

**Pleasure Seeking Women Scored By Priest in Sermon**

The Rev. Father Parker, in his lecture on "Woman and Fashion," delivered at St. Brigid's church Thursday evening, said: "If the adherents of the modern school of immodest dress and extravagant living would only stop long enough to look and listen to the irreparable moral transgressions that their attitude toward life causes, they perhaps they would view themselves as the safe and sane ones view them, viz., as the most colossal and barefaced enemies to progress ever recorded in human events."

"The woman who neglects her daily duties because she is in quest of pleasure or the one who is of easy virtue so as to be attractive in dress, to rule and insult men, is the woman who is germinating immoral ideas and filling the minds of other men and women with ambitions hostile to the dignity of womanhood."

"A woman whose mind is bent solely on immoral and extravagant fashions is a perpetual menace to the religious and civic life of the community in which she resides, because such a woman is not adapting herself to the exigencies of her environment."

"To effect progress a woman must possess a thorough understanding of the moral norm. If there is not, she will be incapable of inspiring her heart and mind to aspirations that are essential for her personal preservation and the safeguard of those among whom she moves. Immodesty in woman's dress engenders lascivious and loathsome thoughts in the weak, and portrays her as nothing more nor less than a caricature of virtue commanding not the intellect, affections and will, but simply arousing the emotions and passions. The immodest and exaggerated fashions incite the destructible sentiment of reverence to God and all things decent."

"Woman in striving after fashion must remember that there is something more to human energy than mere satisfaction of passion for dress; since that alone will inevitably accomplish nothing but failure and disgrace."

"The fashion plate will not satisfy the cravings of the human soul because the soul of man must be nourished from the fountain of religion. The bar of public opinion will never exonerate the immodestly dressed woman on the grounds of excusable weakness if an individual life has been ruined thereby, because in our very day the general prevalence of immodest fashions has caused a black cloud of wrath to hover over the guilty ones who persist in insulting the delicate sensitiveness of modest men and women."

"Therefore, in order to offset the ill effects produced by the insane desire of insane women for insane attire, more gifted women should make a concerted effort by their attitude toward extravagance and immodest dress to effect a realization in the minds of the fashion artist that at least the American women are unsurpassable not only in bodily beauty but in beauty of soul."

"This they can do by a sane deliberation of what should be the constituent elements that go to make life worth living in the world of fashion."

"The subject for Friday night's lecture will be "Woman in the Educational Realm." The novena in honor of St. Rita will be held on Friday at 7:30 p.m., Saturday after 7 and 8 o'clock masses, and Sunday at 7:30 p.m. A tridium will open on Friday at 7:30 p.m., for all those who have not started this novena or who were late in starting the same; this will close on Sunday evening at 7:30 o'clock."

**LIECHTENSTEIN PERISHING**  
GENEVA, May 21. (Exclusive Cable to International News Service and London Daily Express)—It is reported from Buchs that the little independent principality of Liechtenstein is perishing economically, as no business is done in the hotels and the principal shops are closed. Nobody accepts Austrian kroner and only Swiss money is current. Emigration is increasing to an alarming degree, and sleeping sickness has appeared in the capital, where much misery prevails. Prince Edward of Liechtenstein has arrived at Bern in order to arrange an economic treaty with Switzerland in the hope of saving the principality from utter ruin.

**The Roving Marines**  
Certainly gave Memphis a real treat. Just try Samelson's great Big Tadema Cigars for a GOOD smoke! adv.

**Read News Scimitar Wants.**

**TOMORROW IS HOSIERY DAY**

AND WE OFFER 1,000 PAIRS WOMEN'S PURE SILK THREAD HOSE

In Black and White Only At the Special Price of—

**\$1.35**

A PAIR

These Hose are perfect in every detail. They are made with double heel and toe, wide garter top and seamed back. Positively \$2.00 values and we will sell only 6 pairs to a person.



Ship by Truck  
And smoke those good Julia Marlowe Cigars of Samelson's.

**Special SALE PRICES**

**One Year To Pay**

IS THE MAGNET THAT IS DRAWING THE BUYING PUBLIC TO THE GREATEST PRICE SAVING EVENT EVER HELD IN MEMPHIS. BE SURE AND ATTEND THIS WONDER SALE.

**McConnell's Retiring From Business Sale**

Less Than Present Factory Prices

**McCONNELL FURNITURE CO.**

200-202-204 S. MAIN ST. QIV. ORPHEUM THEATRE

Help Us Fight the Profiteers

Sunset Tints, good quality Writing Paper in buff, pink and blue, 1 quire cards and envelopes, 1 quire stationery and envelopes to the box, .98c

**B. Lowenstein & Bros**

20% DISCOUNT on any Writing Case in the stationery department; Saturday only.

Throughout the Store There Are Values For Saturday So Good, That Not to Share in Them, Is Truly a Waste of Opportunity—Come!

Tomorrow, the Last Day of GREAT ANNUAL

**BABY SALE**

To Those Interested in Babies, Who Visit Our Big Third Floor Baby Section Tomorrow, We Will Present

**FREE ON REQUEST**

A Copy of Our Illustrated Practical Handbook for Young Mothers

**"BABY'S HEALTH"**

It is a compilation from the latest and most authentic sources of valuable information on the Hygiene of the Child—things that every mother should know. Call and get your copy tomorrow.

All the wonderful values offered for the opening days of this sale will be continued tomorrow—and many new ones added. Garments, shoes and materials—in fact everything for the baby priced so far below present values that it will pay to buy now, and in quantities.

In Summer Days One Just Must Have

**Pretty Silk Skirts**

These Are Wonderful Values at—

**\$14.95**

Actual Values \$25 and \$30

Beautiful Silk Dressy Skirts in an array of new and desirable models, made of Fantasie, Dewist, Baronette Satin and other fashionable sport silks, in selections of new and fashionable colors, blue, gray, gold, green, rose, orchid, helle, white and tan.

Smart Summer Frocks Of Voile or Gingham

**\$6.95**

There is no denying the charm of these pretty Dresses, and at the price they are splendid values. Made of fine quality gingham in colorful plaids, and sheer voile in beautiful flowered effects. Many attractive models to choose from.



READY-TO-WEAR SECTION—LOWENSTEIN'S—THIRD FLOOR.

**1,000 Seasonable Rugs**

Saturday Special—

**\$2.00 Each**

No Value Less Than \$3.00—Others \$4.00, \$5.00 and \$6.00



- 27x54 Wool and Fiber Rugs, 20 rugs, value \$3.00
- 36x63 Wool and Fiber Rugs, 24 rugs, value \$4.00
- 27x54 fine Cotton and Grass Rugs, 20 rugs, value \$4.50
- 36x72 fine Cotton and Grass Rugs, 17 rugs, value \$6.00
- 36x63 Novelty Rugs, 300 rugs, value \$3.00

- 36x72 fine Imported Rag Rugs, 25 rugs, value \$6.00
  - 36x72 Domestic Rag Rugs, 15 rugs, value \$5.00
  - 36x72 fine Imported Reversible Grass Rugs, 300 rugs, value \$4.50
  - 27x54 fine Imported Reversible Grass Rugs, 250 rugs, value \$3.50
- Saturday only. We reserve the right to limit quantity of individual purchase.

LOWENSTEIN'S—FOURTH FLOOR.

**SATURDAY HOSIERY SPECIAL**

Children's ¾ length mercerized White Lisle Socks with turn-over cuff top, double reinforced heels and toes; sizes 7 to 9½; special. .45c

Women's Onyx mercerized Lisle Richelle Ribbed Hose with double garter top and extra double soles and high spliced heels; black, white and dark brown. .85c

Women's full fashioned pure thread White Silk Stockings with double lisle garter tops and extra double soles and high spliced heels; extra special. \$1.79

LOWENSTEIN'S—FIRST FLOOR.

**CORSETS AND GIRDLES**

Sport Models

\$6.50 Lowenstein custom made, \$5.50; smart new models in back lace with elastic top, models of brocade, prettily trimmed.

\$3.00 Girdles, unusual values, \$2.23; models with elastic sections and pink fabric; comfort-giving.

LOWENSTEIN'S—THIRD FLOOR.

**Special One-Day Sale of SEWING MACHINES**

We need space in our Sewing Machine Department for new machines that have just arrived, therefore, we will place on sale tomorrow such well-known makes as the—

Singer, White, New Home and Free. All Guaranteed.

**\$26.75**

Some are floor samples, some have been used and others are new.

No. mail, C. O. D. or phone orders filled at these prices.

Special Saturday OIL, Per Bottle 7c

Lowenstein's Sewing Machine Dept.



**MILLINERY SALON**



**BLACK TRANSPARENT HATS**

Up to \$18.50 Value

**\$7.50**

**NEWEST SPORT HATS**

Prices Ranging From \$2.95 to \$18.50

All the most desirable colors and models for fashionable sport wear.

LOWENSTEIN'S—SECOND FLOOR.

**Smaller Prices For Little Tots**

Colored Wash Frocks for little tots, all of the new, smart spring styles are represented. It is quite impossible to give complete description the assortment being so varied; styles for baby boys and girls—

- \$3.75 values for \$2.63
- \$5.00 values for \$3.73
- \$6.50 values for \$4.93
- \$7.95 values for \$6.33

Creeper and Rompers, many models in a great variety of styles; fabrics chambray, gingham, madras, poplin, white and colored; remarkable in beauty and value—

- \$1.50 values for \$1.23
- \$1.75 values for \$1.33
- \$1.99 values for \$1.43
- \$2.50 values for \$1.63



LOWENSTEIN'S—THIRD FLOOR.

**The Special Sale of French Kid Gloves Continues**

But this is your last chance to secure these \$4.00 values. The description is as follows—

Light weight French Kid Gloves, one-clasp with 4 rows embroidery, full P. K. sewn, in the wanted colors of white, beaver and brown; special price, a pair. . . . \$2.98

LOWENSTEIN'S—FIRST FLOOR.

**FOR MEN**

**\$1.95**

White Oxford Shirts, with buttoned down attached collar, soft cuffs and pearl buttons. If your size is here, buy your summer needs. All sizes, excepting 16½.

LOWENSTEIN'S—FIRST FLOOR.

**Suits to Add to Your Son's GOOD APPEARANCE**

\$18.50 Boys' Suits for—

**\$15.95**

**BOYS' BLACK HATS**

In Newest Styles

**\$2.35**

LOWENSTEIN'S—THIRD FLOOR.

