



EDISON—

Think for a minute of what one man, still active in his 84th year, has done to change the world in a single lifetime. He made the telephone a practical instrument. He invented the incandescent light. He invented the phonograph. He invented the motion picture. Imagine a world without those inventions. It is impossible, except to those whose memories, like my own, go back to the time when Edison was known only as the inventor of the multiplex telegraph.

Now he has found a way to get rubber out of goldenrod, not as a commercial product but as a war reserve resource. And he is still working.

"A man can't die so long as he keeps busy," he told me once.

MUSIC

Good music is increasing in popularity, but there are more musicians out of work than ever before. We are getting our music more and more by mechanical methods of reproduction.

First the phonograph, then the radio, now the sound motion pictures, have brought the very best music, played and sung by the highest grade of musical talent, within reach of everybody. The largest piano company in America went into bankruptcy recently. Pianos are still sold, and always will be. There will always be youngsters with talent coming along to produce the good music of tomorrow. And there are more "freak" instruments being sold than ever—saxophones, ukeleles and the like. There are probably more first class singers of American birth and training, appearing in public now than ever before. But the second-rate and hopelessly third-rate musicians no longer command audiences. The American people have developed a higher taste in music.

CHURCHES

"I could empty every country church and half the city churches on Sunday mornings by broadcasting better sermons and services than all but a few great churches offer," the head of one of the great broadcasting chains said to me the other day.

The time is coming when the smaller churches will install radio sets and get their music and their sermons out of the air. They will need no local pastor, but instead will become centers for community work in the name of God, making it their charge to protect the moral and physical health of their communities to inspire the amusements and elevate the educational standards of their young folks.

RUBBER

Rubber gets its name because first use was to rub out pencil marks. The Spanish conquistadores found Mexican and Brazilian children playing with balls of this peculiar gum, but it was three hundred years before it became a commercial product. Mackintosh, the Scotchman, used it first to waterproof cloth; Goodyear, the American, found how to take the stickiness out while retaining the elasticity.

A very small amount of commercial rubber is grown in the United States, in California and Arizona, where it is produced from the guayule shrub. Most of it comes from the East Indies and South America. Harvey Firestone is planting a million acres to rubber trees in Liberia, Africa. Unskilled cheap labor is necessary to keep the price of rubber down. A difference of 50 cents a pound in the price of crude rubber may mean a difference of \$10 in the price of automobile tires.

The next step will be the discovery of a method of reclaiming old rubber and using it again.

LAWS

It ought to be apparent by this time that the effort to make people good by passing laws is a failure. The other day a judge in New York sentenced a young woman to prison for life. He had no notion it was her fourth conviction for larceny and under the Baumes law a fourth offender must be locked up until he or she dies. That isn't going to do this girl or society any good. The time when something could have been done about her case was when she was a child. She grew up without education, without moral sense, without any feeling of responsibility.

An apparatus for attachment to automobile exhausts to neutralize the deadly gas, carbon monoxide, has been invented by scientists at Johns Hopkins University.

How Will You Have Your New SPRING COAT

A colorful tweed coat with intricately cut gores fitted at waist and flaring at hem—slightly longer at back. Fluffy fox is a Spring fur favorite for coats perhaps because it blends so well with tweeds.

of soft woolen lined, with shoulder cape tailored with interesting cuff and pocket detail—high-belted waist line—slightly flared. Colorful English tweed with mannish collar, semi-fitted at waist—novel pockets, semi-belted.



FEATURE GROUP

Dressy afternoon coat of black kasha with intricate tailoring—circular jabot banded with white galyak, pictured at extreme right. Each of the coats sketched is becoming to some type which is yours

(Second Floor)

\$9.95 \$14.50 to \$35.00

FOOTWEAR COLOR WILL PREDOMINATE



Our Shoe Department has grown to the point that it is now possible for us to carry even a larger selection than ever. This season, you should be more careful than ever to select just the correct color, and our folks are so well informed as to the new styles that they can give you a real service in helping you make your selection. No where in this entire section will you find a more beautiful line at such reasonable prices. During the past few days we have received hundreds of pairs of the best styles and it will delight us to show them to you.



\$3.95 \$4.95 to \$7.95

(Main Floor)

Annou THRIFT W BEGINNING THURSD

EXCELLENT SHEETS

81x90
Strictly first quality in a grade worth much more. Specially bought for Thrift Week . . .

94 cents each

(Main Floor)

PRACTISE THRIFT BY WEARING HUMMING BIRD HOSE

A new pair free to anyone who says they have not gotten complete satisfaction . . . We have them in the newest spring shades—Summer Tan, Muscadine, Plage, Solay Medium and Sheer weights.

\$1.50 pr.

(Main Floor)

SMART NEW GLOVES OF FRENCH KID

\$2.98 Pr.

Gloves are an important accessory this season . . . the last touch to your costume . . . they must be a subtle complement to the mode . . . and these smart new gloves faithfully interpret the current trends. All Sizes In Stock

(Main Floor)

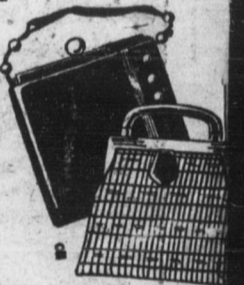


SMART NEW BAGS

Amazing values . . . lovely calf bags with the best looking frames and stylists tell us that calf pouches with matching frames are the proper thing to carry with the new mannish suits and tweed coats. In all the new shades to match the shoes you will select—

\$2.98

(Main Floor)



ATTRACTIVE NECKWEAR

We shopped the best New York retail stores last week, and then made our selections from the makers of the best Spring neckwear they were showing little frilly things of Chiffon, dainty lace, chiffons of solid blue, rose etc. . . . You will surely like them—

50¢ to \$1.98

(Main Floor)

FOR THOSE WHO LOVE FINE CURTAINS

For Thrift Week, we have a noteworthy collection of the most attractive Curtains ready made, and ready to enjoy—New Criss Cross Style in an exceptional Thrift Week Value. Ecru and Ivory Marquisette.

\$1.00 pr.

Another Criss Cross model, in solid shade of pastel blue and rose marquisette.

\$1.98 pr.

(Main Floor)

Sydnor-Spaine

"Leads in Sales"

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