NAL FAIRS N TRAVELLING LESMEN'S WORK

Goods Association Plans Show Diverse Merchan-se Under One Roof.

Michael Friedsam, President Altman & Co., has accepted the Chairman of the General Ex- Committee to organize the al Merchandise Fair, an inne- in this country, to be held in t, either in New York or Chi- This announcement was made by Jesse I. Straus, President H. Macy & Co. and of the Na- Retail Dry Goods Association. his latter organization which ed the fair plan for the United

ted from the great fairs at and Nijni Novgored, the nual meeting planned for this will be a great economy and cy measure that will save hun- of thousands of dollars and as miles of travel now wasted in g wholesale buyers and sellers r, said Mr. Straus.

fairs will be held under one where all the drygoods manu- rs will exhibit samples, and h buyers from the great stores nufacturers will come. There, one place, the buyers will to place the orders which s salesmen formerly travelled gth and breadth of the country in.

milar fair will be held in Jan- nd February after the initial t in August.

Always So Much Better
ASTOR COFFEE
VAC-KEPT
ealed as it is in a perfect vacuum can it is a ositive delight.

PHENIX PRODUCT
u'll never know that , creamy cream cheese or until you've tasted cheese with "PHILA- LPHIA" Brand printed the package.

PHENIX
leans GOOD Cheese

DIAMONDS
EASY CREDIT TERMS

y your Dia- ds from INLAY, New k's largest elry Credit s. Use our r system onfidential, venient . A small payment s imme posses- Trans- ns strictly idential.

Solitaires from $25 to $1,000.

Every FINLAY Diamond is perfect in cut and of a beautiful ure, blue-white color. Send for our FREE Book of Gems. 98 pages filled with the most amazing values in Diamonds, Watches and Jewelry.

Ask for Copy No. W-500.
Store open evenings until 9 P. M.

Finlay
JEWELRY CO. INC.
560 BROADWAY, NEW YORK
Between 51st and 52d Sts.

uticura Soap
AND OINTMENT
Clear the Skin
Ointment, Talcum, 25c everywhere. Samples free of Cuticura Laboratories, Dept. X, Malden, Mass.

Easter Cards
In a full selection, harmingly decorated and expressing appropriate sentiments, are shown in Stationery Section—3 cts. to .75

HEARN
FOURTEENTH STREET *Founded 1821* WEST OF FIFTH AVE.

Girls' Trimmed Hats— *Were $4.94* **3.74**
Dress and tailored models—variety of colors.

20th Great Spring Sale

Fresh Assortments of Best Merchandise Featuring Personal and Household Needs for Every Member of the Family

Everybody Shops Here On Saturday

Spring Sale Specials
We reserve the privilege of limiting quantities

Tricolette Overblouses— *Were $4.94* **3.44**
Black, navy and Spring shades—tie-on and over-blouse models.

White Voile Blouses— *Were $2.94* **2.00**
Various styles collars — filet, Venise and Val. lace trimming.

Voile Blouses— *Were $5.65* **3.77**
White or colored dotted voile—filet and Irish lace trimmed.

Georgette Blouses— *Were $6.85* **4.66**
White or flesh—tuck in or tie styles.

Junior Misses' Sport Coats— *Were $17.25* **13.34**
Sizes 13 to 17

Junior Misses' Dresses— *Were $3.47* **1.93**
Gingham and chambray—12 to 16 years.

Girls' White Organdie Dresses *Were $1.94* **1.62**
Trimmed with lace and embroidery—sizes 6 to 14 years.

Girls' Suspender Skirts— *Were .94* ..... **.74**
Plaids and solid colors—8 to 14 years.

Girls' Serge Bloomers *Were $2.24* **1.67**
Size 12 to 20 years—navy and black.

Heavy Satin Petticoats— *Were $8.94 to $9.65* **6.74**
White and pink—with Georgette chiffon and lace.

Silk Petticoats— *Were $6.94* **5.65**
Radium taffeta, satin or Milanese.

Women's Crepe de Chine Chemises— *Were $2.97* **2.17**
Tailored and fancy models—new shades.

Untrimmed Hats— *Were $2.25 & $2.45* **1.50**
Assortment of desirable shapes and colors.

Untrimmed Straw Hats— *Were .95* ..... **.77**
New Spring shades and black.

Hat Trimmings— *Were .58* ..... **.42**
Flowers and fruit clusters. Free trimming service.

Women's Extra Size Skirts— *Were $5.97* **4.77**
Navy and black serge—sizes 33 to 40 waist.

Extra Size White Sateen Petticoats— *Were $2.24* **1.94**
Shadowproof—with tucked flounce.

Shadow Proof Sateen Petticoats *Were $2.28* **1.46**
Flesh and white—lace trimmed.

Women's Windsor Crepe Pajamas *Were $2.28* **1.42**
Two-piece model—flesh and orchid.

Women's Windsor Crepe Billiebirkes— *Were $2.28* **1.41**
Flesh and orchid—also stripes.

Crepe Night Gowns— *Were $1.68* **1.00**
Flesh.

Extra Size Silk Camisoles— *Were $1.97* **1.55**
Flesh, white, navy and black.

Women's Extra Size Muslin Gowns— *Were $1.97* **1.42**

START OF SEASON SALE

TODAY TOMORROW

504 Junior Misses' SILK FROCKS
(Sizes 12 to 17 years)
9.52
Reg. value $15.94

New youthful styles in plain colored crepe de chines and plain or changeable taffetas. All wanted Spring colors, including a few white.

START OF SEASON SALE

TODAY TOMORROW

13,920 PAIRS LONG SILK GLOVES
.73
Regular values $1.75

Fine quality Milanese silk in 12 and 16 button lengths. Paris point backs. Colors—mastic, mode, beaver, tan, brown, navy blue, black and white. Sizes 5½ to 8½.

Phonograph Records
.49
Double Faced—Can Be Used on Any Phonograph

Popular Hits Among Which Are:

1033 Granny You're My Mammy's Mammy / My Mammy Knows
1034 Tell Her at Twilight / All That I Need Is You
1035 White Miami Dreams / I'm Cuckoo Over You, Intro. Don't Leave Me Mammy
1036 St. Louis Blues—Medley / Beale Street Blues—Medley
1037 Good-bye Shanghai / Smilin'
1038 Gin, Gin, Ginny Shore / Those Days Are Over
1039 Wanna / Bow Wow Blues
1040 By The Old Ohio Shore / Wonderland of Dreams
1041 Delia / Dear Old Southland
1031 Molly O / Remember the Rose

Complete Assortment of Brunswick Records .75 to 2.00

Growing Girls' STRAP PUMPS
Knockabout Make
4.95
Patent leather pumps with medium low heels and two straps—gun metal, with broad toes, low heels and two straps—dark tan, with medium round toes and low heels—white nu-Buckskin, with broad and medium round toes—sizes 2½ to 7.

Two Day Sale of Women's and Misses' Apparel and Trimmed Hats Continued Tomorrow.

Marabou Capes
4.00
Were $5.97
Becoming Spring styles—give just the right extra warmth to your suit or dress should Easter prove a chilly day. Models in black and brown, with or without tails.

Chests of Silverware
Were $11.75 Set **6.45**
Set of twenty-six pieces in gray moire chest

Quadruple Plated Bread Trays and Compotes—reliable make—were $6.95 and $7.95 ..... 3.95
Sheffield Silver Plated Bread Trays—were $5.25 ..... 2.95; were $2.95 ..... 1.75
Silver Plated Candlesticks—10 inches high—Colonial style—were $3.25 each 1.75
Sterling Silver Individual Pepper and Salt Shakers—six in velvet lined case—were $4.95 ..... 3.25

JUNIOR BOYS'
Extra Trouser Suits
Special **7.44**
Gray and tan tweed middy suits, braided sailor collars and cuffs, handsome embroidered sleeve emblems, and double yoke back and front. Also Junior Norfolk models. Box plaited patch pockets—extra washable Eton collars.
4 to 10 Years.

MORNING SPECIALS
EVERYDAY *Friday Excepted* 9 A.M. to 1 P.M.
SATURDAYS 9 A.M. to 2 P.M. SO THAT BUSINESS WOMEN MAY SHARE IN THESE VALUES.

To prevent dealers buying, quantities restricted. No Mail or Telephone Orders.

47 ct. Vestees, Collar and Cuff Sets ..... .25
White and colored.
NECKWEAR—MAIN FLOOR.

58 ct. Imported Cut Glass Pepper and Salt Shakers, ea ..... .29
With glass tops. None sent.
SILVERWARE—MAIN FLOOR.

$3.74 Japanese Kimonos 2.50
Prettily embroidered Japanese sleeve and sash belt—rose, copen, light blue and lavender.
HOUSEDRESSES—SECOND FLOOR.

24 ct. Women's Novelty Handkerchiefs ..... Ea. .14
Dainty eyelet borders, embroidered corners—also colored sport prints.
HANDKERCHIEFS—MAIN FLOOR.

$1.18 Bungalow Aprons ..... .78
Chambray or percale—tab or sash model—braid or tie trim finish.
APRONS—SECOND FLOOR.

$4.97 Men's and Women's Gloria Umbrellas 3.50
Novelty handles.
UMBRELLAS—MAIN FLOOR.

$1.24 Babies' Yoke and Bishop Dresses ..... .74
White—lace and embroidery trimmed—6 to 2 years.
infants' dresses—second floor.

57 ct. Boys' White Cotton Union Suits ..... .43
High neck, short sleeves, athletic style, knee length.
KNIT UNDERWEAR—MAIN FLOOR.

24 ct. Boys' Black Cotton Hose ..... .14
Firm quality, extra and fine rib—sizes to 11.
HOSIERY—MAIN FLOOR.

$1.09 to $1.25 Men's Work Shirts ..... .94
Blue or gray chambray—striped—sizes 14 to 17.
MEN'S WEAR—MAIN FLOOR.

95 ct. Men's Spring Caps ..... .78
Tweed—blue and brown—all sizes.
MEN'S HATS—MAIN FLOOR.

$7.95 Men's Trousers 6.25
All-wool — worsteds, cassimeres and flannels—sizes 28 to 50.
MEN'S CLOTHING—MAIN FLOOR.

59 ct. Men's Athletic Shirts and Drawers ..... Ea. .42
Reis make—white checked material—sleeveless shirts—knee length drawers—all sizes.
MEN'S UNDERWEAR—MAIN FLOOR.

$1.22 Men's Muslin Nightshirts ..... .94
Long and roomy—trimmed and plain—all sizes 15 to 20 neck—band.
MEN'S FURNISHINGS—MAIN FLOOR.

$7.50 Men's Tweed Raincoats 2.80
Raglan shoulders—gray mixtures—sizes 40 to 46.
MEN'S CLOTHING—MAIN FLOOR.

Boys' Endicott-Johnson Shoes
Lace medium broad toe—all sizes in tan—some black—with rubber heels—
$3.00—sizes 11½ to 13½ 2.25
$3.50—sizes 1 to 6 ..... 2.65
SHOES—SECOND FLOOR.

Girls' Patent Leather Pumps
Broad toe—Latrap—Will wear—
$2.75—sizes 8½ to 11 ..... 1.95
$3.25—sizes 11½ to 2 ..... 2.35
SHOES—SECOND FLOOR.

$3.85 Growing Girls' Patent Leather Pumps 2.85
Narrow toes—flat heels—sizes 2½ to 7—wide widths.
SHOES—SECOND FLOOR.

$3.85 Growing Girls' and Women's Dark Tan Oxfords 2.85
Broad toe—flat heels—rubber tips—lifts—sizes 2½ to 7—wide widths.
SHOES—SECOND FLOOR.

$6.00 Women's Tan Calf Oxfords 3.95
Narrow toe—flat heels—welted soles—A, B, C widths only.
SHOES—SECOND FLOOR.

$22.50 and $24.50 Boys' Suits 19.85
All-wool cassimeres and cheviots—checks, stripes, herringbones, tan, gray, brown and heather mixtures—single and double breasted models—sizes 9 to 20 years.
BOYS' CLOTHING—THIRD FLOOR.

Spring Sale Specials
We reserve the privilege of limiting quantities

Silk Knit Bloomers— *We e $3.77* **2.75**
Flesh and colors—well reinforced—all sizes.

Women's Silk Hosiery— *Were $2.07* **1.62**
Black—full fashioned.

Women's Silk Hosiery— *Were $1.45* ..... **.85**
Black, brown—neck seam.

Women's Fine Cotton Union Suits— *Were .63 and .73* ..... **.50 & .60**
Regular sizes, .50—extra sizes, .60.

Women's Double Extra Size Union Suits— *Were .87* ..... **.61**
Low neck—sleeveless—loose or tight knee.

Women's Silk Hosiery— *Were $1.97* **1.52**
Black—all sizes—full fashioned.

Women's Fine Mercerized Hose— *Were .75* ..... **.58**
Assorted color clox on black and gray.

Women's Triple Extra Size Burson Lisle Hose *Were .75* ..... **.52**
Black and balbriggan—sizes to 10½.

Women's Double Extra Size Vests— *Were .37* ..... **.30**
Low neck—sleeveless—band top finish.

Women's Fine Cotton Underwear— *ere .67 and .73* ..... **.47 & .57**
Regular sizes, 47c; extra sizes, 57c.

Children's Knitted Waist Union Suits— *Were .87* ..... **.67**
Vest, waist and drawers combined.

Jersey Cloths— *Were $1.78* **1.27**
All wool—54 inch—Spring colors.

All-Wool Canton Crepes— *Were $1.98* **1.44**

Men's Wear Serges— *Were $1.97* **1.27**
Navy and black—all wool—54 inches wide.

Homespuns and Tweeds— *Were $1.68* **1.12**
56 inches wide—all wool.

Satin Striped Skirtings— *Were $2.97* **2.40**
Navy and black grounds—54 inches wide—all wool.

Eponges and Quaker Crepes— *Were $1.48* **1.15**
New Spring colors—38 and 42 inches wide—all wool.

Tricotines— *Were $3.28* **2.37**
54 inches wide.

35-Inch Satins— *Were $1.57* **1.09**
Light and dark colors.

40-Inch Charmeuses— *Were $1.95* **1.34**
Good assortment of colors.

39-Inch Crepe de Chines— *Were $1.45* **1.10**
Street and evening colors.

35-Inch Black Taffetas— *Were $1.57* **1.09**
Soft chiffon finish—good black.

Boys' Knickerbocker Trousers— *Were $1.95* **1.64**
All-wool cheviots, cassimeres and tweeds—sizes 5 to 17 years.

Boys' Shirts— *Were $1.21* ..... **.76**
Light and medium striped percales—sizes 14½ to 17 neck.

Week-End Special Saturday
Two One-Pound Boxes Candy, .74
Assorted chocolates of dependable brand.

See Page 14 for Other Hearn Advertising.