

FRESH NECKWEAR

How wonderful a bit of fresh neckwear brightens one's appearance. Almost every express brings a few bright spring styles. Main Floor.

It Pays to Buy Good Goods

REXALL REMEDIES

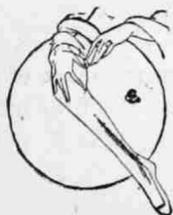
There's a Rexall Remedy for every need. They're made of the very best ingredients. Rexall Remedies must satisfy, or money back.

Room Size Rugs Downstairs

Penny Wise and Pound Foolish

In the effort to save pennies, by seeking cheap prices there is a danger of buying foolish values. Not always is the lowest priced article the cheapest in the long run. Indeed, it is frequently good economy to pay a little more and be assured of good quality. In food products and commodities of known quality one may judge the value by the price. But in wearing apparel one should not be guided solely by the price. It is well to remember that quality is remembered long after the price is forgotten. While this store aims to always keep prices down, it does not—and will not—resort to the selling of shoddy goods in order to accomplish this end. This store is the home of the best known lines of merchandise made in America, and while this merchandise is not always "cheapest" in price; it is usually cheapest in the long run. Surely, it pays to buy good goods.

Wright's
A GOOD PLACE TO TRADE



Silk Hose and Such

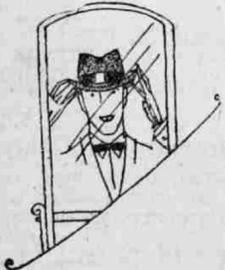
- Wayne Knit Hose**
Women's Wayne-Knit silk and fibre hose, slightly irregular. Colors are black, brown and white. 85c value. Special, pair **\$1.47**
- Pure Silk Hose**
Women's pure thread silk hose, also slightly irregular but beautiful and lustrous. Black and brown. \$2.00 value. Special, pair **\$1.47**
- Children's Hose**
Children's hose, irregular of the famous Pony stockings. Medium fine and heavy ribs; assorted colors. 50c values. Special, 3 pairs **\$1.00**
- Women's Union Suits**
Women's summer weight union suits, made with loose lace knee, also tight knee; all low necks, no sleeves. Specially priced.
- Women's Garments**
L. D. S. garments, light weight spring needle weave; bleached. All sizes. Special **.79c**

Specials in Cottons

- Silkolines**
Odds and ends in silkline for covering quilts, draperies, etc. Regular 20c quality; 36 inches wide. Special, yard **14c**
- Silkolines**
25c silkolines in good patterns, flowered designs, etc. Good for quilt coverings, etc. Special, per yard **17 1/2c**
- New Organdies**
Permanent finish organdie, 45 inches wide, for dresses, smocks, trimmings, etc. Special, yard **60c**
- Everfast Suitings**
Everfast suiting for spring and summer dresses, smocks, boys' suits, etc.; guaranteed fast color. Yard **40c**
- New Ratines**
75c ratine in all the good new shades for spring and summer wear. 36 inches. Yard **60c**
- Large Bath Mats**
\$2.25 bath mats in pink, blue and lavender; large size. Also some dark blue. Special **\$1.79**
- Bath Towels**
Medium sized bath mats in pink, blue and lavender. Regular \$1.75 values. Special, each **69c**
- Crash Towelings**
All linen crash toweling in bleached or unbleached, for roller towels, hand towels, etc. Very absorbent. Special, yard **23c**
- Turkish Towels**
Turkish towels for hand and face; bleached. Regular 15c values. Special, 2 for **25c**
- Turkish Towels**
40c Turkish towels, good medium size, double twisted thread, for bath. Three for **\$1.00**

Men's Shop News

All men's and boys' goods are now sold on the first floor of the Men's and Boys' Shop.



Men's Spring Hats

- Men's dress hats in the newest spring shapes and colors. They are made of fur felt, retain their shape; nicely lined. Exceptional values **\$5.00**
- Men's Dress Shirts**
Men's dress shirts, made of a good quality percale in neat and fancy stripes. The celebrated No-Fade make. **\$1.35**
- Men's Neckwear**
Men's knitted neckties in the newest weaves; made of all silk. We have a big assortment of new bright colors. Exceptional values **\$1.00**

Men's Work Shirts

- Men's work shirts, made of a heavy chambray, gray or blue; double back and shoulder, cut large, double stitched. **\$1.50**
- Men's Cotton Hose**
Men's cotton sock, medium weight; colors cordovan and black, made with heavy toe and heel for good wear. Special **19c**
- Boys' Wool Suits**
Boys' wool suits, made in the newest sport styles, dark or light mixed colors; two pairs knickers, full lined. Exceptional values **\$9.95**
- Boys' Dress Caps**
Boys' dress caps, beautiful light spring colors in the newest shapes. Special values at **\$1.00 \$1.25 and \$1.50.**
- Boys' Scout Suits**
Boys' scout suits, made of a heavy quality khaki, Never-Rip make. A suit that any boy will be proud to wear. Only **\$5.00**
- Boys' Odd Pants**
Boys' odd pants, knicker style, in neat dark mixtures, also corduroy. Sizes 8 to 16. Per pair **\$1.25**

Crepe de Chine

Printed crepe de chine, 40 inches wide. A good heavy all-silk crepe printed in beautiful new colors and patterns. Per yard **\$2.95**

Lunch Cloths

Jap lunch cloth, 60x60 size. A fresh lot in; beautiful new patterns. Each **\$1.68**

Poriet Twills

Poriet twill, 56 inches wide, a very fine all-wool poriet twill just the right weight for suits, skirts, capes, etc.; navy only. \$3.50 values for, yard. **\$2.95**

Crepe de Chines

Crepe de chine, 40 inches wide, all pure silk. A tight twist weave; will not slip. In all the most wanted colors. One of the best. \$2.25 value, made for, a yard **\$1.98**

Sheetings

Sheeting, 9-4, an extra heavy standard quality, full bleached. The best wearing kind. 75c value for, yard **59c**

Bead Necklaces

Bead necklaces in graduated sizes. Colors are cherry red, bright blue and jet. Finished with bead tassel. Special. **.89c**

Brief Items of Shoe News

Shoes from the Downstairs Store, not particularly "cheap" shoes. Low rents down here make low prices possible.



Growing Girls' Shoes

Growing girls' low heel patent and kid, black and brown one-strap pumps; all sizes. **\$3.45**

Boys' Puttees

Boys' genuine all leather extra weight puttees. Very fine fitting; all sizes. **\$3.50**

Men's Dress Shoes

Men's dress shoes in brown and black, kid and calfskin; all shapes, all sizes. Values to \$6. Pair **\$3.95**

Women's Low Shoes

Women's one-strap black and brown Louis and Louis junior heels; all sizes and widths. A to E. Our \$5.95 values, now, per pair **\$4.95**

Men's Puttees

Men's high grade genuine sole leather strap and plain puttees, all sizes 14 to 17. The best made **\$4.95**

Pantry Specials and Toilet Goods

- M. J. B. Coffee, 1 pound **42c**
- M. J. B. Coffee, 5 pounds **\$2.00**
- Opeko Coffee, ground **35c**
- Opeko Coffee, 3 pounds **\$1.00**
- Prophyactic Tooth Brushes **39c**
- Sanford Tooth Brushes **69c**
- Creme Oil Soap, 12 bars **89c**
- Jergens' San Remo Baby Castile **10c**
- Jap Rose Talcum Powder **48c**
- Jergens' Bath Soap, dozen **21c**
- Colorite, all shades **21c**
- Lydia Pinkham's Compound **\$1.00**
- Riker's Peptonia Spring Tonic, 16 ounces **\$1.00**
- Chi-Chi Fortune Tellers **39c**
- California Syrup of Figs **55c**
- Lux, 3 packages **29c**
- "Wright's" Rose Water and Glycerine, 6 ounces **25c**
- Elmo Cucumber Cream **60c**
- Pepsodent Tooth Paste **39c**
- Mary Garden Face Powder **\$1.00**
- Woodbury's Facial Soap, 3 bars **63c**

What's New In Ready-to-Wear

With Easter just around the corner, women are looking for new ready-to-wear. The handsome styles here this year are the talk of the town.



Spring Suits \$32.50

Fifty spring suits—some of the smartest styles of the year—will be the feature of the selling on 2nd floor tomorrow and week. Here are suits that will not be found elsewhere priced under \$50. And during this week they are offered at \$32.50. All sizes from 16 to size 53 are included. Fifty different styles from which to choose. Suits of Poriet twill, whip cords, tricootines, etc. All silk lines, \$32.50.



A Season of Coats and Wraps

Most of the capes and wraps that you see in this stock today are copies—copies of exclusive styles that in the originals sold for very much more. And the season has decreed that smart caps, coats and wraps shall be in high favor. For Monday and week there will be special offerings of these smart garments in velvynes, velours, polo, tweeds, etc. Exceptionally good values at \$16.50, \$22.50 and \$32.50. You'll enjoy seeing the assortment. Second floor.

Bright Blouses

Blouses of brightly colored silks are being bought to add an air of distinction to the new suits. We're showing now dressy blouses of crepe de chine, trimmed with laces, handsomely embroidered; some are beaded. Popular prices at **\$4.95 \$8.95 and \$12.95.**

Randoms

- Glembly Hair Nets**
Blembly hair nets, made as strong as a hair net can be made. Passes three inspections. Fully guaranteed. Two for **25c**
- Stamped Scarfs**
Stamped dresser scarfs. Another shipment of those wonderful scarfs, 18x45; hem-stitched ends, assorted designs. Special **39c**
- Stamped Cases**
Stamped pillow cases, size 18x45. Made of good quality tubing. Easy-to-embroider designs. Special, a pair **\$1.19**
- Stamped Towels**
Stamped tea towels. Designs are tea pots, cups, saucers, etc. They make dainty gifts. Each, 19c, or three for **50c**
- Stamped Aprons**
Stamped house aprons, stamped on good quality gingham. Made up models of each. Special **\$1.00**
- Red Beads**
Bright cherry red beads for the little girls. Graduated sizes, 24-inch lengths. Special **25c**
- Women's Hand Bags**
Women's hand bags, a new big shipment. The line includes leathers in black and colors, also the new silks. Special, each **\$2.98**

Notes From 2nd Floor

Ten notes of offerings unusual that are ready for you tomorrow and week on the 2nd floor.

House Aprons of Smart Design

Qualitfit house aprons, made of the best quality percale; three-quarter sleeves, big pockets and belt. Usual \$4.00 values. Special **\$1.95**

Women's Gowns Priced 95c

Women's muslin gowns, slip-over or button-front models; good materials, plain and fancy models. \$1.50 values. Special **95c**

Women's Sweaters Tuxedo Style

Women's mercerized sport sweaters in all the new shades for spring, tuxedo style; all sizes; novelty weaves. Special **\$5.95**

Muslin Petticoats Priced at 95c

Women's muslin petticoats, made of good quality muslin, heavy embroidery flounce with underlay. \$1.50 values. Special **95c**

Peg Top Coveralls For Kiddies

Children's "peg top" coveralls, made of strictly washable blue plain and striped chevot; sizes 1 to 6 years. Special. **\$1.25**

Girls' Kiltie Skirts A New Garment

Girls' kiltie skirts, made of golf red flannel and all-wool plaids and check material; pleated skirt, jumper top. Special **\$4.95**

Girls' Spring Hats On Sale \$1.95

Children's spring hats in colored black and white milan straw, sailor models. \$2.50 values. Special **\$1.95**

Martha Washington House Aprons

The original Martha Washington house apron, made of check gingham trimmed with rick-rack. Special **\$1.50**

Fancy Bandeaux

Fancy bandeaux, made of strong strictly washable mercerized material, stripes and dots; all sizes. Special. **50c**

To Tempt You Downstairs

Children's Hose

Children's hose, in black only, and in sizes 6 to 10. All new stock. Special, the pair. **15c**

Women's Hose

Women's cotton hose in black and brown; sizes 8 1/2 to 10. All new stock. Special, pair. **15c**

Women's Hose

Women's cotton hose in colors black and brown and in sizes 8 1/2 to 10. Special, pair. **28c**

Children's Ribbed Hose

Children's cotton ribbed hose in black and brown; sizes 6 to 10. Special, pair. **28c**

Women's Silk Hose

Women's silk boot hose in black and white; sizes 8 1/2 to 10. Special, the pair. **50c**

Millinery Flowers

Artificial flowers for trimming hats, in assorted kinds and colors. All new stock. Special, each **15c**

Lace Curtains

Lace curtains in the regular length and in cream and eero. All new stock. Special, the pair **\$2.25**

Girls' Dresses \$1.25

Children's gingham dresses in assorted colors and new styles; sizes 3 to 6 years. Special, each **\$1.25**

Soiled Dresses

Girls' dresses in the solid colors, neatly trimmed with check gingham; sizes 7 to 14 years. Special, each **95c**

Bed Room Basket

Bedroom waste paper basket, made of steel, enameled light blue, pink, ivory, etc.; decorated with a dainty conventional design **\$1.65**

Mazda Lights

Edison Mazda light globes are more efficient and last longer. Our stock is always complete. Standard home sizes **40c**

Glass Bud Vases

A graceful 10-inch cut glass footed bud vase, decorated in a variety of dainty floral designs. They make excellent presents and prizes for card parties **95c**

New Floor Lamps

Birch mahogany floor lamp. Has two pull chain sockets; 24-inch heavy brocaded silk shade trimmed with silk braid and long silk fringe. Lamp complete **\$19.95**

Cups and Saucers

Medium heavy transparent china cup and saucers, decorated rich pink and yellow rose, green foliage, also the allover blue or bamboo patterns. Set of six **\$1.49**



Laces

This week there will appear in our windows a display of lace gowns. These are loaned to us by the maker to show how the new laces are to be used. With these new wide laces, handsome evening and afternoon dresses may be made by any clever woman. Look for the display this week—see the new wide laces in the department. Silk lace flouncings in all of the bright spring shades.

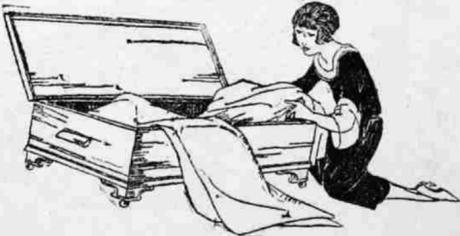


Kid Gloves \$1.69 Pair

Have you secured your gloves for Easter? Here a wonderful opportunity—Perrin's real French kid gloves. In all of the wanted spring shades. The very same gloves that have been selling as high as \$3. A special purchase. Six hundred pairs. The 2-clasp glove for general wear—Each pair carefully fitted. At near half the former price, \$1.69.

Skirt Lengths

Now you may buy a skirt length and pay for only the exact amount of material needed. Crystal Skirt lengths are ready to use—Only one length in a box. And a hundred different patterns from which to make the selection.



For Her Hope Chest A Sale of Madeira

If there is a wedding to occur among your friends in the near future, this is a good opportunity to supply the gift. A great importer sends us \$3000.00 worth of real Madeira linens. These are to be here for a few days only. Selections may be made now and the selection held until later if desired.

Included in this assortment are small doilies in round and oval designs. Centerpieces in sizes 12 to 72 inches. Scarfs in all sizes. Square table clothes, baby pillows, luncheon sets, napkins, etc. All moderately priced.

These prices are the product of the natives of Madeira and are all of the very finest and most careful hand work on the very choicest of round thread lines. Nothing could be more acceptable to those who appreciate high-class needlework.