HOW IT WORKS

Making a Complaint Without a Follow-Through. Bureau of Investigations Gets New Suit for Unsuited Reader—Vigilance in Far West and Near East. A California Bacon Grilled and Example Set for New York to Follow.

By SAMUEL HOPKINS ADAMS.

This is a story with a moral. The moral, like all properly placed morals, comes at the end.

Just after New Year's the Tribune Bureau of Investigations received this letter:

About a week or so ago, in my perusal of your column, I read a letter from one of your correspondents praising Hart, Schaffner & Marx for their fairness to him. My experience was in direct contradiction to this and also may explain why the firm of A. D. Matthews, Brooklyn, are in the hands of a receiver while other stores in the same line are flourishing.

About April 10, 1914, I dropped into the Matthews store and purchased what they called a $25 serge suit, for $19.50, which was a sale price, made by Hart, Schaffner & Marx.

After about four months' wear off and on, the goods just rotted away and pieces fell out of the material.

Upon bringing it back to the Matthews store, their salesman could not understand why such a good woollen serge didn't wear better, and they would endeavor to repair it. Upon being asked how they could repair actual holes in the material, he replied, all we can do is to repair it as best as we can.

A letter directed to the firm brought the response that if I brought the suit in again they would try to repair it. Dropping the matter in disgust, I decided never to purchase a H. S. & M. s[illegible] again. Whenever I find their style pamphlet among my mail [illegible] immediately is thrown into the waste basket.

I trust you will give this letter as much publicity as you did the other I refer to in the beginning of this letter. M. J. KOPF.

Mr. Kopf was quite right in making his original complaint to the store where he bought the suit. Where he made his mistake was in assuming, because he received unsatisfactory treatment at the retailer's, that the manufacturers would not protect the good name of their trade-mark by making good.

His letter was forwarded to Hart, Schaffner & Marx, who replied that they had no record of any such transaction. Neither the customer nor the store had made any complaint. This, of course, was unfairness on the part of the store to Hart, Schaffner & Marx, who received no opportunity to make good, as well as to the customer.

"The guarantee of our clothes is unqualified," continued the letter from the manufacturers, "and if the representations regarding the suit are correct the buyer was entitled to a new one."

It concluded by requesting that Mr. Kopf call at any of Wallach Bros. stores (selling agents for Hart, Schaffner & Marx) for adjustment. At the same time Wallach Bros. notified the Tribune Bureau that they were ready to handle the case.

Mr. Kopf called on them. They took the matter up and adjusted it to his satisfaction. The result would have been the same had he taken the matter up with Hart, Schaffner & Marx immediately upon Matthews's refusal to give him a fair deal.

The moral—in fact, there are two morals to this—follows:

First, When you have a complaint to make, keep it up until it reaches headquarters.

Second, Don't convict a firm and sentence its advertising to the waste basket until you've heard its defence.

Out on the Pacific Coast they have a direct and decisive method of doing things when once they set about it. The following is an instance of how the California advertising law works, when backed by a competent and vigilant organization.

Early this winter there appeared in two of the San Francisco newspapers this advertisement of Ye Player Piano House, owned by the Heine Piano Co.:

FAIR CLOSING

Brings About Most Remarkable Piano Opportunity

We have returned from rental to Exposition visitors, over 300 Pianos, which we wish to dispose of immediately. These pianos and player pianos are all new, or practically new, and will be sold below cost. We have received our profit in rent during the Fair. Here is your opportunity.

The following is a list to show what the prices will be. The terms can be made to suit every one. Be sure and look into this proposition, as it will not occur again.

7 Steinway Pianos, Mahogany, Walnut, Ebonized, Rosewood. Prices $575 to $750. Now.....$185 Up
14 Heine Pianos. Original Price $485 to $750. Now from.....$165 Up
1 Francis Bacon, used by artist during the Fair. Original Price $650. Now $425
11 Vose Pianos, Mahogany and Oak. Cases all exactly like new. Were $350 up. Now $150 to $250
A number of Fischer Pianos, all sizes and cases, reduced just exactly one half..... $85 Up
25 Willards, Oak, Walnut and Mahogany cases, reduced one half.
A few old Genuine Chickerings, made by Chickering, not A. P. Co. .....$150 to $250
A few Genuine Knabe Pianos, made by William and Ernest Knabe, not A. P. Co.....$165 to $300
20 Kimballs, remainder of our stock; all new except having been rented .....$60 to $150
3 Starr; one beautiful Mahogany case .....$265 to $325
3 Stuyvesant Pianos.....$150 Up
Bush & Lane Piano, Beautiful Mahogany case $350

This stock must be placed immediately. If you are not ready to purchase we will rent them or place them in storage with prospective purchasers. We need the room for Francis Bacon Holiday Stock.

There are a number of styles made up for the Exposition—these are the most beautiful pianos on the Pacific Coast. There are a number of Grands to be sold.

1 Parlor Grand, used by "Little Elizabeth" at the P P I E. Original Price $1,900. Now.... $375
1 Player Piano, used by Japan Beautiful. Original Price $850. Now $265
And many others.

We have a number of pianos used at the Fair. All of them will be sold at factory cost. They are all in fair condition and will be put in good condition before delivery.

20 Parlor and Baby Grands of all different makes and prices.
50 Player Pianos, all makes, to look over.

FRANCIS BACON
Established 1789. Over a Century of Fame and Prestige.

Ye Player Piano House
Heine Bldg.
459 14th Street, Oakland; Oakland 6398
37 Stockton St., nr. Market, S. F., Sutter 3254

On the surface evidence that this was crooked, the Advertising Association of San Francisco at once instituted through its Vigilance Committee an investigation. The investigation proved, among several things, the following points:

The Heine store had not 300 pianos returned from rent at the Fair.

It had not 7 Steinway pianos, from $185 up; but 1 decrepit specimen at $185 and another much used one at $575.

It had not 11 Vose pianos from $150 to $250.

It had not "a few old genuine Chickerings"; it had but 1 Chickering for sale, and that was stored in the basement.

One of the investigators could find, in the whole store, only 1 piano on sale at $185.

This being determined, action followed promptly. Secretary Nelson wrote the facts to both newspapers which published the advertising, adding that the Advertising Association intended to prosecute the piano concern under the California "honest advertising law." The newspapers promptly replied that they would investigate, and would publish no more Player Piano House matter without satisfactory assurance of its accuracy.

G. O. Heine, the president of the piano store, played the rôle of coon to the Advertising Association's Davy Crockett, owned up, declared that he didn't know there was any law to prevent his lying as much as he liked in his advertising, and promised to be good and quit his faking. He further offered to submit future copy to the association. He quit, as he promised. The association decided not to prosecute; but printed and circulated a report on the matter as evidence that it is ready to enforce the law.

There is an "honest advertising law" in New York State. It is almost identical with the California law. There is an Advertising Association in New York City. It had until recently a Vigilance Committee, the ostensible duty of which was to investigate and prosecute fraudulent advertisers. There are probably a score of advertisers doing conspicuous business in New York City to-day on a basis as flagrantly absurd as the Heine advertisements in San Francisco. Nobody disturbs or interferes with them—in New York.

They do things differently in the Far West.

ARRESTED AS AGENT OF N. Y. AUTO THIEVES

New Orleans Prisoner Sold 11 Cars There, Police Say.

New Orleans, May 6.—Ferdinand Lieberknecht, of Bloomfield, N. J., arrested here to-day, admitted, according to the police, that he acted as selling agent for automobile thieves in New York City.

Superintendent of Police Reynolds said the prisoner admitted selling eleven cars here which had been shipped to him from New York.

HEAD OF PHILIPPINE MAHOMETANS DIES

Sheik-ul-Gilani Had Come to Acquaint Us with the Moros.

Richmond, Va., May 6.—Sayed Mohammed Wajih ul Gilani, Sheik-ul-Islam of the Philippines, died here yesterday in the Hygeia Hospital, after an illness of a month's duration.

Ruler of 1,000,000 Moslem subjects, a man of letters, and speaking six different languages, Sheik-ul-Gilani had come to America to tell the people of the "states" that the Mahometan Moros of the Philippine interior were not fanatical—in fact, that they were good people at heart. At his death the great Sheik was attended only by his Moorish valet, Tahir.

The Sheik's home was in Nazareth, Syria. He was appointed by the Sultan as a special representative in the Philippines. Hussein Bey, acting Turkish Ambassador, visited the Sheik last week. The latter was only thirty-three years old.

Sheik-ul-Gilani arrived in New York along with twenty-one actors of the cast of "The Garden of Allah," August 12, 1915. He stayed in New York only a day, and soon left for the South. Garbed in a turban and Oriental robe, he attracted much attention, but he confessed a belief in woman suffrage, monogamy and liberalism in religion. He wrote a book entitled "What Saith Sheik-ul-Islam of the Philippines."

HEIRESS WILL SCOUR TAINT OFF $195,000

Miss Kitching Takes Money, but Is Silent on Plans.

When is "tainted" money?

Miss Edith Kitching, philosopher of Greenwich Village, answered the problem yesterday when she announced that she would accept the $195,000 fortune left by her uncle, Francis F. Ripley, of Brooklyn. It was philosophy which bade her in February refuse the estate on the ground that it was "tainted."

Since then, however, she has come under the influence of other and gentler philosophers, who teach that money has no capacity for iniquity itself, but takes on the moral character of the person possessing it.

Beyond this meagre announcement Miss Kitching refused to make any statements yesterday. From her tiny hall bedroom at 27 Bank Street she had decided not to issue the apologia for which Greenwich Village debating clubs have been waiting so long.

"I am going to live right here for a while," she called down from the head of the stairs, "and beyond that I have made no plans. I cannot say whether I shall give it to the charities for which my uncle intended it or whether I shall spend it as my own conscience dictates."

THIS NEPTUNE GETS RIDE TO BELLEVUE

"Merman" at Yacht Club Gives Ferry Passengers a Thrill.

A ferryboat was pulling into her slip near the New York Yacht Club landing, at Twenty-third Street, yesterday afternoon about 2 o'clock, when a man, nude, climbed out of the river and perched on the yacht club landing.

There was a flurry and rush of women back into the cabins, and then the river man walked across the yacht club landing to a group of astounded employes.

"Is Mr. William K. Vanderbilt here? I want to see him," he said.

He was informed Mr. Vanderbilt was not about.

"Let me speak to John L. Sullivan, then," he demanded.

He was informed that John L. did not belong to the club.

The employes invited their visitor into a waiting room, dressed him in a pair of overalls and transferred him to the psychopathic ward of Bellevue Hospital. The man said he was Thomas Jordan, forty years old, but beyond that he could tell nothing.

WAR PLANTS' GOLD LURES FARM HANDS

Long Island Vegetable Growers Unable to Get Help.

Mineola, Long Island, May 6.—So great a demand is there for laborers at the munition factories in New Jersey and Connecticut that it is impossible for the owners of large estates, as well as farmers, to obtain farm help in Nassau County. The State Labor Department's free bureau established here in April closed to-day, as there were no applicants for the one hundred places registered by the bureau.

Sixteen persons answered the one hundred ads for farmhands, thirteen of them being from Brooklyn, and all were put to work. Many did not know how to harness a horse, but the farmers were compelled to take them in lieu of none at all. Twenty servant girls were wanted, but none answered.

The farmers can pay only $30 a month, with board and lodging. The estates pay $2.25 a day, with the same conditions. The lure of still higher wages, however, by the munition makers is combing the Long Island farms of their workers, and vegetables may be at a premium as a result.

FIGHT WATER METER BILL

Taxpayers Protest to Mayor Against Signing Measure.

A large delegation of property owners appeared before Mayor Mitchel yesterday to protest against the signing of the bill giving the Water Commissioner power to put a meter in every house in New York occupied by more than one family and authorizing the Commissioner, with the consent of the Board of Aldermen, to fix a minimum charge.

Dr. Henry W. Berg declared that there had never been a water famine in this city and there was no necessity for saving the water. He said the city had such a large supply that the Legislature had just passed a bill allowing municipalities in Westchester County to tap the mains. A man from The Bronx told the Mayor that it was said every German taxpayer carried a soldier on his back. He said if the Mayor signed the bill every taxpayer would carry an officeholder on his back.

The City Club and the Merchants' Association submitted briefs in favor of the bill.

PRIESTS ATTACK MAYOR AS PAGAN

"Listeners Seldom Hear Anything Good of Themselves," Says Editorial.

MODERN SOCIOLOGY BLAMED FOR INQUIRY

Father Blakely Declares Scribes and Pharisees of New Philanthropy Have Had Their Day.

Although he threw out the entire eavesdropping evidence presented by counsel for the city in the charities investigation, Commissioner Strong was attacked yesterday by Roman Catholic publications and by the Rev. Daniel C. Potter, of Brooklyn, whose telephone was tapped by the police.

Dr. Potter, who with his son and Father William B. Farrell have been the targets for the fire of Mayor Mitchel and Commissioner Kingsbury, declared that "every new outgiving of the Strong commission is more disgraceful and desperate than the one that preceded it."

He described Commissioner Strong's four reasons for return of the exhibits as an act adding insult to injury.

Church Organ Prints Attack.

"The Mentor," an organ of the Catholic Church of the Nativity, appeared yesterday with an editorial, entitled "The Wire Tapper," which says, in part:

"Listeners seldom hear anything good of themselves. The man who will tap a wire will open a letter, will listen at a keyhole or peer through a knothole. In the category of shame there is no word strong enough to describe him or his conduct. The fact that he is the Mayor of a great city magnifies his crime."

"America," a leading Jesuit periodical, attacks the Strong Commission in an article by the Rev. Paul Blakely, S. J., entitled, "The Catholic Charities and the Strong Commission."

"For the present," writes Father Blakely, "the Strong Commission has ceased to be. The Department of Charities has explained quite fully the principles upon which it intends to proceed and the animus by which it is guided. For this, Catholics may be thankful. Called from the quiet of their convent homes, religious women were heckled and cross-examined by men absolutely incapable of understanding the elementary principle upon which Catholic charities are based: the love of God. With somewhat disastrous results to its assumed dignity, the department summoned a Catholic priest, the Rev. W. B. Farrell, who in carefully chosen words voiced the opinion of thousands of citizens, Catholics and non-Catholics, on the influence which called the commission into being.

Flays Charity Trust.

"Like war, pestilence, earthquakes, famine and other natural scourges, the commission has not been utterly without profit. It has forced the modern sociologists and their henchmen, the members of the New York charity trust, to declare their principles.

"At last the 'testimony' is in. The Scribes and Pharisees of the new philanthropy, who for years have been attacking in secret the Catholic charitable institutions, have asked for, and have been accorded, their full day in open court. Now they have said their worst, and have done their worst. By insinuation, by implication, by open assertion, they have striven to destroy the work and reputation of heroic men and women, the latchets of whose shoes they are unworthy to loose. They found the Catholic charities of New York refusing to pay tribute to the modern pagan philanthropy; for this blasphemy they marked the Catholic institution of New York for death. A tool was needed; they found one, did these modern Scribes and Pharisees, in a 'devout Roman Catholic,' but he could not give that for which they had bargained. Therefore other "proofs of guilt' were necessary.

The true spirit of the modern sociology, craven, dishonorable and despicable, was never shown more clearly than in the means adopted by its followers to secure this "proof." Prating loudly of "ideals," "honor," "humanity," and with many claptrap phrases presenting their satisfied, sanctified selves as the ultimate types of moral goodness and social holiness, this noisome crew of "reformers" did not hesitate to make full use of such exalter methods of regeneration as systematic eavesdropping and an anonymous, lying pamphlet."

Father Blakely then calls attention to the conviction that the investigation brought to the fore two important and sometimes unsuspected facts—the first, that there is an irreconcilable antagonism between the principles of Catholicism and the principles of modern sociology; the second, that "the real danger with which our Catholic institutions of charity and reform are threatened is by that highly organized agency of paganism, modern sociology and its allies."

After contrasting these antagonistic principles he says:

"Prophets of the modern sociology frankly avow their complete independence of what they would doubtless term the outworn creed and morality of the Catholic Church. From their point of view their course is thoroughly justified; but to the Catholic social worker it is nothing less than a return to paganism and a rather degraded paganism at that. It is imperative that we Catholics, clergy and lay alike, thoroughly realize this fact. Founded upon a philosophy of revolt, which is fast becoming a deification of the State, and propagated by interests that are tireless and often unscrupulous in their methods, the modern sociology is developing into as great a danger to religion as its allied product, the modern school, from which God has been utterly excluded."

FIVE CAN LIVE ON $7.31 A WEEK

Health Department Announces Family Food Budget for Poor.

Notwithstanding soaring war prices in foodstuffs, the Health Department announced yesterday that $7.31 was enough to feed a family of five for one week, provided three be classed as children. Commissioner Haven Emerson says this same $7.31 will keep the family without a pang of hunger and leave each person at the end of a few weeks in tip top health.

The amount was arrived at after two years' research by the social service department of Beth Israel Hospital under the direction of Mrs. Alfred Hess, wife of one of the staff physicians. After careful study, the Health Department decided that it could not do better than indorse it. Here is the model shopping list for the week:

1 lb. butter	$.42	1 lb. onions	.04
3½ pounds sugar	.34	6 lbs. potatoes	.22
1 lb. rice	.08	1 head of cabbage	.05
1 lb. dried peas	.09	1 lb. cheese	.23
1 lb. beans	.09	2 doz. eggs	.60
1 lb. farina	.06	2lbs. meat daily, 20c	2.80
1 lb. oatmeal	.05	2 lbs. bread daily, 8c	1.12
¼ pound cocoa	.10	2 qts. milk daily, 7c	.98
1 lb. prunes	.15		
		Total	$7.31

On the basis of heat calories the Health Department finds the list will give a per capita daily share as follows: Father, 3,000; mother, 2,500; one child, 1,600; two children, 1,200 calories each.

The proteins will be distributed at the rate of 450 grams daily and in the same proportion as above. The amount of building and repair materials are said to be ample.

"In fact," said Commissioner Emerson, "if we could devise a plan for insuring such a diet or its equivalent to all the poor people in this city we would materially reduce our death rate. In many instances of malnutrition encountered at our clinics we find that the fault is due to ignorance as to what constitutes a proper diet. We have been trying to spread such knowledge for some time. Certainly this list should prove invaluable to the housewife who is trying to provide a very wholesome diet at a limited cost."

Realizing that the same diet could not be used week in and week out without an overlapping of supplies, Dr. C. F. Bolduan, of the department of public health education of the Health Department, has compiled a book of sample menus which can be offered to this same family of five within the original outlay. These are being distributed in wholesale quantities. They are written in Yiddish and English and can be obtained at any of the Health Department stations.

SEARCHLIGHT SENTRIES IN BAYONNE STRIKE

Glare to Baffle Strikers in Night Raids.

Bayonne, N. J., May 6.—Because of a strike of five hundred employes of the Babcock & Wilcox Manufacturing Company's plant here and the maiming of several workers by strikers powerful searchlights have been placed on towers of the plant. They will be used to guard the factories until the strike is over.

Two night raids have been made by the strikers and several men have been hurt by flying missiles.

Hart Schaffner & Marx Sport Clothes

We call them that for want of a better name—

But there's nothing flashy about them. You'd be well dressed in one at a Directors' Meeting.

They're not Norfolks either. None of the stuffiness or weight of the old jacket.

No, sir—they're just wonderfully smart and easy clothes for young men, styled along the lines of the famous Varsity Fifty Fives.

We have them in soft flannels; in rich homespuns—in blues, grays, tans, browns.

Priced—$20, $22.50, $25, $28, $30, $32.50

Wallach Bros.

Broadway, below Chambers
Broadway, Cor. 29th
Third Ave., Cor 122d
246-248 West 125th
Open Evenings.

ADVERTISEMENT. ADVERTISEMENT. ADVERTISEMENT.

HEARN

Fourteenth Street — West of Fifth Avenue

THESE ECONOMY OPPORTUNITIES

For TOMORROW and TUESDAY

A Close-Out Purchase of Women's Underwear LAST WEEK

A SPECIAL SALE OF

SILK DRESSES, HOUSE and PORCH DRESSES

Unmatched Offerings in RUGS — *Offerings for the BOY and GIRL GRADUATE*

THESE and Numerous Other Economies Will Stimulate Your Shopping Tomorrow and Tuesday:—

LAST WEEK

Manufacturers' Close-Out Purchase MUSLIN UNDERWEAR

About ONE-THIRD Less Than Value

Varieties and values not matched anywhere else in Greater New York—Fabrics are of exceptionally good qualities, and styles are new and extremely dainty and in good taste. An opportune time in which to stock up for coming season—fabrics, laces, embroideries, etc., are growing scarcer every day and prices are soaring accordingly—we prepared for this sale, as is our usual custom, months and months ago—our foresight and ready cash mean great savings for you—these for to-morrow and Tuesday:

Women's Corset Covers

Round neck—lace or embroidery and ribbon—reg. .29..... .19
Nainsook—yokes of fancy lace or wide embroidery—several styles—reg. .39 ..... .28
Variety of daintiest models—trim'd front and back—medallions, emb'y and ribbon—value .59... .45
Corset Covers and Camisoles—crepe de chine or satin—white and flesh, also lacey styles in fine nainsook—attractive assortment—reg. .98 and $1.25. .84

Women's Drawers

Ruffle, h. s. hem and tucks—reg. .29 .19
Nainsook Drawers—ruffles or fine embroidery, tucks or lace and insert—reg. .49 and .59..... .34
Nainsook, Muslin or Batiste—white or flesh—newest conceits in laces and embroideries—value .59... .46
Drawers—Nainsook—many effective models with laces and embroideries—reg. .98.... .68

Envelope and Regular Chemises

Yokes of embroidery or lace and ribbon—reg. .49..... .38
Envelope and Skirt Length Chemises—numerous models, with yokes of embroidered lawn or lace and ribbon trimmed—attractive variety, including favorite Marguerite—reg. $1.29 and $1.49..... .92
Redingote Chemises of fine nainsook—lace inserted yoke in bowknot and other designs back and front—were $1.98 .....1.45

Children's Underwear

Cambri: Drawers—emb'y ruffle and tucks—2 to 14 yrs.—reg. .29... .18
Sateen Bloomers—pink, blue, navy, white; also white crepe—6 to 16 yrs.....Special .46
Children's Cambric Night Dresses—good quality—well made—1 to 12 yrs.—value .59..Hearn's special .45
Children's Cambric Skirts—two lace inserts or wide embroidery and tucks—4 to 16 yrs.—reg. .49 .38
Girls' Princess Slips—nainsook—yokes of medallions and lace—trimmed skirts—were $1.19.... .94
Children's White Flannel Skirts—silk scalloped edge or herringbone—band or waist—6 to 12 yrs.—value $1.29 ..... .98

Women's Night Dresses

Soft finish Cambric—yoke of wide emb'y and ribbon run emb'y edge—full length and width—reg. .59 ..... .38
Night Dresses—round, V or high—four inserts of good emb'y combined with tucks or lace emb'y and ribbon—reg. .79 to .98.... .68
Daintiest Night Dresses—prettily fashioned, attractive models with laces, embroideries and other trimming touches—reg. $1.98..1.34
Night Dresses—beautiful models—daintily trim'd with laces, ribbons, emb's, etc.—white or flesh, also Empire styles, yoke and sleeves of embroidered lawn, val. lace and insert—value $2.69.....1.95
Others.....2.69, 3.69 to 5.98

Women's Combinations

Nainsook—yoke of embroidery and three rows lace—value .85. .68
Nainsook Combinations—neat or showy styles—lace or emb'y and ribbon—reg. $1.29..... .94
Combinations—a dozen models—elaborately trim'd, front and back—new effects—reg. $2.69.....1.94

Women's Petticoats

White—ruffle with tucks and embroidery—reg. .59..... .45
Petticoats—white or flesh—neat or showy—many new models—reg. $1.25 ..... .94
Petticoats—attractive flounces of lace, embroidery and ribbon—reg. $2.69 .....1.94
Petticoats—deep lace flounces entirely of rows of lace with heart shape medallions and Van Dyke points—reg. $4.69 .....2.95

Extra Size Underwear

Ex. size Night Dresses—Cambric—round neck with wide embroidery—reg. .69 ..... .46
Ex. size Night Dresses—Nainsook, cambric or muslin—V, high or round neck—neat or showy—lace or emb'y—value $1.29..... .92
Ex. size Petticoats—ruffle wide emb'y or fancy lace—reg. $1.29 .95
Ex. size Drawers—wide embroidery and tucks or lace and inserting—reg. .49 ..... .38
Ex. size Corset Covers—round neck—tight-fitting—lace trimmed—reg. .29 ..... .19

Our Showing of 1.98 HANDBAGS

Includes dainty ones of fine quality Pin Morocco in gray, champagne, blue, Copenhagen, old rose, brown, navy or black—these are small sizes and shapes that you will like for church or when calling.

Others are larger and suitable for general shopping—linings are of floral silk or plain color poplin and handles are the graceful ribbon styles—of course there is a mirror in each and a change purse.

Black Moire Silk Bags are a feature at 1.98

Tastefully gathered into metal frames, each has a kid change compartment.

Handbags at 2.98
A matchless array including many novelties brought out within past few weeks—pin seal and Tokio leathers (Japanese figured) are most prominent—colors included are:
Purple, Dark Blue, Green, Copenhagen, Gray, Black.
The gracefully gathered-into-frame styles are fascinating, but the arm-strap bags of black vachette with red or gray Pin Morocco are novel in their beauty and practical in their safety.

Handsome Bags, showing new fad for leather and color combinations to 7.49
Silk Bags..... .98 to 5.98
Belts for Women and Girls..... .49
White kid combined with suede or Tokio leather, navy kid, also patent leather—best colors and combinations, also black and white—smart widths—sizes 26 to 36 inches.

SILK MIXED NOVELTIES

38 inch—high lustre—very crepe-like—wonderful range of light, medium and dark colors—worth 69 cts.....Special .39

ALSO:

Silk-mixed Madras—reg. .49..... .39
New colors—cluster and figure stripes—well liked by haberdashers for men's Spring and Summer shirts as well as women's requirements.
Floral Voiles—elsewhere .69..... .59
Orchid, rose, poppy and other designs in beautiful colorings—with and without borders.
Fancy Voiles—reg. .24..... .19
38-in.—barred, striped or plain with and without floral overlays.
Fancy Floral Voiles—special.... .11
Variety of white and tinted grounds showing floral sprays or figures.
Khaki Cloth—for boys' and girls' knockabout and camping wear .....Special .19
Ramie Dress Linens—elsew'e .75 .59
43 to 45 in.—in colors demanded for Spring and Summer.
American Ginghams.....12½
32-in.—checks, plaids or stripes in most wanted colors—for dresses as well as aprons.
Apron Ginghams—American dyes—favorite blue checks—reg. 6¼..5¼

WHITE GOODS

Everything in the world of white—unusual assortment at lowest prices.
37-inch Embroidered Voiles—value $1.19 ..... .98; value .98 ..... .79; value .79 ..... .59
45-inch French Organdies—value .69 ..... .49
45-inch French Organdies—value .39 ..... .24
44-inch French Voiles—value .59 ..... .49
44-inch Chiffon Voiles—value .39 ..... .29
43-inch Ratines—value .39 ..... .29
45-inch Ratines—value .59 ..... .49
54-inch Ratines—value .98 ..... .79
36-inch Silk Finish Poplins—value .49 ..... .34
36-inch Nainsook—12-yd. pcs.... 2.19
36-inch Nainsook—12 yds.....1.79
36-inch Nainsook—12 yds.....1.39

Muslins, Sheets, Pillow Cases

Year round necessities for every home—at Lowest-in-the-City Prices

Assortments are slightly broken but price concessions are great enough to make it worth your while to purchase now—all are standard quality.

36-inch—Extra fine Bleached Muslins—Mill lengths—1 to 20 yards—reg. 11½c.—yard 7¾
No Mail or Telephone Orders.

SHEETINGS—by yard—Standard quality—

	Worth	Sale		Worth	Sale
42-in..	.17	.12½	8-4....	.28	.21
5-4...	.19	.13½	9-4....	.30	.24
50-in..	.21	.16	10-4....	.33	.26
7-4...	.25	.19	11-4....	.37	.29

Pillow Cases—hemmed—45x36.....worth .20..... .14½
Pillow Cases—hemstitched—45x36.....worth .24..... .16

Sheets—hemmed—
54x90.....worth .59..... .47
63x90.....worth .65..... .51
63x99.....worth .74..... .57
72x90.....worth .74..... .57
72x99.....worth .79..... .64
81x90.....worth .79..... .64
81x99.....worth .84..... .67
81x108.....worth .89..... .72
90x90.....worth .84..... .67
90x99.....worth .89..... .72

Sheets—hemstitched—
63x90.....worth .73..... .56
72x90.....worth .82..... .62
81x90.....worth .87..... .69
81x99.....worth .92..... .72
90x90.....worth .92..... .72
90x99.....worth .97..... .77
No Mail or Telephone Orders.

EMBROIDERY FLOUNCINGS

A Suggestion for Confirmation and Graduation Dresses.

Embroidered Flouncings—26 to 40 inch voile and organdie—variety of prettiest patterns in large and small floral designs—reg. $1.25..... .98

Rug and Carpet Manufacturers on Monday, May 1st,

opened their new lines of Rugs with price quotations for Summer and Fall Deliveries—These new wholesale prices because of the wool scarity and dye situation are little less than we are asking at retail....We, however, will sell every Rug we have in stock now (and we have very large stocks) on basis of old cost....This is an exceptional opportunity for those who contemplate the furnishing of country homes, bungalows, city apartments now or in the near future—following quotations will give you some idea of the economies in store for you if you take advantage of these offerings—which mean a saving of 25 to 33 1-3 per cent.

	Our Selling Price.	Present Wholesale Cost.
Sanford and Hartford Makes—Fine Axminsters—11.3x15 feet	41.98	$40.85
Alexander Smith's Fine Axminsters—11.3x12 feet	27.98	$27.65
Finest Seamless Wilton Velvets—11.3x12 ft.	29.00	$26.50
Finest Seamless Colonial Wilton Velvets—9x12 feet	22.98	$22.45
Smith's Axminister Rugs—rich patterns—deep pile—9x12 feet	21.98	$20.15
Best Seamless Tapestry Rugs—9x12 feet	14.98	$13.50

Balance of our line at same proportionate values.

SPECIAL SALE OF

Women's House and Porch Dresses

Extraordinary values in face of most unusual market conditions—Despite the advance in the cost of cotton materials, dyestuffs, laces, embroideries, buttons, as well as uncertain manufacturing conditions—all resulting in higher costs, we are arranging this sale, and, as usual, selling at a marked reduction.

House and Porch Dresses— Ginghams and Chambrays—plain colors, stripes, checks—excellent colorings—belted—low collars—harmonizing contrast collars, cuffs and vest effects or scalloped braid piping—sizes to 46—reg. .98 and $1.24—Monday and Tuesday..... .76

House and Porch Dresses of excellent quality gingham and percale—variety of newest stripes in two and three tone colorings—are wearable and washable—new yoke styles—belts or pipings at waist—majority are trimmed with emb'y and attractive contrasts—sizes to 46—value $1.49..... .93

House and Porch Dresses— Ginghams, Chambrays, Percales—good colors and styles that are suitable for street wear—included is an excellent maternity model—sizes to 46—usually $1.69.....1.28

Dresses of Exceptional quality— Ginghams, Percales and Linenes—plain or yoke skirt models—some have embroidery collars and cuffs, others embroidery or contrast trim, or both—splendid assortment of most desirable styles—regular and extra sizes—value $1.98...1.56

These Special Sale Dresses are well displayed on large tables in our great, daylighted department on the second floor.

A Great Special Purchase of WOMEN'S SILK DRESSES

$35.00 Dresses, 19.50 | **$24.00 Dresses, 13.50**

Remember, we state our values conservatively!

Rustling Taffetas or Crepe Meteors combined with Crepe Georgette—choice, fashion-favored shades of sapphire, peacock and French blues, navy, gray, rose, amethyst and green, also black. ..Nearly all have matching combinations—one extraordinary exception, however, shows crow blue charmeuse with blouse of beige color Georgette Crepe finely plaited—gold and silver is conspicuous in each model shown....All are advance Summer styles—touches of hand-embroidery vie with exquisite hand beading as trimming features....Really, as for designing, making, finishing and trimming, these dresses are all that the most exacting can ask.

See Herald, World, American for Twenty-four (24) Morning Specials—On Sale Monday and Tuesday Until 1 P. M.