

All Telephone Lines Lead to the "Popular"—Call 3300

Tomorrow--Saturday, Will Be Opportunity Day at the "Popular"

OUR NEW YORK REPRESENTATIVE, who is constantly in the market, has exerted every energy to choose the newest spring merchandise obtainable. Almost every express brings something new for the "Popular." Selecting here means assurance of right style, quality and price.

FOR SATURDAY'S SELLING we have prepared many unusual offerings. This advertisement here is but a brief index to the hundreds of special values. Every department in the store contributes to this event with specials. Better do Easter buying now.

TELLS WOMEN TO SAVE FOOD

A German Physician Lays Down Rules For Conserving Supplies.

Berlin, Germany, March 26.—In line with the efforts that are being made universally to conserve Germany's food supply, Dr. F. Wohltmann, director of the agricultural institute of the University of Halle, has issued a pamphlet entitled "Rules for the German Housewife." He prefaces his brochure with the declaration that she "must help to win the war." The rules include the following:

"The consumption of white bread and cakes must, if possible, be abandoned entirely, or cut down by one quarter.

"Bread and potato bread must supplement white bread and not one crumb must be wasted.

"Malted oats must be employed more than ever for the nourishing of the children.

Should Use Potatoes.

"Potatoes must become our basic food and supplant the falling grain supply. Adults must increase their potato consumption by 400 grams a day, whether in bread, soup or cooked potatoes. It is the duty of the housewife to prepare potatoes in as great a variety of ways as possible so they shall continue to be palatable, and to cook them without peeling to avoid waste.

"Only those who have heavy mental and physical work to perform have any right to eat meat daily. One should favor pork and mutton and for the time being spare beef and veal.

"Milk is available in sufficient quantity and should be given to the children particularly.

Suggests Eating Sugar.

"The taste for sugar should be increased wherever possible, in drinks, soups, marmalade and pastry. It may also be used in water and served in place of beer.

"All remnants of food and kitchen scraps must be carefully saved for use in feeding the cattle.

"Those who are not short of money should purchase supplies now and store them up so that when summer comes the question of feeding all people shall not become universal and alarming."

Dr. Wohltmann adds that the who follows these rules fulfills a patriotic and ethical duty, fighting, like the warriors in the field, for the victory and the existence of the people.

Kaiser Sends "Imperial Thanks" To Subscribers To the Second War Loan

Amsterdam, Holland, March 26.—It has been learned here that emperor William has sent to Dr. von Bethmann-Hollweg, the imperial chancellor, the following message dated at the field headquarters of the army:

"In the result of the second war loan, which exceeds all expectations and is unparalleled in financial history, I perceive a manifestation of a will to conquer which is prepared for all sacrifices and exertions and confidence in the victory of the German people, relying on God.

"My imperial thanks to all who have contributed to this success. Like the glorious exploits of my army, and in every way, this victory of those at home fills me with joy and pride in being the first servant of such a nation at such a time. I request you to publish this message."

"What Do All These Jap Troops Mean?" China Asks of Friend Japan

Peking, China, March 26.—At the conference Thursday of Japanese diplomatic representatives with Chinese statesmen concerning Tokyo's demands upon the Chinese republic, the Chinese formally inquired as to the meaning of the recent entrance of Japanese troops into China.

Minister Hiroki replied that these soldiers were for the relief for the present Japanese garrisons in China, but that these garrisons would remain where they were until the conclusion of the present negotiations.

GERMANY TAKES REVENGE FOR INVASION OF MEMEL

London, Eng., March 26.—The Lokal Anzeiger of Berlin characterizes the Russian invasion of Memel and east Prussia, as being made solely for plunder and the persecution of the population, and a speech in which he would report to emperor William and field marshal von Hindenburg that the ancient town had been ruined.

"Be sure," he said, "we will not retreat until the enemy has got his just deserts and is properly punished."

PRINCE JOACHIM INSPECTS DEVASTATION AT MEMEL

Copenhagen, Denmark, March 26.—A message from Berlin says prince Joachim of Prussia, son of emperor William, visited the east Prussian town of Memel on the Baltic sea after the recent Russian raid. While there he made a speech in which he said he would report to emperor William and field marshal von Hindenburg that the ancient town had been ruined.

ORDNANCE EXPERTS DISPROVE GERMAN DUMDUM CHARGES

Washington, D. C., March 26.—The German embassy's second charge that dumdum bullets are being shipped from the United States to the allies, has not been substantiated by an investigation by army ordnance experts and the state department has so informed count Bernstorff, the German ambassador.

TURKS ASK FOR AID AT SWITZERLAND ANSWERED.

Geneva, Switzerland, March 26.—Advices from Vienna, Austria, say representatives of the Turkish government have appeared at Vienna seeking aid from the dual monarchy. They said many of the German gunners and officers had been killed in the fighting at the Dardanelles, and the Turkish gunners were inexperienced and easily demoralized. Austria has not yet responded. The same appeal, made to Germany, received a laconic refusal.

El Paso Fresh Package Tamala is made and packed only in sanitary packages. Four Grocer has them. Advertisement.

THE NEW PLACE REST-A-WHYLE REFRESHMENT PARLORS

UPSTAIRS—ALHAMBRA THEATER. Orchestra 9 to 11 p. m. DANCE IF YOU LIKE. Light Luncheon, Delicious Confections, Soft

World's Fashion News for Women

The skirts have flared; the new collars have flared in turn; and the Spring hats, while small about the face, flare now and again at the top to carry out the mode.

That the small snug-fitting hat is here for this season is beyond question; but big hats and medium sized hats still vie for favor and are being worn by many of the smartest dressers.

A symbol of the season is found in aggressive sabers of ribbon that stand guard over the tiny straws, while on other turbans a panache of flowers in a riot of colors stands like a sentinel at the front.

Feathers and fur, too, if you will. Mme. Rebox shows some of her smartest models with tufts and plumes of uncurled ostrich, and Mme. Georgette's fur trimmed offerings are charming.

With the Spring have come the large coin dotted silks. One of the most wearable of the Lucille models has a Hague blue silk dotted in white. The skirt is full, shirred generously at the waist line. The full tunic of the dotted silk hangs over a white silk foundation, which shows about three inches across the back and in panel effect at the front.

Another of the polka dotted models has a skirt of the dotted silk with a prim little ruche at the bottom, and an Eton of the plain silk, the corners embroidered in colors. Still another feature of the new gowns is the apron effect. Lucile shows it in an effective form. Donnet turns back a tunic and holds it with a band run through eyelets to give the effect of an apron, and Callot has a similar arrangement which she fastens at the sides.

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Hosiery



Hosiery Occasion Extraordinary!

SAMPLE LINE OF WOMEN'S ONYX HOSIERY OF THE \$1 QUALITY, SPECIAL. 55c

Saturday, and Saturday only, you may buy these pure silk Hosiery at this special price. Black, white and the new spring shades: lisle garter tops, high spliced heels and double soles. A timely Easter offering that no economically inclined woman should overlook; instead of \$1 a pair—special. 55c

WOMEN'S BLACK LISLE AND BOOT SILK HOSIERY—With double garter tops and high spliced heels; good values at 35c—23c

WOMEN'S BOOT SILK HOSIERY—in black, white and colors, with lisle garter tops and double soles; Saturday... 19c

EXTRA SPECIAL—CHILDREN'S SCHOOL HOSE—Light and heavy weights for boys and girls; made with high spliced heels; 15c value, special—pair... 9c

MISSIE'S WHITE LISLE HOSIERY—With double garter tops and high spliced heels. Ordinarily retailed at 35c a pair; Saturday Special—19c

WOMEN'S LACE BOOT HOSIERY—Onyx brand. Of fine silk lisle; in extra fine wearing qualities; THREE PAIRS..... \$1.00

THIS EXTRA SPECIAL FOR SATURDAY ONLY!

Our Regular Line of Women's \$15.00 New Spring Suits, Saturday \$10.00

A Pre-Easter Suit Offering Extraordinary! It is our intention to further emphasize the merchandising power of the "Popular," and to do this we shall offer for one day only these High Grade Suits at \$10. A fine assortment of models representing the newest style developments, skillfully adapted to the fabrics and colors employed. Mannish checks and mixtures, wool failles, men's wear serge, French serge and gabardine suits. All very smart models for spring—coats with the newest features in collars and cuffs; all sizes; Saturday only—choice for \$10.

Another Unusual Value—Featuring Dresses—\$7.50

A TIMELY EASTER OFFERING Just because we were fortunate in securing, from a New York manufacturer, a great lot of Dresses at a special price, we are offering them to the "Popular" patrons at the unusual price of \$7.50. Included with these Dresses that were made to sell at \$12.50 and \$15, is our own regular line of \$10 Dresses. Crepe de Chine, Poplins, Messalines, Taffetas and China Silks. Plain colors as well as fancy stripes and figures. New models with high waist line—transparent sleeves—flaring skirt—Saturday \$7.50.

Ask to see the new plain and black and white Silk Checked Skirts. Poplins, Chuddah Silk, Taffeta and Wool. Also the new Spiral Skirts—\$4.95.

Easter Dresses \$15 A Special Underprice Purchase

Such a vast showing of these beautiful afternoon and street dresses for Saturday's selling makes this an event extraordinary. Dresses of striped and checked silks and marquisettes, crepe de chine, chiffon, lace and taffeta. Dresses made with the new flaring skirt—all the season's favored colors. Dresses that were manufactured to retail at \$25.00 and \$27.50—Saturday Special..... \$15

Saturday "Popular" Offering Easter Suits \$25 Mighty Good Values

Extremely smart models that embody the latest style features of the season. There are handsome novelty mixtures and checks, plain and fancy fabrics; Tommy Atkins short coats and wide flaring skirts. Numerous models to suit the tastes of all women desiring an inexpensive suit. A "Popular" Special for Saturday at..... \$25

Featuring Blouses Saturday at \$1.95, \$2.95, \$4.95

Many new ones await your approval: scores of styles—dozens of materials, including crepe de chine, messaline, Georgette crepe—also the new linen and lingerie waists. Plain and fancy patterns. A world of new ones. White, cream, black, sand, blue and combinations. Made with the convertible collar and set-in sleeves—Especially good choosing Saturday at—\$1.95, \$2.95 and \$4.95.



Women's Spring Weight Underwear

FOUR VERY SPECIAL OFFERINGS FOR SATURDAY SELLING Coming just at this time when the weather is getting warmer each day, makes these special offerings of more than usual interest. We have gone through stocks and marked them very attractively for Saturday—it's the opportune time to buy.

- Women's Sheer Swiss Union Suits—In broken sizes; instead of the regular price of \$1.00—Special Saturday..... 69c
- Women's Separate Garments—Vests and pants; high neck vests with long or wing sleeves; pants knee length; garment 25c
- EXTRA SPECIAL—Women's Union Suits—Closed or open style; lace, umbrella or tight knee; instead of 50c; special 39c
- Children's Union Suits—In open or closed styles; light weight for Spring wear; Saturday 39c

Remarkable Display Trimmed Hats Reflecting the Newest Styles for Easter at \$4.95

Our Millinery Salons are replete with the brightness of Easter Millinery. All the beauties of Parisian Models are duplicated in this charming array of hats

Our Trimmed Hats at \$4.95 are as carefully made and finished, and as distinctive in style as Hats sold at much higher prices elsewhere. Our motto is—Maximum of Style and Minimum of Cost.

- LARGE LISEREE SAILOR faced with satin and trimmed with small wings and feathers. Very stylish. Black, black with white, black and white, etc. other combinations..... \$4.95
- DRESSY SAILOR, artistically trimmed with silk roses, wheat and silk velvet ribbon. Real hemp Hat faced with satin. Black and color combina..... \$4.95
- NEW PORK EFFECTS of Liseree straw, beautifully trimmed with small and large flowers and fine velvet ribbons. In black and colors..... \$4.95

MOURNING MILLINERY IN ACCEPTED MODES \$5 TO \$20

Two Basement Specials CHILDREN'S ROMPERS—In styles for boys, girls and infants. Made of Amoskeag gingham, percale, linen and linen; ages 2 to 6 years—Saturday Basement Special..... 45c

CHILDREN'S WASH DRESSES—Beautifully made garments in scores of different styles; gingham and percale dresses tastefully trimmed with braids and contrasting material. Each..... 45c

ASK TO SEE THE NEW GOSSARD AND NEMO CORSETS THAT HAVE LATELY ARRIVED—A MODEL FOR EVERY FIGURE. 85c

Warner's, American Lady and Regis. These standard brand corsets in the new Spring models for every figure. As a special for Saturday Selling only..... 85c

Boys' Easter Clothes from the "Popular"

Means Less Worry and Greater Economy It takes clothes staunchly made of proper material to withstand the wear and tear of active boys. Many clothes need attention the same day the new suit is worn. Not so, however, with XTRAGOOD and IVAN FRANK suits. Try them by every known method and you will always buy them.

You may need a staple blue. These XTRAGOOD and IVAN FRANK suits are made so that every seam is in the right place, every plain, the patch pocket—every part of the suit is reinforced and carefully put together. Bring in your boy NOW—

THESE EASTER SUITS are in Norfolk style with stitched belts and pockets. The newest patterns; light weight suits in the newest colorings. Black and white checks, brown and white checks, mixed checks, greys, tans, blues and browns—Priced—\$5.95 to \$14.50.

BOYS' EASTER SUITS AT \$5.00 Some with two pairs of trousers. Norfolk style suits in more than fifty different patterns; sizes 5 to 17 years—Suit..... \$5

SPECIAL FOR SATURDAY ONLY—Boys' Norfolk suits with full lined knickerbockers; sizes 7 to 16 years; instead of \$4.50—Saturday..... \$3.85

BOYS' REGATTA WASH SUITS—New ideas in Oliver Twist, Middy, Greenaway, Cutaway, Vestee and Coatee styles; in white, colors and combinations. EXTRA SPECIAL—Showing of Boys' Khaki and Blue Denim trousers; ages 3 to 16 years..... 50c

ALL WOOL KNICKERBOCKERS—for boys from 4 to 17; some full lined; made with buttons..... 95c

The "Popular" Devotes Special Attention to Children's Footwear of Quality

When selecting Footwear for the children bear in mind that we pay particular attention to the correct fitting of little feet. We carry complete lines of shoes, Oxfords and pumps for Boys, Misses, growing Girls and Infants. FOR GROWING GIRLS—The new Fox Trot—a pump for the young Miss. Patent leather with ankle strap and spring heels; flexible soles and broad toes. Makes walking easy and allows the feet to grow as they should—Sizes 2 1/2 to 6—Pair \$3.00. Sizes 11 1/2 to 2—Pair \$2.50. MISSIE'S AND CHILDREN'S PUMPS—In the various strap effects. One, two and three strap styles. In combinations of brocade cloth—white and grey cloth quarter; patent leather vamp; just like the women wear—Pair—\$1.50 to \$4.00.

BABY DOLL PUMPS Made on the new broad toe last. Patent leather of fine quality. Girls' Sizes, 2 1/2 to 6, Pair..... \$2.50 Misses' Sizes, 11 1/2 to 2, Pair..... \$2.00 Children's Sizes, 9 1/2 to 11, Pair..... \$1.75 Infants' Sizes, 5 1/2 to 8, Pair..... \$1.50 Infants' Sizes, 1 to 5, Pair..... \$1.00

—Ask to See the New Arrivals in Women's Footwear—



The Popular DRY GOODS CO. INC.