

Fairyland Fashions in National Silk Week Exhibit

Silks: The Inspiration for Every Under and Outerwear Requirement



—Let us escort you through this busy store and show you the prepondering part played by silk in every new style theme for Easter and spring.

—The foundation for this exhibition and sale was laid months ago and now we spread before you the world's best silk fashions, by the yard or ready made garments for under and outerwear.

—In the American girl of today we see embodied the spirit of silk. She personifies the spirit of silk and brings to her comfort and luxury, her beauty and charm, all the soft, lustrous, colorful creations which the spirit of silk has evolved throughout the ages. She is revealed to us in her greatest achievement, by the aid of silk.



See Silk Displays in Every Section



THE PARIS Silk Sale

—presents an unusual saving opportunity. Silks of every wanted kind and color are now shown at this year's low prices.

Colored Messaline Special Value \$1.69

—New high luster finish soft and drapy. Shown in all the popular spring shades.

Satin Charmeuse Special Value \$1.98

—This soft drapy silk goods is ideal for afternoon and visiting dress. Shades jade, peach, navy, brown, black. 36 inches wide.

Wash Satin Special Value \$1.69

—A silk that is indispensable to every woman's wardrobe of lingerie. Flesh, pink and white.

Peau de Soie Special Value \$2.95

Regular \$5.00 Values.
—One of our best heavy silks so much in use for the better dresses. Full yard wide.

Black Messaline Special Value \$1.45

—Charming lustrous finish in vogue for the new dresses, firm body and full yard wide.

Lustrous Black Taffeta Silk \$1.55

—Most popular of all the spring dress materials, 36 inches wide. The popular dress material.
—A very fine lustrous quality, of all silk fabric that reveals itself in the smart spring frocks.
—Full yard wide, a National silk week special.

Fine Silk Crepe de Chine 95c

—Full 40 inches wide in lingerie colors. The ideal fabric for boudoir and lounging robes, silk underwear, waists, etc. An all silk quality shown in colors that are washable. Sky and white. National silk week special.

The Newer Conceptions in Silk Trimmings

—Everything planned to make your spring dress making efficient and economical.

A FEW LEADING SPRING TRIMMINGS.

—Silk and wool embroidery banding, 1½ to 9 inches wide. Per yard, **\$1.25 to \$6.00**

—Black jet ball fringe, a very popular trimming for this season. Per yard, **\$1.95**

—Metallic ribbon of gold and silver, ½ to 2 inches wide. Per yard, **30¢ to \$1.50**

—Black jet fringe, another one of the sought for new things; yard, **\$2.50 and \$2.75**

—Silk loop fringe in black, navy, open, cream and brown. Per yard, **50¢ to 75¢**

—Persian girdle cords, long tassel ends in navy, tan, open, black. Each, **\$1.75**

Silk Is Presented Magnificiently in These Snappy New Spring Frocks at \$25.00

—This large group is refreshed by the adding of more new models.
—A sale that heralds opportunity.
—Every dress in the group a true fashion picture.
—They depict the choicest modes that will rule for the spring.
—The rage for embroidery and fascinating contrasting are emphasized.
—Some dresses are richly braided, many show scalloped or irregular hems, and there are various other delightful novelties. Basque, puffs, ruffles and wide skirts are special features.
—A complete range of approved spring colors. Among the distinctions which mark them as brand new models are touches of ribbon, rows of buttons, soft sashes. Taffeta, crepe, satin, georgette.

Another Shipment of Satin-Like Men's Shirting

To Make "Him" a Shirt.
—This desirable shirting material, comes in all the well liked stripes, of several different widths and colorings. We are able to offer this new shipment at the very low price, per yard **69c**

Fiber Silk Sports Sweaters \$16.75

—Long graceful models with tuxedo collar, turn back cuffs, sash and pockets. These charming sweaters come in a new fancy stitching, imitating shell work.
—The fascinating colors are jade, honey dew, coral, mallard, tan, black and white.

Italian Silk Knickers
Will Not Pull or Tear
—Best for fit, wear and economy. These garments may be laundered without injury. Navy, gray, brown, flesh, white and black. They have adjustable waist band and shirred knees **\$4.75**

Something New Kam-I-Sol Ribbons
1¼ Yards Required
—They help you make your own lovely camisole. Just the right width and they have the pockets woven in them ready for putting in the elastic. Standard colors, yard **\$2.00**

Kayser's Silk Gloves Dame Fashion's Favorite

Complete stocks now afford satisfactory choosing

KAYSER'S 4-Star quality. Made with two clasps and Paris point stitching. African brown, beaver, mastic, grey, navy, black and white. Sizes range from 5½ to 8½. Now selling at Per Pair **\$1.85**

KAYSER'S fancy embroidered silk gloves in the two clasp style. They are fashioned from heavy silk that will fit and wear like kid. Colors beaver, white and mastic. Now selling at Per Pair **\$2.00**

100 New Blouses in a New Shipment

—Making a valuable group of snappy spring models worthy of all women who dote on style and economy. Georgette, crepe de chine and a big number of combinations; you will be delighted at the iridescent colorings **\$6.50**

Crepe de Chine and Wash Satin Gowns and Chemise Now Selling at \$4.95

Former \$6.50 and \$8.75 Values

—Another silk week special that deserves more than casual notice. These fine silk garments are made in several different styles, all are neatly trimmed with lace yoke and sleeves. Flesh and pink.

Italian Silk Union Suits \$7.95
Former Values, \$9.50

—One of "Kayser's" finest make, very fine heavy quality; all fitted shoulder straps, edged with hemstitching. Flesh color only.

Silk Top Union Suits \$2.15
Former Values, \$2.65

—Fine quality of silk top Jersey in pink and white, with bodice top and fitted shoulder straps. These are "Munsing" spring garments.

The Intimate Things of Silk Corsets and Brassieres

—For youth, beauty and charm, your figure tells your age.
—A well modeled corset should be your first consideration. If you desire a corset that will fit you perfectly—give you utmost freedom—unhampered grace and correct style, we urge you to have a trial fitting of The Paris Corset. A trial fitting is far more convincing than the highest possible recommendation, for in no other way can you truly appreciate its style and comfort.

Silk Jersey Brassieres
SPECIAL VALUES **\$2.75**

—Very exceptional values in Kayser's fine make Bandeau models in pink.

Silk Printed Georgette Crepe

A National Silk Week Leader.

—Fused through and through with touches of originality, taking their beauty from quaint "old east" designs. Full 40 inches wide that cuts into beautiful blouses and other novelties. Former \$3.95 value, yard **\$2.35**

Plain Color Georgette Crepe

—In a firm sheer quality, 40 inches wide. Shown in a good variety of standard shades including evening tones. This fine material, will figure largely in spring styles. Former \$2.00 value, yard **\$1.29**

The Home Fashioned in Silks

—It is so satisfying to step into a room that is made lovely by the right combination of color and when the harmony is produced by combining silks it is especially beautiful.

—Our Art and Gift Shop features the accessories of the home fashioned in silks.

—A lamp shade of black silk overrun with Chinese dragons and cherry trees—the whole covered with a closely fitting throw of deep orange silk softened with crepe in a dull colorless green.

—That a Martha Washington telephone cover is true to the colonial type in a frilly petticoat of rose flowered silk with paniers of deep rose messaline, a lace berth and a court train of black velvet.