

For Home Wear.



Quant severity is the keynote of this little silk and wool poplin frock in these days of wide girdles and sashes, for the high waist line is marked merely by a cord of the material which encircles and adorns the bodice. The deep shoulder yoke is also new and is made of white chiffon over brown mousseline and is trimmed on the left by a row of large flat buttons covered with the material. Collar of lace. Little bow of gilt tissue at the throat.

Paste for Paper Flowers.
The correct proportions for the paste you desire to make are: Gum arabic, 100 parts; starch, 75 parts; and white sugar, 21 parts, and a few drops of oil of cloves. As a few drops of oil of cloves will preserve a quart of the paste, you can see how little is required. Dissolve the gum arabic in a little water; dissolve the starch also in a little water; mix the whole, add the sugar and oil of cloves, put on in a double boiler and boil until a paste is formed, but rather thin, because cooling will thicken it.

Crepe Paper, excepting the Jack rose and deep green shades, can be slightly stiffened with white art paste, but this you will have to buy, as it is not only cheaper, but it cannot be made satisfactorily at home. It comes for the purpose, and can be purchased at stores that make a specialty of crepe paper and articles made from it.

Two Kitchen Tips.
If the kitchen sink should become clogged, place over the drain a large lump, or a handful of granulated "soda-soda," then flush with boiling water; after that put more soda over the holes to dissolve of its own accord.

A plumber advises this method, and says never to try "bo." Lye will cut grease which hot water is poured on it, as soon as cold it forms a harder coating than there was to start with—a sort of wax-like substance.

Stand cooking utensils when hot on a piece of wood instead of on the table. It will save time which would be spent scrubbing.



Plum Pudding.
Chop one-half pound suet finely, put in a basin and add one-half pound cracker crumbs, pinch of salt, one cup sugar, two square butter, one teaspoon powdered mixed spices, one-half pound seeded raisins, one-half pound currants, one-half pound sultana raisins, one-quarter pound chopped candied citron, half three ounces blanched and chopped almonds, eight well-beaten eggs and one gill of brandy. Mix well. Pour into well-buttered mold, tie over with buttered paper and steam steadily for five hours. Turn out and decorate with cream and fruit.

New Way to Serve Grapefruit.
When the usual, tired grapefruit served in the usual way prepares it the night before it is to be used by cutting next the rind and removing the fibres which hold the pulp part of the fruit. Then cover the top of each half with a rather thick layer of butter. In the morning the fruit will have absorbed the butter and will possess a new and delightful flavor.

To Mend an Umbrella.
Instead of gluing in the handle of an umbrella which has become loose, wind a thread around the stick and then screw on the handle.

Hecht & Company Seventh Near F

N-E-W!

Women's & Misses' Spring Suits. \$18.75



Black and white are, of course, the main spring feature, second only to their allies, neutral shades. Putty, sand and cement hues predominate, followed by a procession of blues, gendarme, Belgian and navy blue. Materials in this lot include gabardines, poplins and serges. Adjustable white silk faille collars adorned with tiny pearl buttons. New high-waisted lines are prominent both in skirts and coats. Skirts are circular cut, and very, very graceful. All-silk peau de cygne linings.

New Spring Dresses

\$15.75, \$19.50 and \$24.50

So many charming styles that we hardly know how to begin to describe them. Each is a revelation of artistic designing—that goes without saying. Taffetas, messalines, gabardines. Navy, Belgian blue, putty, sand and brown are the colors. An unusually wide variety of styles. Many are Eton jacket effects, with wide belts, of different designs; some finished with big taffeta bows or braided. The trimming touches are smart and effective, adding greatly to the charm of these pretty spring styles. The skirts are circular models—the dominating note for spring.

Women's Tailored Suits

That Sold at \$19.50 to \$24.50
\$8.55 Of broad cloth, gabardines and serges; handsomely lined; some richly trimmed with fur.
\$8.55

Women's Coats

That Sold at \$19.50 to \$24.50
Splendid All-wool Coats, with all-silk linings; some with luxurious fur collars. All sold at the one price, \$8.55.

Women's and Misses' Coats and Suits

A One-Price Jumble Sale

Women's and Misses Coats, of plain and fancy unfinished worsteds, chin-chillas, zibelines, mixtures and velours. Plain and belted effects. Sizes for misses, 14, 16 and 18.
\$4.19
For Any

\$40.00 Genuine Russian Pony

FUR COATS—Reduced to \$19.50

Lustrous black and natural (tan), in cutaway shawl collar styles; some civet cat, coney, kit coney and imitation ermine fur collars. Finest linings.

You Can Spend Pleasant Evenings at Home With a Columbia Grafonola

No First Payment

Yes, a theater party when you want it—a whole season's entertainment in an evening. Think what it would cost to give a theater party for your friends—and consider that it would mean one evening's entertainment only, one kind of entertainment that some would enjoy and some would not.

This Eclipse Grafonola Only \$25

Pay for it in Small Weekly Sums of 50c
No First Payment Necessary.

With one of these fun makers in the home you can have a "Record Breaking Party" that all your friends will enjoy.

We can live with out music—but why, when you can command the music of all the world for a few pennies a day.

10 Days' Free Trial



TRAINLOADS OF FURNITURE GRAND RAPIDS DIRECT FROM FACTORY TO STORE

FEBRUARY FURNITURE SALE

25% Off Regular Prices

Stop!—housekeepers, and any one who lives within four walls! Here's a passing opportunity to save one-fourth.
Look!—round and compare. We are satisfied that you can't match these values in any other store.
Listen!—every article is trustworthy and substantially made. The kind of furniture you'll be proud to live with for years to come.

Who Wants a Good Slightly Used Piano 30 Days' Free

We have a number of High-grade Slightly Used Pianos, for which we are the Washington agents, we are going to dispose of at the following bargain prices. With each piano we give FREE a Stool, Scarf and 1 Year's Free Tuning.



\$198 Piano Now \$98.00
\$198 Piano Now \$129.00
\$225 Piano Now \$145.00
\$225 Piano Now \$165.00
\$300 Piano Now \$185.00
No Money to Pay Down.

Some Splendid Examples of 1915 Dining Room Furniture



Oak Buffet
Dustproof construction, of solid oak, with ornamental shelf and posts. Genuine French plate leveled mirror. Golden oak polished finish.
\$18.75
50c a week.

Oak China Closet
Matches the buffet perfectly. It is also of golden oak, with bent glass sides and large plate glass door; four shelves.
\$13.65
50c a week.



Table and Four Chairs
Let us show you by a trial in your home that this Oak Table and set of Chairs is the best value ever offered. The table is of the pedestal type, and extends to six feet when open. The four strongly made chairs have seats of good imitation leather.
\$16.45
(50c a Week.)

SPECIAL FLOOR COVERING ITEMS

Are quoted here at greater than 25% discount prices. All our regular stock one-fourth off regular prices.

Axminster Rugs
9x12 ft. in rich and florid designs. All wool, soft high pile. A special value.
\$19.65

Seamless Velvet Rugs
9x12 ft. woven in a handsome assortment of colors. Design suitable for a living room.
\$13.85

Brussels Rugs
9x12 ft. woven in all wool, in striking patterns.
\$11.35

Brussels Rugs
Size 8 ft. 3 in. by 11 ft. 6 in. in designs suitable for bedrooms and living rooms.
\$7.65

Axminster Rugs
Size 36x63 in. Similar in design and quality to the expensive room size rugs.
\$2.39

Axminster Rugs
Small bed size, 27x41 inches, in rich new designs and colorings. All wool.
\$1.69

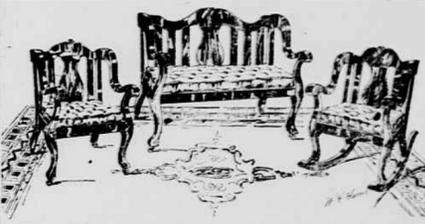
China Matting
Heavy Cochin China Matting, in rolls of 20 yards. New, fresh goods of our own importation.
\$3.35

Jap Matting
20 yards to the roll, 22 1/2 cotton warp, in a large variety of designs.
\$4.39

Inlaid Linoleum
Remnants of 3 to 20 yards, suitable for kitchen, office, rooms, etc. Colors go through to the back.
49c

Brussels Carpet
Nine-wire, diamond top, in patterns suitable for rooms, halls and stairs.
59c

REE We will give a Guaranteed Carpet Sweeper.



An Attractive Parlor Suite
This quaintly designed Parlor Suite is finished in mahogany—divan, armchair and rocker—with loose cushion tufted seats, covered with green velour. It is very substantially made and will give excellent service.
\$15.65
50c a week.

SALE OF 1915 GO-CARTS

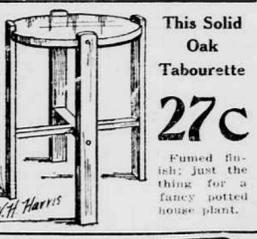


\$14.35 \$11.85 \$13.65
These prices mean a big saving to you—greater than one-fourth. Couple this with the fact that you are getting a high-grade go-cart with all the "1915" improvements and you'll see the advantage of buying "Baby's carriage" here.

25c a Week



This Gas Dome,
Complete with mantle and inverted burner, all ready to hang; no extras to buy; deep fringe, 8-panel design, in green only.
\$5.98



This Solid Oak Tabourette
Fumed finish; just the thing for a fancy potted house plant.
27c



"Spot Proof Lacquer" All Brass Bed
With massive 2-inch continuous posts and 10 heavy inner rods to match. A bed to be proud of.
\$7.85



This Overstuffed Rocker,
It is made of rich, rippled imitation leather, luxuriously upholstered, with out-turned springs. Very massive and comfortable.
\$7.39
(25c a Week.)

The Best Bedroom Outfit After \$58.75 All Is This One We Offer at \$1 a Week



A picture does not tell much about the quality or beauty of an outfit like this—but a trial in your home will convince you that it's the finest Bedroom Outfit ever offered at the price. We have never produced a more complete or handsomer suite.

Here's the Complete Room in Detail

- One Massive Brass Bed, with 2-inch continuous posts & large inner rods.
- One Polished Oak or Mahogany Dresser.
- One Polished Oak or Mahogany Chiffonier.
- One Dainty Oak or Mahogany Toilet Table.
- Cane Seat Chair and Slipper Rocker to match.

Extra!



This Fumed Oak Costumer
Very massive.
49c

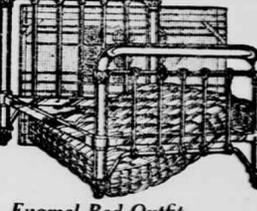


This Good-looking Fumed Oak Den Outfit of 4 Pieces
Consists of Table (with magazine racks) and an Armchair, Side-chair and Rocker with imitation leather seats.
\$13.65
(50c a Week.)

This Aluminum Cookery Outfit



\$5.98
25c a Week
Each piece is 99-100 per cent PURE ALUMINUM, extra heavy gauge, and guaranteed for 10 years.
A \$2.50 2-qt. Rice Boiler—
A \$2.50 2-qt. Tea Kettle—
A \$2.50 2-qt. Coffee Pot—
A \$1.75 6-qt. Preserving Kettle—
A \$1.50 4-qt. Saucepan—
\$5.98



Enamel Bed Outfit,
Here's an attractive bed that can be depended upon for service. With it we give a soft top mattress and a woven wire spring—complete for \$8.95.
\$8.95
(25c a Week.)



Oak Wardrobe,
Large size with 4 doors and 6 drawers.
\$5.98
(25c a Week.)

Hecht's Seventh Street