

This Busy Store Is Ready With a Feast of VALUES FOR EASTER WEEK

All this week our store will be thronged with eager shoppers choosing their costumes and other items for Easter Sunday. We want you to come to this store this week. We have made the entire store attractive with Easter Merchandise at very attractive prices. Goods are dear—they keep going dearer. Every item has advanced in the dry goods line. Still you can come here and you will be surprised that we have made very little, if any advances in prices. Everything is still being sold here at the old prices. NOTE PRICES.

Silks! Silks!

All our \$1.00 and \$1.25 Messaline, in all evening and street shades, including the new green, pearl, gray, Belgian blue, lavender, pink and light blue and navy Sale Price 79c

China Silk in 20 shades, regular price 50c yard. Sale Price 25c

79c grade China Silk in canary, green, yellow, navy blue and cerise. Sale Price 15c

\$2.00 Chiffon Taffeta in white, navy, Belgian and Copenhagen Blue, Pink and Light Blue. Sale Price \$1.25

The new changeable Silk, 38 inches wide, regular \$1.50 silk. 75c

Silk and Cotton Crepe de Chine so much in demand these days, 36 inches wide, in these colors only: lavender, dark purple, red, wine, Nile green, light gray, maroon; sold everywhere at 50c yard. Sale Price 29c yard

Finest grade Charmeuse and Crepe Meteor in the new dark grey, dark green, wine, Copenhagen, gold bronze, 40 inches wide, regular \$1.75 grade. Sale Price \$1.00

Silk Snowflake Poplin, 40 inches wide, in cerise color only, \$1.50 yard value. Special 69c yard

All silk Poplin in navy, light blue, old rose, black, dark green, Belgian blue, deft blue, regular \$1.00 quality. Sale Price 49c yard

42-inch Bengaline in black and white only, for coats, also suitable for Trimming Suits and Dresses. Sale Price \$1.00

Ready-to-Wear Department

\$18.50 Spring Suits
\$12.98

Attractive Styles.

In poplin, basket weave and wool crepe, of green, new blue, navy blue, black and other spring shades. Have full-ripple coats, with pretty collars.

\$25.00 Fine Suits—
\$18.50

Some in the Picturesque Mandarin Effect.

Fine all-wool poplin, of black, blue and other Spring shades; also of black and white shepherd plaids.

Other styles at this price include serges, poplins and gabardines, prettily trimmed.

\$30 Spring Suits—
\$22.50

A Fascinating Collection in Style.

Gabardine in blue, black and other spring shades. Have full skirted jackets, trimmed with deep bands of satin and dainty bengaline overlays on the large satin collars. Skirts have large pockets and shirred back.



This is By Far the Greatest of Our Easter Sales of Silks

An Assemblage of Superb Textures, Featuring the very choicest Weaves and Colors at Prices that Rival Present Wholesale Rates.

40 inch all Silk Georgette Crepe in White Pink Ivory and Flesh every store is featuring this quality at special prices of \$1.50 yard. Our price \$1

The New Georgette Crepe Chiffon, 12 inches wide in Maize, pink, light blue, white flesh and ivory, \$1.25 value. Our Price 69c yd.

Georgette Crepe in New Bisque, tan, black and sand colors, \$1.75 quality. Our Price per yard \$1.25

The best \$1.50 grade of Chiffon Taffeta in old rose, pink, light blue, white, flesh and black, 36 inches wide at \$1.00

The new shirting silks in stripe for men's shirts and ladies' waists, 75c value; white ground with blue, tan, red and other color stripes—yard 50c

\$1.00 shirting Silks in 10 assorted colors of stripes—yard 75c

White Wash Silk for shirt waists; the 75c kind; good firm quality—yard 50c

\$1.00 Black Silk Moire for ladies coats, 36 inches wide—yard 59c

\$1.00 quality all silk Crepe de Chine in the new rookie color, 40 inches wide—yard 59c

Undergarments

AT FOURTH TO THIRD LESS. Special Easter Sale of the Daintiest Styles in Silk and Lingerie Kinds.

55 CHIFFON TAFFETA PETTI-COATS, \$2.95.

Pretty styles. Have deep flounces, with small ruffles, cording and scalloped edge in black only.

\$2.00 CREPE DE CHINE CAMI-SOLES, \$1.25.

Pink or white, with lace. Elastic at waist.

\$1.50 COMBINATIONS, 98c.

Cover and drawer or skirt models, with embroidery or lace insertion and ribbon.

40c CORSET COVERS, 25c.

Nainsook, with lace or embroidery heading and ribbon.

\$1.50 GOWNS AND CHEMISE, 98c.

Of white batiste, with crochet buttons, feather stitching, hemstitching and shirring.

\$5.00 CREPE DE CHINE ENVELOPE CHEMISE, \$3.45.

Beautiful designs in best quality Pink or Flesh Crepe de Chine.

79c NAINSOOK DRAWERS, 49c.

New 1916 Styles in dainty Nainsook drawers, all sizes, open and closed style.

59c MERCERIZED DAMASK, yd. 39c.

In 65-inch width Mercerized and noted for durability. Floral, block and wide satin stripe patterns.

25c CRASH TOWELING, yd. 18c.

Barnsley weave. All linen. Absorbent and will not lint.

50c NAPKIN MATERIALS, 18c.

Beautiful satin finish Napkin goods 1 1/2 yards will make 6 large serviceable napkins, pretty invisible woven design, 36 inches wide.

\$4.50 LINEN TABLE CLOTH AND NAPKIN SETS, \$2.60.

Beautiful quality guaranteed all linen Table Cloth size 62 by 90 inches with pretty red, blue border hemstitched, 12 pretty napkins to match, size 14 1/2 by 13 1-2 in. This set will be ideal for autoists or picnics.



New Coats For Easter

\$14.50 SPORT COATS, \$9.98.

The Latest Spring Vogue.

Of wool velour in green, old rose, new blue and navy blue. Also in light colored wool kerseys, covert novelty serges and checks.

\$20 SPRING TOP COATS, \$14.98.

Full-flaringtoppers in Scotch mixtures, with raglan sleeves and Franciscan capes; also stylish covert and novelty plaid coats.

\$7.50 NEW MILITARY CORDUROY COATS, \$3.95.

* The newest 1916 Velvet Corduroy Coats in the army style with two breast pockets, best silk velvet quality in drab, peach, rookie, green, bisque tan and white only, about 20 coats at this price. So come early.

WASH GOODS

38-inch Ratine in tan and red flowered designs, a real 50c value. 19c yd

Extra heavy Pink Ratine, 50c value. 19c

35c grade of Ratine in navy and black. Sale Price 19c

25c black and white Shepherd Suiting in neat patterns. 12 1/2c

25c striped Madras in black and lavender stripe, only 9 1/2c

25c quality heavy striped Madras. Sale Price 15c

39c value of heavy White Pique. Sale Price 19c

\$1.00 yard value 54 inch Waffle Cloth in blue only 39c yd

50c yard, extra heavy Ratine in old rose only, 27 inches wide 9 1/2c

Middy Blouses

\$1.00 MIDDY BLOUSES—69c.

Made of good quality lonsdale, jean or galita with fast color "Hydegrade" blue and red galita collars and cuffs, braid trimmed; also plain white, all ages 10 years to 46 bust for women.

The new 1916 style middy blouses with navy blue, dark red or white serge collars and cuffs, silk braid trimmed; every middy has silk laces on each side and front; all sizes for girls, misses and women.

BUY YOUR NEW Rugs, Carpets and Matting FOR EASTER AND SAVE MONEY.

SEAMLESS ROYAL WILTON. \$35.00 Rugs, 9x12 feet . . . \$19.85

\$27.50 Rugs, 6x9 feet . . . \$14.85

SEAMLESS TAPESTRY BRUSSELS \$20 Rugs, 9x12 feet . . . \$15.00

\$18 Rugs, 8.3x10.6 feet . . . \$12.98

\$16 Rugs, 8.3x10.6 feet . . . \$11.98

\$13.50 Rugs, 7.6x9 feet . . . \$10.98

MATTINGS—40 Yard Rolls. Japanese \$8.45 to \$12.40

China \$7.95 to \$11.95

Cut quantities at a slight advance over above prices.

\$18 Seamless Beauvois Axminster Rugs \$11.45.

9x12 feet size. Beautiful designs. Floral effects.

\$2.25 SEAMLESS AXMINSTER RUGS, \$1.35.

36x72 inches in 60 different patterns. One of the best values in our Rug Department.

3x6 FEET GRASS RUGS, 95c.

In green, brown, red, tan and grey with the famous Walls of Troy border.

9x12 GRASS RUGS, \$5.95.

These Rugs have advanced to \$9.50 but while the quantity lasts you can get them here for \$5.95. They come in green, red, brown, blue and tan, Walls of Troy and Flowered designs. 12 inches solid borders.

Shoes! Shoes!

We are going in the shoe business in the near future and here is a sample of what you can expect at this store. These are on sale now.

MISSES \$2.00 MARY JANE PUMPS—98c.

Black patent leather Mary Jane Pumps, sizes 2, 2 1/2, 3, 4, 4 1/2, and 5 only; \$2.00 a pair value. OUR PRICE 98c

\$2.50 WHITE HIGH CUT SHOES—\$1.25.

Women's high cut canvas button shoes, 16 buttons; welt soles, guaranteed all leather soles and heel; all sizes—2 1/2 to 7, in several widths. OUR PRICE \$1.25

WOMEN'S SAMPLE OXFORDS IN Tan, Gun Metal and Patent Leather. These are Sample Shoes and come in small sizes only and narrow widths. All high grade makes, including Queen Quality. Former price \$3.00, \$3.50 and \$4.00 a pair. Our Price 98c

Another Big Shipment of Pretty Dresses For Easter

WOMEN'S AND MISSES \$22.50 DRESSES, \$14.85.

Crepe Meteor, Taffeta, Crepe de Chine and Georgette Crepe.

Charming Spring colors and stylish striped effects. Also delicate pastel shades for evening wear. Many show dainty transparent Georgette crepe guimpes, and skirts in pocket or tunic styles.

WOMEN'S \$14.50 TAFFETA SILK DRESSES, \$8.38.

Attractive styles in navy and black, with fancy collar, and full skirt trimmed with three folds.

WOMEN'S \$27.50 DRESSES, \$19.85.

Copies of expensive models of Parisian dresses and almost indistinguishable from the originals; lovely new Pearl Gray, Old Rose, several shades of Blue, the styles are too pretty to try to illustrate. Come and see for yourself.

\$10.00 SILK DRESSES, \$5.00.

Samples of Crepe de Chine Dresses. One of a kind. Plain styles, but all good materials and all sizes. Limited quantity. So come early.

FANCY SILK PARASOLS FOR EASTER

We have just received several hundred beautiful Silk Parasols that our buyers made a fortunate purchase and we can offer them at about 50c on the dollar.

\$3.00 Fancy Silk Parasols . . . \$1.98

\$3.50 Fancy Silk Parasols . . . \$2.48

\$4.50 Fancy Silk Parasols . . . \$2.95

\$5.00 Fancy Silk Parasols . . . \$3.95

\$7.00 Fancy Silk Parasols . . . \$4.95

Come early if you want the best selections as there are only a few of each color. The lot includes Figured and Striped Silk Parasols, also solid colors, including black and navy.

Easter Millinery

Hats Trimmed Free.

\$3.50 DRESSY HATS, \$2.79.

With Horsehair Lace Edge—A Favorite New Vogue of the Easter Season.

These are a very special lot of excellent quality black, white and pearl grey, liere braid, in large sailor shapes and winsome tricornie styles.

Also many other remarkable values in the latest style. Untrimmed Hats and Trimmings for Easter.

MISSES' AND CHILDREN'S SPORT HATS, \$1.49 to \$2.98.

Fine two-toned colors, with bands and tailored bow.

\$5.00 MILAN HEMP TRIMMED HATS—\$2.98.

Variety of shapes in black, navy, purple, etc.

\$2.50 MILAN HEMP UNTRIMMED HATS—\$1.98.

Wanted large sailor shapes, black, navy, green, old rose and pongee.

\$4.00 READY-TO-WEAR HATS—\$2.79.

Fine hemp in newest shapes, trimmed with ribbon and flowers, etc.



LONG FULL WREATHS OF ROSES, Daisies, Pansies, Bluebells and Cherries 15c to \$1.98.

Women's New Spring Suits \$10.00

In the Greatest Sale of the Season Values Positively Worth Up to \$19.75 at \$10.

Don't imagine because the price is but ten dollars these are \$10 suits. On the contrary, they are snappy, new, desirable suits, full of style and quality.

Suits that you will be pleased to wear—well made; silk lined, splendidly tailored; and what is more, they are in the wanted Navy Blues and Blacks, Tans and Shepherd Checks.

The styles are right up to the minute; the fit and workmanship care-

fully detailed—the materials strictly all wool.

You'll marvel at the wonderful array of stunning styles, materials, and designs included in this unprecedented sale. Values surpassing any presented before this season.

NEW FLARE SUITS—NEW TAILED SUITS—NEW BELTED SUITS

Materials Are: Gabardine, Serge, Poplin, Checks and Novelty Suitings.

Come prepared to get the best suits you ever bought for ten dollars. You won't be disappointed. All sizes in all the leading spring shades.

New Silk Waists For Easter

\$2.75 Silk Waist, \$1.98

Good heavy quality Habuta Wash Silk Waists in a dozen pretty shades and as many pretty colors. Come and see these waists—you will say they are fully worth \$2.75. On sale here at

\$1.98

\$4.00 Crepe de Chine Waists \$2.98

Extra Special Value

In Peach, Old Rose, Maize, Pink, White, Navy, Copenhagen and Black with novel shape front fastenings, hemstitching and dainty soft collars. Others with broad pointed collars and small revers.

Also many other wonderfully good values in blouses of the prettiest kinds for Easter.

\$5.50 CREPE DE CHINE WAISTS \$3.49

Simple, elegant style. Maize, Light Blue, Rose or Peach, with deep hemstitched collar and double revers.

\$5.50 RADIUM SILK WAISTS \$3.98

In Coral, Peach, Rose or Maize. Have hemstitched collar and cascade frills.

"THE STORE OF LOWEST PRICES."

FELDMANS'

WHERE THE STYLES COME FROM