

How Fast the New Blouses Are Coming In!

Blouse Shop, First Floor.

And how fast they're going out again into lovely Albuquerque homes—and how womanhood is delighting in their exquisite beauty. Lacy, delicate, charming things, they remind one of fluttering butterflies. Come, see the newest.

MAIL ORDERS are promptly attended to and goods forwarded prepaid by parcels post, excepting in case of merchandise too large or too heavy.



Our New Address—308-310 W. Central Ave., Phone 84

Attractive Spring Hats

New, different, correct spring styles, suitable for immediate wear; several fresh arrivals last week make up a most attractive exhibit for our callers. Special attention is still given to carefully selected, snappy styles at \$7.50 to \$12.00. We also specialize strongly on second floor. See our handsome showing tomorrow.

New Embroideries and Laces

Our new Spring stock of Laces and Embroideries is lovelier than ever. Every new style is in stock.

Flouncings, 18, 27 and 45 inches wide, with bands to match, in white, cream, tan and all the new shades. These flouncings are of laces, crepes, voiles, etc.

A dozen lovely patterns, one prettier than the other.

Camisole Laces

A new shipment of dainty Shadow Laces, ready for tomorrow morning, priced at 35c, 50c, 75c and \$1.00 a yard.

A dozen lovely patterns, every one pretty—the kind of laces you'll want for camisoles to wear under the dainty blouses, and for flouncings on dancing frocks and underthings.

Rapid Arrival of New Spring Things Makes the Beautiful New Economist Store As Fresh as the First Spring Morning

Lovely Cottons Find Favor

First Floor Annex.

Only a decade or so since cotton fabrics were scorned by fastidious womenfolk, because they lacked grace and charm, but no longer is this true.

There is a soft, alluring daintiness about the new crepes and voiles, and a gentler quality about the ratines that women have long desired and only recently found.

Time was when 50c the yard was considered "high" for cotton goods; now \$5 is not unusual—and the difference in quality justifies the difference in price.

Visit tomorrow our splendid display of new imported and domestic cottons. You will find ratines with a queer slub yarn, midsurface ratines, cotton matisse, broadened linen ratine, stripes, checks, plaids, mixtures, many weaves new to the art of weavers—in all the season's beautiful colorings.

Crepes and voiles are so different from former seasons that only the name remains the same. You can appreciate their loveliness only by personal examination.

Rich, Beautiful Woolens

Main Floor.

With the supple grace of yesteryear silks, in all the radiance of spring colorings, weaves and patterns await your looking and your choosing.

From tiny black and white cubist checks to large skirting plaids, through all the range of checks, stripes, plaids and novelty cloths, in sweet-pea shades, greens, blues, tangos and other, with plain goods to match, they form an interesting array.

Not only are this season's suits fashioned of the soft, rich materials that drape gracefully, but separate skirts are in Dame Fashion's regard—and they, too, abound in folds and draperies easily obtainable with the new woolens.

A few of the newest:

Plain and checked ratines, plain and plaid serges and chevrons, silk and wool crepes, all-wool crepes, cascadeuse cloth, needle cloth, waffle cloth, poplins, bengalines, broadcloth, French serges, prunella cloth, wool taffeta, wool charmeuse and novelty suitings.

Lace Front Gossard Corsets in Tango Models Are Irresistible

Second Floor.

Because when the Gossard manufacturers determine to place a model on the market they go about it in a scientific way, using living models and working out the best ideas for the particular purpose the model is desired.

The new tango models are almost topless, long over the hips and very short in front, holding the figure in the most approved lines, giving support where needed and also giving the freedom necessary in the dance. The boning in front and over the hips is short and light—and, of course, all three models lace in front.

You can get a Gossard Corset at \$2.00, \$3.50 and up.

Silks That Inspire Visions

Main Floor.

Silken breadths strewn with unreal blossoms of vivid hue, printed or woven into the cloth, accentuate the charm of demure crepes; delicate sweet-pea shades hobnob with the fascinating tango; dainty wild flowers and posies from old-fashioned gardens are rivals of gay futurist fancies for milady's favor.

Some of the new weaves: Chiffon taffeta, crepe de chine, crepe raye, Canton crepe, cascadeuse silk, crepe Egyptian, Mandarin crepe, charmeuse, crepe meteor, crepe radium, satins, bengaline, messaline, pean de soie, pongee, tub silks, Jap silk, poplin, foulards, printed and brocaded weaves of all kinds.

New Spring Coats for Children and Juniors Are Chic

Our new line of Spring Coats for Children is pretty and girlish. There are so many new ideas in new things that you must come and see them. Made of the newest materials for street and dress wear. Price range \$3.50, \$5.00 and up.

It's Spring, Indeed, in Our Women's Suit Department

First, and most important, the lines of our new suits, the lines of our new coats, frocks and blouses are absolutely correct. It makes no difference whether you pay \$5.00 for your hat and \$25.00 for your suit, or pay more, you will get these same much sought for lines that give you the exactly right new Spring look.

The waist line in coats and suits shows a tendency to be somewhat longer. Puffed, ruffled, tuniced, never have suits, dresses and coats been so simultaneously quaint and up-to-date. Some of our most stylish suits are priced at \$22.50 and \$25.00. Lovely one-piece afternoon and evening frocks at \$25.00 and \$35.00. Coats at \$10.00 up, and lovely new blouses, both high and low neck, long and short-sleeved, at \$2.95 to \$6.95.

We are especially prepared to meet the requirements of small women, stout women and older women.

Old Palace to view what great things have been accomplished, or rather, what a tremendous revolution has been wrought in so brief a period in Santa Fe's rural school.

MEMORIES OF TROY.

Later in the month will come the lecture on the "Buried Cities of Asia Minor," by Professor D. M. Robinson of Johns Hopkins University. The lecture will be on the evening of March 27. The ladies' auxiliary will give a reception to Professor Robinson after the lecture. The archaeological study class plans to entertain him at dinner. A trip to the ruins of Troy is planned and Professor Robinson is to be given a taste of provincial Santa Fe hospitality during his stay of three days.

HUNT FOR A MAYOR.

But not only art, literature and archaeology occupied the thoughts of Santa Fe during the week. There was politics. The Chamber of Commerce stated it by appointing a committee to name a slate for a citizens' ticket for the municipal election. The committee fixed a slate all right, all right, but the storm that raged when the personnel was announced caused the committee to call a special meeting of the Chamber of Commerce and there to throw up its hands in despair. The chairman then named a committee of three and that committee of three named a committee of nine and that committee named a committee of eighteen, carefully giving each party exactly as many members as any other party and also seeking to maintain all sorts of other equilibrium. It is proposed that this committee of eighteen circulate a round robin calling a mass meeting, each signer pledging himself to support whatever ticket may be named at such a mass meeting, even though his dearest enemy heads the ticket.

THE FREEMAN CASTING WITH UNPUNISHED.

The vote that shakes the turrets of the land—or the Old Palace.

MASONIC REUNION.

Then there were the Masonic dinners. Somehow, the Lenten shadow subdued the usual social festivities

that always accompany the Scottish Rite reunion. It is true, the ladies of the Eastern Star served a recherche luncheon each noon to hungry candidates and hungered degree teams.

Lamb on Monday, pork on Tuesday and turkey on Ash Wednesday, which is giving tradition some jolt. On Ash Wednesday evening there was a dance in honor of the visitors, but a combination of untoward influences reduced the attendance. In the first place, the managing board of the Scottish Rite cathedral, by the narrow margin of one majority, had forbidden dancing. Ash Wednesday kept away the Episcopalians. "The Girl in the Taxi" at the Elks theater lured on others. The dance was limited to Masons and their ladies. Then there were four cottage prayer meetings in the city and a few other side diversions. Nevertheless, the dance proved very enjoyable and the dancers included the most select of the select. McCrimmon's orchestra furnished the music.

LESSON IN BOOSTING.

Luna county is to have an inning in the Old Palace during Lent. Seventy-five perfectly beautiful colored slides from photographs furnished by Commissioner Sam T. Clark, have arrived for the San Diego exposition and are to be given a tryout one of these evenings on which other counties will be taught how to boost.

IN HONOR OF SANTA FEANS.

Roswell is still entertaining Santa Feans. The ropes and their federal court retinue have scattered, but Adjutant General Harry T. Herring and bride as well as Lieutenant Tom were guests of honor. Mr. and Mrs. Frank Dwyer were the first to start the honors by entertaining the lieutenant general and his bride at dinner. Before leaving Roswell, Mrs. Pope was the host of the Shakespeare club of which she formerly was a member. Judge and Mrs. Pope with United States Marshal A. H. Hudspeth, Miss Callie Hull and Miss Jane Carson left Roswell in the Pope car for El Paso where Mrs. Pope and Miss Hull were guests of a relative. Customs Collector Zack Cobb, Miss Carson went to visit her aunt, Mrs. Loughborough, and Judge Pope and United States

Marshal Hudspeth sped on to Las Cruces to hold court. District Clerk and Mrs. Harry Lee, who have been the guests of Melville H. Summers and Mr. and Mrs. Earl Iden, who had been the guests of Captain and Mrs. W. C. Reid, left in the Lee car for Las Cruces.

CARD CLUBS.

The Auction Bridge club enjoyed the hospitality of Mrs. F. T. Blandy on Monday afternoon. Mrs. Hayden carried off the prize and it wasn't the first time either. The guests were: Mrs. N. E. Lough, Mrs. Carl H. Lough, Mrs. Frank W. Parker and Mrs. M. A. Otero. The Los Verdes club was the guest on Shrove Tuesday of Mrs. Gilmour at the home of Mrs. Yonts on Buena Vista heights.

GAY OLD TIMERS.

Mrs. Jacob Weltner had a social afternoon for old timers on Monday in honor of Mrs. James T. Newhall of Albuquerque. One need not be old to be an old timer in New Mexico and the gathering was not at all the solemn kind of an occasion one is apt to imagine as the inevitable concomitant of old time reminiscences.

CHILDREN'S PARTIES.

Catherine, the seven-year-old daughter of Mrs. Vera Rathburn, entertained her little friends most delightfully at a birthday party at the home of her grandmother, Mrs. Mary Chapman, Games such as delight the heart of a child, a birthday cake with candles and lots of all kinds of fun characterized the joyful occasion. The guests were: Marion Duckweiler, Alice Brown, Alice Anne Burrows, Sue Carson, Virginia Speake, Phyllis McBride, Catherine Zook, Martha McNitt, Caroline Asplund, Arnel White, Virginia Morley, Frances Wilson, Sarah Parsons, Frances Andrews, Adeline Lennas, Doris Barker and Ida Pearl Barker.

Just as delightful an anniversary celebration was that of eight-year-old Arnel White, daughter of Superintendent and Mrs. Alvan N. White, who on Wednesday afternoon entertained thirty-five young folks, who helped her remember her birthday. The birthday cake was large enough to go around and the refreshments that went with it were such as make children ask for another helping. Delightful games and frolics made the afternoon pass but too quickly.

Another children's party this week was given Friday afternoon by Mrs. L. O. Moore to celebrate the eighth birthday anniversary of her son Edward. Eighteen boys and girls enjoyed the games and their federal court retinue have scattered, but Adjutant General Harry T. Herring and bride as well as Lieutenant Tom were guests of honor. Mr. and Mrs. Frank Dwyer were the first to start the honors by entertaining the lieutenant general and his bride at dinner. Before leaving Roswell, Mrs. Pope was the host of the Shakespeare club of which she formerly was a member. Judge and Mrs. Pope with United States Marshal A. H. Hudspeth, Miss Callie Hull and Miss Jane Carson left Roswell in the Pope car for El Paso where Mrs. Pope and Miss Hull were guests of a relative. Customs Collector Zack Cobb, Miss Carson went to visit her aunt, Mrs. Loughborough, and Judge Pope and United States

The thirteen club was entertained yesterday by Mrs. Carl H. Lough. The club will not suspend its sessions during Lent like the Monday Auction and Los Verdes club.

The art department of the Women's club meets on Monday afternoon with Miss Mandersfield. The child welfare department on Friday afternoon elected Mrs. Hayward president. Miss F. W. Conrad, first director, and Mrs. J. W. Mayes, second director.

The fifteen club on Friday afternoon was the guest of Mrs. March with Mrs. Laughlin presiding. Mrs. Palen read a paper on Modern Edu-

The World Smiles On.

Yesterday my kitty died. Yet this morning by the side of our house a songbird came. And it warbled just the same As it did before my loss; And the bushes just across From the barn sang when the breeze struck their twigs; and all the three acted just as glad and gay As they used to every day. "For my kitty died! The sun shined with brightness. Never one seemed to know how much I cried. 'Cause my pretty kitty died."

How can all the world smile on When my precious one has gone? How can joy and happiness Still exist while my distress Seems to flood this great big earth? Can't they understand the worth Of my loss? Or can't they know Of the dreadful, awful blow That has fallen on my heart? Why, I thought myself a part Of the world; thought when I sighed I would find that all had cried. Yet the sun shines just the same As before my sorrow came! —A WALTER UTTING.

national ideals and Mrs. J. T. Newhall of Albuquerque, presented a reading on Education, Current Events and Quotations formed the remainder of the program.

On Tuesday afternoon Mrs. Schumann will entertain at her beautiful home on Lincoln avenue. Chester C. Walker and Miss Sella May Gray were married on Friday by Rev. B. Z. McCullough of the Presbyterian church. The ring ceremony was used. Mrs. McCullough attended the bride and John W. Mayes was best man.

ENTERTAINED AT LAS CRUCES.

Mrs. Roberts, Mrs. Hanna and Mrs. Parker, who accompanied their husbands, the judges of the state supreme court to Las Cruces, in automobiles and Miss Dristwe, were entertained at Las Cruces by Mrs. R. L. Young, Mrs. H. B. Holt and Mrs. E. C. Wade Sr., yesterday afternoon. Mrs. W. H. Pope and sister, Miss Callie Hull, Mrs. Harry E. Lee and Mrs. Earl C. Iden, were also guests at the luncheon in honor of the visitors.

A MERRY AFTERNOON.

Yesterday afternoon Mrs. Charles A. Haynes was hostess to Santa Fe's old timers in honor of Mrs. James T. Newhall of Albuquerque. Mrs. Haynes and Mrs. Newhall were neighbors for years. A right merry time had been provided for by the hostess.

Bishop Frederick R. Howden will occupy the pulpit today in the Church of the Good Shepherd at Silver City. On March 15 he will preach at Roswell.

"Before man made us citizens, great Nature made us men,"—James Russell Lowell. When the Chamber of Commerce committee to select a citizens' ticket met on Friday afternoon, George Kinwell, a former Methodist deacon, lifted his eyes heavenward and said: "For whom is he praying?" ex-Governor Otero whispered:—"For the committee!" "No, he has just taken a look at

the committee and is praying for the city," Arthur Sellman replied. "Every one is a God made him, and oftentimes a great deal worse!"—Cervantes.

Captain Charles M. de Bremond was host at a military dinner complimentary to Adjutant General Herring and other military visitors in Roswell this week. The George Washington military ball at the Roswell armory was also in honor of the visitors. Mrs. Herring were at the dance a handsome gown of American Beauty velvet with silver beaded net trimmings.

Bert G. Phillips, the famous artist, yesterday afternoon exhibited in his studio at face the mural decorations for the Polk county court house at Des Moines, Iowa, which he had been commissioned to paint, and which are another triumph for New Mexican art.

Mrs. E. C. Abbott was hostess yesterday afternoon to the Saturday Night club.

Where to Worship To-Day

UNIVERSITY VESPERS.

Prelude, Hymn, Invocation, Anthem—"No Shadows Yonder"—Gaul, Vesper choir. Responsive reading, Chant—"Lord's Prayer"—Choir, Offertory, Offertory solo. Address—"How Error Comes"—Rev. Herman P. Williams. Hymn, Benediction, Postlude.

FIRST PRESBYTERIAN CHURCH.

Silver and Fifth. Hugh A. Cooper, Pastor; Chauncey A. Foreman, Associate Pastor. Bible school, 9:45. The adult Bible classes meet at 10 o'clock. Morning worship, 11. Sermon by associate pastor. Evening worship, 7:45. The associate pastor begins a series of sermons on the practical problems of life. The topic tonight is "Am I a Creature of Circumstances?" Musical program.

MORNING.

Prelude, Wagner, Anthem, selected. Postlude, "Benediction" Dunham. EVENING. Prelude, "Serenade" Fierro, Anthem, selected. Director, Charles J. Andrews; organist, Miss Beryl Kenworthy. The C. E. society meets at 6:45.

FIRST BAPTIST CHURCH.

Broadway and Lead Avenue. P. W. Longfellow, Ph. D., Pastor. Preaching at 11 a. m. and 7:30 p. m. by Dr. E. B. Atwood, state secretary and superintendent of Baptist missions. On Sunday morning the church will begin a revival campaign. Dr. Atwood doing the preaching. There will be preaching at the regular hours on Sunday and every night during the week except Saturday night. There will also be meetings every afternoon except on Saturdays. The afternoon meetings will be led by Dr. Atwood, and will begin at 2:30. The pastor

most kindly urges all members of the church to be present as much as possible. Other Christians also and the general public are most cordially invited.

Bible school at 9:45 a. m. C. M. Drake, superintendent; James A. Hammond, assistant. Present last Sunday, 179. Please be present in time to take part in the verse finding contest. Young People's service at 6:30 p. m. Devotional meeting, "The Great Bequest." Miss Louise Wilkinson will be the leader.

Mrs. William Perkins will sing at the morning service.

CENTRAL AVENUE METHODIST CHURCH.

Corner Central and Arno. Samuel E. Allison, Pastor. Miss Mary Hanson, deaconess. Mrs. J. G. Schwenker, choir leader. Miss Aline Bixler, organist. Sunday school at 9:45 a. m. Preaching services at 11 a. m. and 7:30 p. m. The morning sermon will be the seventh of a series of sermons on the Lord's prayer. Tune for the evening hour, "The Man Who Lived the Simple Life."

Morning musical program: Voluntary, Pastorale, by Lerman. Anthem, "Lead Thou Me on," by Eubank. Solo by Mr. Thomas A. Christian. "The Lord's Prayer," T. Austinball. Hymn No. 349. Communion hymn No. 142. Evening musical program: Hymn No. 49. Solo, "Father of Mercies," Mrs. Schwenker. Hymn No. 91. Junior Missionary society, 3 p. m. Devotional meeting of the Senior Epworth league at 6:30 p. m. Regular business meeting of the Women's Missionary society at the pastor's study, 3 p. m. Wednesday evening prayer service at 7:45.

Teachers' training class at 7:15. We have secured the services of Mr. Thomas A. Christian for our morning services. Mr. Christian needs no introduction to an Albuquerque audience. Those who have heard him have been more than pleased, with the quality of his very fine baritone voice. He has sung in some of the largest cathedrals in the east. You are invited to all the above services.

GOLD AND BROADWAY CHURCH OF CHRIST.

Herman P. Williams, Minister. 122 South Broadway. Bible classes at 9:45 a. m. Lesson, Matthew 22. Sermon at 11 a. m. "Following Christ: Its Foes and Its Fruits." Evening sermon at 7:30. "The Father's Face: Here and Hereafter." Christian Endeavor at 6:30 p. m. Chapter study for the Sunday lesson, Wednesday, 7 p. m. Ladies' Aid society, Friday, 2:30 p. m., with Mrs. W. H. Slevert, 200 S. Broadway.

FIRST METHODIST EPISCOPAL CHURCH.

Corner Lead and South Third. Charles Oscar Beckman, Pastor. Edith Corby, deaconess; D. A. Porterfield, superintendent of the Sunday school; Mrs. H. J. Tompkins, president of the Epworth league; Miss Jennie Trout, choir director. The 11 a. m. service will be a commemorative of the Lord's Supper. In the evening worship at 7:30, the Rev. H. A. Bassett, D. D., a missionary to

Mexico, stationed in our church at Santa Fe, will be the speaker. Theological school in Pueblo, Mexico, will speak on "Mexico, Its History, Traditions and Religion."

The special music will be a solo in the morning worship by Mr. John D. Falkenberg, entitled, "On Calvary's Brow." In the evening service an anthem by the choir, "The Sunset Hour," Wilson.

CONGREGATIONAL CHURCH.

Corner Coal and Broadway. Rev. Archie Toothaker, Pastor; Stanley Selzer, Organist. Sunday school at 9:45 a. m. H. S. Lithgow, superintendent. Ray Reed, president Y. P. S. C. E. Stanley Selzer, organist. 11 a. m. divine worship. The sermon will be the third in a series on vital themes. Subject, "Carrying Out the Great Commission." Communion service and reception of members following the sermon. Young people's meeting, 6:30 p. m. Miss Ethel McCauley, leader. Gospel service, 7:30 p. m. Sermon subject, "Who is the Greatest Sinner?"

Following is the musical program: MORNING. Organ prelude, "Ave Maria d'Arca-dit," Luzzi. Anthem, "My Faith Looks Up to Thee," Dudley Buck. Solo, "The Lord is My Shepherd," Liddle. Mrs. R. M. Barton. Postlude, "Alma Fuga," Lemaigre.

EVENING.

Organ prelude, "Prelude in C," Hollins. Solo, "The Good Shepherd," Adams, John G. Gould. Offertory, "Melodie," Paderewski. Solo, "Just for Today," Abbott. Thomas A. Christian.

ST. JOHN'S EPISCOPAL CHURCH.

Co. Fourth and W. Silver Ave. Archdeacon W. E. Warren, Rector. Residence No. 1309 W. Teller Ave. First Sunday in Lent. Holy communion, 7 a. m. Sunday school, 9:45 a. m. Morning service, 11:00 a. m. Evening service, 7:30 p. m. Full choir of voices. Full choral song.

MT. OLIVE BAPTIST CHURCH.

Fifth St. and Lead Ave. Rev. A. Richard, Pastor. There will be preaching by Rev. Wm. Beckham, D. D., field secretary national United convention at 11 a. m., 2:30 p. m. and 7:30 p. m. Sunday school at 9:30 a. m. H. Y. P. U. at 6:30 p. m. Anthem, song by the choir, and solo.

Sunday school at 9:45 a. m. Epworth League devotional service at 6:30 p. m.

IMMACULATE CONCEPTION CHURCH.

Rodality mass at 7 a. m. Second mass, 8:30 a. m. High mass and sermon, 10:00. Evening services, 7:30.

CHRISTIAN SCIENCE SOCIETY.

Christian Science services are held in the Woman's Club building at the corner of Seventh street and Gold avenue, every Sunday morning at 11 o'clock. Wednesday evening services are at 8 o'clock. The public is cordially invited to attend these services. Sunday school at 10 o'clock.

SOAP ON HAIR CAUSES DANDRUFF, SCALP GETS DRY, HAIR FALLS OUT

Girls! Get a 25 Cent Bottle and Try a "Danderine Hair Cleanse."

After washing your hair with soap always apply a little Danderine to the scalp to invigorate the hair and prevent dandruff. Better still, use soap as sparingly as possible, and instead have a "Danderine Hair Cleanse." Just massage a cloth with Danderine and draw it carefully through your hair, taking one strand at a time. This will remove dust, dirt and excessive oil. In a few moments you will be amazed, your hair will not only be clean, but

it will be wavy, fluffy and abundant, and possess an incomparable softness and lustre. Besides cleansing and beautifying the hair, one application of Danderine dissolves every particle of dandruff; stimulates the scalp, stopping itching and falling hair. Danderine is to the hair what fresh showers of rain and sunshine are to vegetation. It feeds the hair, invigorates and strengthens them. Its exhilarating and hair-producing properties cause the hair to grow long, strong and beautiful. Men! Ladies! You can surely have lots of charming hair. Get a 25 cent bottle of Kneeland's Danderine from any drug store or toilet counter and try it.