



The Stone-Fisher Co. TACOMA AND EVERETT

A Great Dual Fashion Event DRESS UP WEEK AND THE SPRING STYLE SHOW

Off with the old, on with the new. "Dress Up" is the National slogan. Prosperity, Plenty and Spring are the Trinity that should inspire every loyal Tacoman with optimism, faith in the future and the desire to "put the best foot forward."

A CORDIAL INVITATION Is Extended to You to Be Present at the

COURT OF FASHION

To Be Held Throughout the Store

Wednesday, Thursday and Friday

It will be a most interesting and instructive exhibit of the Fashions which are to prevail for Spring 1916 in

Women's Apparel, Millinery, Dress Fabrics and Accessories

LIVING MODELS

A special feature of the exhibit Wednesday and Thursday Afternoons will be the display of afternoon and evening apparel posed on living models.

2:30 TO 4:00 O'CLOCK

A Very Notable Display of Beautiful New Apparel

The apparel section has surpassed all former efforts in the variety, beauty and unusual values featured this season. It is a display of which Tacoma may take especial pride.

The Distinguished Suits

Of special interest is the large collection of exclusive styles—suits of which we have no duplicates—beautiful models developed from the finest woolsens and rich silks or silk and wool combinations.

Both jackets and skirts are of unusual brevity and width. The cane collar lends a quaint touch to many and richly embroidered effects are much used.

Among the many notable is—

A suit of reseda taffeta with short flaring box coat embroidered in gold, and the full skirt embroidered to match, at \$75.00

The wide cape collar is the feature of a suit of French blue silk poplin, with very short, full box jacket. The skirt made with small cartridge gathering to a yoke. \$75.00

Wide black and blue stripe silk faille is used in a short box jacket suit, trimmed with pleats of serge, at \$79.50

Gloves of Fashion

Notwithstanding the unprecedented conditions in the glove market, we are able to supply the demand with our usual dependable makes.

TREFOUSSE GLOVES—Made of finest French kid, pique seams, 3 row crocheted and embroidered point backs, at pair \$2.25

OUR POPULAR BLANCHE—Fine French kid, pique seams, wide crocheted backs, with 2 domes or one large dome, in white, bisque, pigalle and staple colors, pair \$1.75

A NEW MODEL—Fine lambskin, with long, soft cuff, in mousquetaire effect, shirred on elastic at wrist to fit snugly; in pearl, oyster, white and mastic, with two-toned embroidered backs, pair \$2.25

WHITE BACMO GLOVES—Fine white lambskin with wide black welt and embroidery, large pearl dome, pair \$1.50

Bacmo Cape Gloves for street wear, browns with wide contrasting stitched backs, pair \$1.25

A New Star in the Broadway Firmament

We take this opportunity to extend a hearty welcome to McCormack Bros. on the occasion of their opening in their new location in the Greater Broadway shopping district.

The personnel of McCormack Bros. is composed of men who have been prominently identified for years with the growth and development of Tacoma and who have kept pace with its growth by giving the public a store of the most progressive character.

Their entrance into the Broadway district will still further establish it as Tacoma's leading retail center.

The Spring Dress Styles UNUSUALLY CHARMING

A wonderful profusion of dainty modes, showing the Russian influence in the long tunic effects and the styles of ante-bellum days in the bodices and voluminous skirts—all most charming and full of interest.

The materials in vogue include— Plain Taffeta, Checked, Plaid and Striped Taffeta, Gros de Londre, Crepe de Chine and Georgette Crepe. Many beautiful effects are produced by the combination of plain and fancy silks, Georgette crepe with taffeta or crepe de chine. The list of colors includes— Rose, reseda, Russian green, Niger brown, French blue, navy, Copenhagen, bisque, pink, sky and lavender. Prices range at \$15.00, \$19.50, \$25.00 to \$39.50

For the Fashioning of the Afternoon and Evening Gowns Are

Wonderful New Silks

The quaint erinoline styles of the 30's and 60's have returned taffeta to popular favor—the soft chiffon weave that ripples and flares so gracefully. But merely to say taffeta gives no idea of the many kinds, as—

- Chiffon Taffeta, Glace Taffeta, Taffeta Francais, Soiree Silk, Paul de Soie, Crepe de Chine, Fancy Tub Silks, Chameleon Taffeta, Taffeta Sublime, Novelty Taffetas, Gros de Londre, Satin Radium, Georgette Crepe, Mayflower Georgette

Dainty New Blouses

Beautiful materials, charming becomingness and a wealth of colors are prominent features of the display.

And every day the express adds new styles to the already wonderful variety. The soft crepes de chine are popular, because both charming and durable and washable. Some are beautifully embroidered, some combined with Georgette crepe and fine laces.

Rose, flesh, maize, white and white with dainty candy stripes are most popular. Prices range \$2.50 to \$7.95.

Shoes of Character

Button Gypsy Boots are shown in bronze and black kid with velvet, self or dull kid tops, welt soles and Louis heels, pair \$5.00 Patent Colt Shoes in button or lace style, cloth or dull kid tops, welt soles, at \$3.50, \$4.00 and \$5.00 A walking shoe of patent colt with ivory white soles and rubber heels, pair \$3.50

NEW LOW SHOES—Plain and strap pumps in white, patent and gummetal, some with contrasting piping, welt soles, pair \$3.00, \$3.50, \$4.00

Personal - and - Social

Hiram, Tacoma baritone, will introduce Miss Elizabeth Spencer Wednesday night at a private hearing in the Stadium high school. Miss Spencer has recently returned from Europe where she has been studying.

The Helen Clark circle of the Grace Presbyterian church will be entertained by Miss Amy Banks, 521 North Cushman ave., Wednesday afternoon at 2:30 o'clock.

The Liberty Bell Altruistic society will give a musicale and in-

formal reception March 23 in the Woman's club house.

Mrs. F. C. Walker entertained the members of the board of the Tacoma Day Nursery, Inc., this morning at her home on Park Heights.

Tacoma chapter, O. E. S., will be entertained at a card party tonight by Mrs. E. C. Hatch, 3726 South E st.

Members of the Tacoma Art league will hold a special meeting tonight in the offices of Dr.

F. W. Southworth at 8 o'clock.

Members of the Plymouth Congregational church will serve a Goodfriendship dinner tonight in the church.

Mrs. Carl F. Morisse will entertain the Altrua club today at her home on North 29th st.

Mrs. Charles Harrington, 624 South 34th st., will give a card party next Tuesday for the Women of the Woodcraft.

The character of the Indians of the Northwest will be described by Prof. Sperlin of Stadium high school at the meeting of the Research club of the State

Historical society at 8 o'clock to night.

The Brotherhood of American Yeomen, No. 223, will give a card party and dance Friday night, March 17, in Eagles' hall.

Miss Josephine McHugh entertained Saturday night at a dancing party at her home on North Steele street.

Mr. and Mrs. John Arkley returned recently from a trip to California.

A benefit card party for the Woman's club house will be given tonight by Mrs. Harriet Phelps and Miss Lizzie Palmer.

PICTORIAL REVIEW PATTERNS

Magazine and Fashion Sheets for April

The pattern that saves time and cloth. Now located on first floor near Piece Goods Section.

The store that saves you money



Broadway and 13th Street

N. P. PAY CHECKS CASH THEM HERE

Visit our store this week. We offer great values.

New Store—New Goods.

FOUR DAY INTRODUCTORY SALE COUPLED WITH DRESSUP WEEK

McCormack Bros.' New Store at 13th & Broadway

Reopens and Great Bargains Appear

Double S.M. Stamps All Day Wednesday

Save Your Green Stamps and Choose From Over 4000 Beautiful Premiums Free of Cost. Visit the Trading Stamp Parlors on the Third Floor.

NEW SPRING SILKS, WOOLENS, WASH GOODS NOW ON DISPLAY

You must see this Boys' Suit Special to appreciate what we are going to do in the way of dressing your boys for less. They come in Tweeds, Worsted and Cassimeres; Norfolk style; large range of patterns to choose from. Bring your boy to us tomorrow. Sizes 6 to 16 years. Special \$3.95

Tacoma Great Department Store will open its doors tomorrow morning at 9 o'clock with everything spink and span. Departments so arranged that will make your visit to our store a pleasure. Hundreds of cases of new merchandise just unpacked ready for your inspection.

WE ARE AT YOUR SERVICE.

A New Dept. For Boys—FIRST FLOOR—Special Lot of Suits on Sale

-\$3.95-

Our new and enlarged Piece Goods Section offers a great variety of new things for spring. Charming combinations in— NEW SILKS NEW WOOLENS NEW WASH GOODS FOR YOUR INSPECTION —First Floor.

TACOMA'S NEW FASHION CENTER--You Are Invited to Look



New Spring Suits

An endless variety of beautiful combinations. For diversity of styles, superior tailoring and high quality of fabrics this showing of Spring Suits is not to be surpassed anywhere in the Northwest. A large and varied assortment of the newest style in Suits. Styles are belted, flaring, ripple back, box effects, etc. Materials are wool poplin, gabardine, orges and popular checks. Also silk taffetas, silk poplins and many beautiful effects in striped silks. Prices range from \$14.75 to \$45.00

Special Coat Sale

During this Sale we propose to offer you the best coat value obtainable. We offer a limited number which represents a very special purchase of new Coats in white chinchilla, checks and corduroys; values to \$8.50, special Wednesday, each \$5.00

EXTRA

Men's Suits \$12.50

It's a Nobby Suit, Too

Compare these Suits with others you have looked at—examine them closely, try them on—you'll find them far better than any "up-stair" clothes selling for \$15.00 or \$18.00. New spring 1916 Suits in a wide range of sizes and a choice lot of combinations, twills, easmeres, worsteds, semi-English, box and conservative models; all Union labeled goods. We invite your inspection. You have never purchased such a twelve-fifty value as this: CHOICE \$12.50

Alterations Free



Women's and Misses' Suits --\$11.75--

We offer this Special Introduction Suit Item and must say that we can not hope to duplicate them again this season at the price. Sizes that enables us to fit almost any figure. They come in black and white checks, navy, Copen. and black wool serge, also fancy suitings in navy, Copen. and black, belted coats, and are the newest Ripple Box Styles; \$15.00 and \$17.50 values. Special \$11.75

Stunning New Models in New Spring Millinery

The women of Tacoma and vicinity are cordially invited to inspect our Millinery display. Beginning tomorrow, we show a most complete line of Pattern Hats, Semi-Dress Hats, Tailored Hats, etc., and at the very price you wish to pay.

For Wednesday 100 Trimmed Hats Spec. at \$4.98

A very special line for a very special occasion—our new Store Opening—one hundred new Spring Hats in many combinations —a Hat for every face— \$4.98 Special, each

HEMSTITCHED SHEETS

Full-size, seamless bed sheets, for Wednesday selling, special, each 85c

SPECIAL BED SPREAD

Extra Heavy Crochet Bed Spreads, made for full size bed, square cut, hemmed ends, special, each \$2.00

"JACK AND JILL" CLOTH

A new fast dye Cloth for middy or children's wear; plain and fancy colors; 27-inch; 1/2 yard 16c