



THE most favored Cotton material this season, and one of the most pleasing and enduring.

GINGHAM

A CHARMING fabric for simple Spring and Summer Frocks. In all the desired plaids and stripes.

From the Ready-to-wear for women, girls and children, to the Gingham by the yard, ready to make into ready-to-wear, including a recommendation of the best Sewing Machine to sew with. THIS IS A GINGHAM SEASON AND HERE ARE THE SEASON'S GINGHAMS.



House Dresses

\$1.95-\$2.25-\$4.50

For Utility Dresses we know of nothing better than Gingham. Now, with the unusual conditions that prevail, making it difficult to get all the help one wants, proper working garments are more in demand than ever. We are prepared with a stock that is complete, and each Dress is very moderately priced.

At \$1.95—House Dress of checked gingham, with contrasting trimming around collar and cuffs, very well shaped and well made; pinks, blues and lavenders.

At \$2.25—House Dress of checked and small plaid gingham; pink and lavenders, light and dark blues; trimmed with white collar, with little belt with yoke effect, wide hemmed bottom, little lace edging around the collar.

At \$4.50—House Dresses in an assortment of striped gingham in pinks and grays, white collars and cuffs, pique edging, made with straight pleated body effects, large pearl buttons.

Third Floor.

Gingham Dresses

\$8.50 to \$25.00

The arrival of Spring and warmer weather, makes the Gingham Frock most sought after for porch and tailored morning wear.

It is refreshing to hark back to the time of our Grandmothers, when Gingham dresses were very fashionable—indeed when Gingham was worn on week days almost to the exclusion of any other fabric for utility dresses. These Gingham Dresses, in fresh, crisp, new weave, shown in bright plaids and stripes with dainty touches of linen and organdie on collars and sleeves and pockets are very fascinating for simple frocks.

The rapid increase in the price of all cotton materials makes it a pleasure for us to announce that we foresaw this condition a long time ago and consequently are able to offer complete stocks at this time, at prices which are decidedly modest.

\$8.50, \$10, \$12.50, \$13.85, \$15 to \$25

Second Floor

Rompers and Dresses For Tots

Gingham Rompers, at \$1.25

Gingham Rompers of dainty plaid with contrasting collar, cuffs and belt, trimmed with little pearl buttons, at \$1.25

Another Romper of striped gingham with contrasting collar, pockets, cuffs and belt with little cord tie, trimmed with pearl buttons, at \$1.25

Little Tot's Dresses

At \$1.00—Children's Dresses of striped gingham with contrasting collar, cuffs and pocket tops, short yoke effect, sailor collar, five pearl buttons down the front; sizes 2 to 6 years.

At \$1.25—Children's Dresses of checked gingham with contrasting collar, cuffs and pocket tops, narrow belt, sailor collar, 5 pearl buttons down the front, Empire style, sizes 2 to 6 years.

At \$1.50—Children's Dresses of contrasting striped gingham with collar, sleeves and waist of solid color, trimmed with striped gingham, two pockets, belt style, sizes 2 to 6 years.

At \$1.98—Children's Dresses of striped gingham, sport effect, round collar with embroidered sport emblem, two shirred pockets, belt, cord tie around the neck, Empire style, sizes 2 to 6 years.

Others up to \$5.98 in a variety of colorings and neat combinations.



Third Floor



Buy Your Wife This Best Sewing Machine of All.



Her Sewing for Spring Will Be Swiftly Done.

For many reasons—but uppermost are these:

It has been recommended by scores of prominent physicians, because it does not require the effort to work that an ordinary Sewing Machine does—and consequently means less wear and tear upon the nerves of the operator.

Sewing Machine sickness is almost unknown with the "Free"

Secondly it accomplishes many, many times more in a given period, than the ordinary machine.

Let Us Demonstrate for You

Come to the Sewing Machine Department and talk with our expert.

See our line of Machines from \$22.50 to \$42.50. All guaranteed.

Hemstitching and Picoting neatly done.

Main Floor

Girls' School Dresses

Sketched Right From Our Stock

This is an excellent value and a very stylish, serviceable Dress, but only one from many dainty styles for growing girls, that we are showing.

School Dresses for the Growing Girl Hard to Fit. Sizes 12, 14 and 16 years. Made of good quality gingham, large plaid, pique collar and cuffs with basque styles, sash of self material, 2 fancy pockets; comes in pink, blue, tan and green.

Price \$5.95



Figure Shown on Right

Gingham Dresses with Pique collar, half belt and smocking in front of belt; two classy pockets for ornament and utility; sizes 6 to 14 years \$2.50

Other Gingham Dresses with Chambray combination and Organdie collar and cuffs, apron effect, all colors and absolutely fast; sizes 6 to 14 years \$2.50

Scores and scores of other dainty styles at various prices. Sizes 6 to 14 years.

Second Floor



Straw and Gingham Hats A Striking Summer Style.

Straw and Gingham make a surprisingly pleasing combination, and we are showing a few of these Hats right now, in tan color straw and gingham as well as white straw and gingham. Very pleasing.

\$6.85

Second Floor

Boys' Blouse Waists, 75c Of Striped Gingham

These are all exceedingly well made Waists in the most pleasing color tones and combinations. Dark stripes of blues, tans and browns, as well as lighter tones in the same colorings and combinations.

Made with one breast pocket and adjustable fitted waistband. Sizes 6 to 16 years and all strictly fast colors.

Real \$1.00 values, special, at 75c

Second Floor, Men's Bldg.

Dressing Sacques and Petticoats

Dressing Sacques of striped Gingham, all sizes... 75c Petticoats, in striped gingham... 69c and 85c

Third Floor.

Offerings of Excellent Ginghams At Extremely Low Prices

These are the Ginghams most in demand right now, and at these prices you should buy liberally.

32-inch Foreign and Domestic Dress Gingham, beautiful plaids, checks, stripes and plain colors. This season's most popular wash fabrics, regular 58c 85c value, at yard

Genuine Red Seal Zephyr Dress Gingham, pretty plaids, staple checks and stripes. A splendid fabric for women's and misses' wash dresses; very special, at yard 27c

32-inch Zephyr Dress Gingham, made in America; in a pretty assortment of plaids, checks and stripes; very desirable for misses' and children's wear. Unusual value, in two qualities, 35c and 23c at yard

The Genuine Everett Classic Dress Gingham in neat staple checks, stripes and plain colors. A well known wash fabric specially adapted for children's wear, etc. 22c Very unusual value, at yard

36-inch Tissue Gingham, a sheer clingy fabric in neat checks and stripes, assorted colors, usually 50c, special, at yard 35c

Genuine York Dress Gingham, a well known standard fabric in a grand assortment; beautiful plaids, checks and stripes. 10 to 20-yard lengths, regular 35c value, at yard 25c

Basement.



Stamped Gingham Dresses For Little Tots, \$1.75

Dainty little Dresses, stamped, ready to embroider with loop stitch and French knots. Plain blue ground, flecked with white. Plain waist, pleated skirt and white pique collars and cuffs; sizes 2, 4 and 6 years.

Third Floor, Art Embroidery

Silk Taffeta Gingham Effects In Splendid Assortment.

Never has a season brought forth such a wonderful variety of Silk Gingham effects as this. In the prettiest combinations and color tones imaginable; they make instant appeal to the women who would have a Spring and Summer garment that is distinctively lovely and fascinating. New Gingham Patterns in Silk Taffetas, in new colorings. 36 inches wide, in blue and pink, orchid and gray, gold and blue, etc. In Scotch Plaids, French Plaids, Shepherd Checks and stripe effects.

\$1.49 to \$2.50 a Yard

Main Floor

Women's Gingham Neckwear

Vestees and Waist Coats, latest fancies in gingham plaids, for suits and dresses, priced from \$2.50 to \$4.25 Silk Gingham Dress Sets, variety of colors and plaids, at 98c

Main Floor.