompers of ging-ham or chambray, in checks, stripes and plain colors, in pink, blue or tan, made in several styles, trimmed with white pipings. All sizes 2 to 6 years.

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5000 Cards of Fine

Pearl Buttons

3c a Card

—On sale for Friday only. Two hole, deep center style, extra heavy, 12 buttons on card. 3c card, is less than wholesale cost today.

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LACES, EMBROIDERIES

Wonderful Savings For You

Sheer Swiss Embroideries, 27-inch 59c

Regularly to \$1.50, Extraordinary at 59c

—These dainty, fine embroideries were made for graduation and children's dresses, baby dresses and women's apparel—beautiful patterns in open cut-work, eyelet and solid designs, with ruffled, hemmed and scalloped edges, in great variety.

English, French and German Laces 10c

All Imported, Regularly to 25c Yard, Sale 10c

—Fine and heavy laces, white and cream colors—for underwear, dresses, waists and trimmings, centerpieces and curtains—come 2 to 5 inches wide, including Valenciennes, torchon, shadow, cotton and linen cluny laces.

BOUGHT FOR THIS EVENT

2000 New Spring Waists

On Sale at Two Remarkable Prices

Special 69c

Special 98c

—Fresh, new waists, of plain white voile, corded, striped, colored embroidered, plain colored voiles, and novelty waistings—at least 25 different styles to choose from—in practically every pretty style shown this season—the greatest assortment of waists ever offered at these extraordinarily low prices.

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