



We're Here With the Goods! Direct From New York!



All other Sales pale into insignificance before this incomparable array of High Class Goods featuring the newest and most advanced Styles for Spring, 1915. Come, and see the first showings now.

AMERICAN BLOUSES.



American Shirt Waists.

There is an irresistible charm about these, such dainty makes, in fine White Pique, Linen, Ratine, Lawn and Voile, low necks and new style low collars; some hemstitched and trimmed with pearl buttons. Special Prices at
80c., \$1.00, 1.25, 1.80 & 2.00

American Blouses.

The latest New York effects in Blouses; more handsomely made than ever, that's why we specialize here. Made of fine White Voile with silk embroidered fronts, etc., turned down collar, others in pretty high neck effects; sleeves with lace and insertion trimmings; never shown here before. Special Prices
80c., \$1.00, 1.25, 1.80, & 2.00

THE NEW SILK BLOUSE.

Known in New York as the "Pussy Willow" Silks. Beautiful style creations are to be seen here, plain and fancy spot silks, new style turned down collar, silk worked fronts; other styles in Crepe de Chine, White, Black and Colored to decide from. Special During Annual Sale
\$3.42

"Acorn" Girdle Foundation.

These are truly helpful if you are making the new style broad belt; made of stiff White Muslin, and band 5 inches wide; ridiculously cheap. Annual Sale Price... **12c**

OVERALLS! 99c

Something New. These come in fancy stripes and checks, generously cut; a large Overall with separate skirt underneath and cap to match. Although just in, we make a special reduction to introduce them. Annual Sale Price... **99c**

Bead Necklets.

Beaded Necklets are all the rage just now. We have just opened a lot amongst our new goods, large, medium and small in Amber, beautifully clouded, oval shape; and others in Black, assorted shapes. Special Annual Sale Price... **32c**

Sample BLOUSES.

Something very dainty in pretty Coloured Silks, showing low neck and three-quarter sleeves, some with lace ruffle in front, others with plain silk trimmings. In colors of Cerise, Heli, Tan, Purple, Green, Saxe, Pink, Black, White and Oriental; a few others in Cream Challies with colored bow; very effective. Reg. \$2.50. Annual Sale Price... **1.89**

Children's Night Rompers. JOB

Mostly White Flannelette, fitted with feet; an ideal garment for present wear; assorted sizes, for boys and girls. Special During Annual Sale... **28c**

Children's "Easy" Waists.

A full range of sizes, to fit children from 2 to 8 years; bodies reinforced with tape, and buttons for attaching suspenders. Special Annual Sale Price... **12c**

Misses' Dressing Gowns.

Values to \$4.00 for \$1.98. These are in heavy Stockingette with girdle, and heavy turned down collar; 2 pockets; shades of Pink, Grey, Navy, Sky, Tan and Red; sizes to fit from 6 to 14 years. Regular \$4.00. Annual Sale Price... **1.98**

American House DRESSES.

One of the snags secured by our American buyer recently: 30 doz. of smart Gingham Dresses in stripes and checks, low neck style and long sleeves, in Heli and White, Pink and White, Blue and White, Tan and White, Black and White. Prices to pick from
90c., \$1.00 \$1.20, \$1.30, \$1.50 up.

Ladies' Silk & Silk Etoile DRESSES.

Values to \$22. Special \$10. You have seen these pretty Dresses in our Showroom, and noticed the exclusive styles and handsome shades of Reseda, Sky, Saxe, Navy, Tan, Grey, Royal, Copenhagen Blue, etc., high and low neck styles and values up to \$22.00. Special during Annual Sale... **\$10.00**



American Door Mats.

10 doz. of pretty little Door Mats, showing a lot of handsome plain shades in heavy Velvet Pile, others in bright Tapestry patterns, fringed ends and bound in leatherette at the sides, suitable for drawing room or bedroom. Special During Annual Sale,
38c.

Hydrogen Peroxide.

We have two sizes now, 4 oz. and 16 oz. Every house should have a bottle of this to hand, invaluable in its many uses. Special,
4 oz. size... **10c.**
16 oz. size... **22c.**

The "Cherub" Crib Blankets, 19c.

Made of finest American Cotton, thoroughly well fleeced, Cream ground, Pink or Pale Blue striped border, worked ends, each measuring 30 x 40. Special During Annual Sale, each... **19c**

The "New Idea" TOASTER.

Toasts four slices at one time. Indispensable for use in the mornings. No holding with the hand, simply lift off the damper and place the toaster over the hole and you have four slices of nicely browned toast in a few minutes. Special... **15c**

Men's Gloves.

A serviceable heavy grade Kid Glove, in nice tan shades; good value at 90 cents. Annual Sale... **72c**

BRASSIERES.

6 dozen of these, made of finest American Cotton, trimmed with wide embroidery across back and front, and edging of embroidery; size from 34 to 42 inches. Reg. 85c. Annual Sale Price... **69c**

JOB TOWELING.

GLASS TOWELING. 250 yards of this, crimson striped, extra, fine grade. You haven't bought it at this price before. Get your year's supply now, the quantity is not over large. Special During Annual Sale, per yard... **8c**

JOB ROLLER TOWELING, 5c. per yard. 330 yards of soft finish Roller Toweling, White with Crimson border, suitable either for dish cloths or rollers. Get your supply now at this ridiculous low price for Annual Sale, per yard... **5c**

JUST IN TIME For THE CHILDREN'S CARNIVAL.

COWBOY SUITS.

Boys! These are the same as you see at the Nickel. Complete make-up suit—Hat, Pistol, Holster, Lasso and Scarf. Suit made of fine American Drill, Tan color. Special Dur... **\$1.58**

INDIAN SUITS

Another smart get-up, "Pawnee" Indian Suits for boys, fine American Laced with crimson and headwear of feathers, with tail of same behind. Made to fit comfortably. We have two makes in these. Specially Priced for Carnival,
78c. & \$1.58.

New York MILLINERY HATS for Spring, 1915.



The brightest, the smartest and the snappiest line yet. Our window gives you a faint idea of the attractiveness of the various styles. You will find a hat here to suit every individual taste. Many of these Hats are worth double the price we have marked them. Special... **1.79**



LADIES' BOOTS, \$1.92

90 pairs of smart cut American Laced and Buttoned Boots, half sizes to pick from. Made from good grade Dongola. Special for this lot only During Annual Sale,
\$1.92.



BOYS' AMERICAN Felt Hats.

These are smart and becoming, superior grade felt, nicely shaped broad band on each; pretty shades of Crimson, Navy, Brown & Grey. Special During Annual Sale... **39c**

JOB Line of LADIES' STREET SHOES.

VALUES TO \$2.80 PAIR FOR \$1.49. Yes, these are a mixed lot of odd lines. Sizes are pretty well represented. Your choice of Dongola, Patent Leather and others in pretty Tan shade. Reg. up to \$2.80. Annual Sale Price... **1.49**

The God at Essen.

(London Chronicle). "The Holy Spirit has descended upon me. As the German Emperor I am the instrument of the Most Holy. I am the sword and the rod. Woe and death be unto those who resist my will and who do not believe in my mission. Woe and death unto all cowards and deserters. The German God demands their destruction."—The Kaiser to his Army in East Prussia.

Of all of the gods that man ordains (in man's image made) Which one is the Lord of Hosts who sendeth invincible aid, Who lendeth the ear not in vain, when his suppliant millions have prayed But he grindeth the face of the foe and breaketh his bones with the rod? Who but the "German God?"

II. And who is that god's right arm—say who is his rod and his sword, Who chanteth his psalm, and forgoeth ahead with his miscreant horde? I answer you, "He that hath made him—even the Lord of his Lord; And he giveth his helm to his doer—his smile, his imperial nod— Lo, you, the "German God!"

III. And where is the seat of that god—of the Lord of the lordliest host? At Essen, at Essen he dwelleth and launcheth his insolent boast. And raineth unmeasured destruction on peoples of inland or coast. Iron and Blood is his watchword on ways foreordained to be trod— Lo, you the "German God!"

IV. At Essen, at Essen the Cyclos hath tolled while an age hath gone by (Europe, ye caught not the glance of that subtle malevolent eye?); And the creatures he fashioned have swarmed through the earth and the sky; He hath winged them with terror through heaven, on earth with the thunder hath shod— Lo, you, the "German God!"

V. Yet, there are other gods. . . . And what if their hosts with innumerable feet, Moving from East and from West shall march on that deity's seat? The glint of his steel they will darken, his sword to a ploughshare will beat, And over his vaults of destruction will draw a green mantle of sod! Then, what of the "German God?" —EDITH M. THOMAS.

New York, 1914.

Limit to Germany's Millions.

Westminster Gazette.—We do not wish anyone to underestimate the difficulties which lie in front of the Allies, but, if we look over the whole field, we may draw much encouragement from those which must confront the enemy, who has now nearly a thousand miles of trenches to man, and is faced with the imminent possibility of large increases in the numbers opposed to him, and very complicated questions in at least one of the countries which make up this coalition. We deeply mistrust all calculations which assume that is possible for Germany or any of the belligerent nations to bring into the field all the men of military age enumerated in the census of the population. Even at the last pinch millions must be left behind to supply the armies, provide munitions of war, and keep the civil population clothed and fed.

ADVICE TO GERMAN AMERICANS.

(New York World). Representative Bartholdt and his associates are doing Germany no good, and they are doing themselves much harm, by their pernicious pro-German propaganda.

When they threaten to carry Germany's case to the polls and make the German cause an issue in American politics, they are playing with dynamite. The American people will not tolerate such a campaign of alienism, and the chief sufferers will be the so-called German-Americans who plot it.

Germany is the only country engaged in this war which has officially undertaken to manipulate American opinion. It is the only belligerent which maintains a lobby in the United States to incite public sentiment against other belligerents which we are friendly. The only foreign element in this country which is assailing the President of the United States and seeking to bulldoze the Government of the United States is the German element, and that sort of thing can be easily overdone.

When the representatives of German-American societies publicly pledge themselves in effect to oppose all candidates for office who will not sacrifice American interests to German interests, they are straining American patience to the breaking point.

Long after this war is over Mr. Bartholdt and his associates will have to live in this country. Few of them will voluntarily return to Germany to help pay the cost of the conflict. Their real interests are all in the United States, and the sooner they reconcile themselves to being Americans the better.

This country once had an alien law on its statute books. It might be very reluctant to enact a similar statute, but every day such German-Americans as Richard Bartholdt are breaking down this reluctance.

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... Newfoundland.
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... 10 and 30 lb. Tubs.
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... Canadian, Dutch.
... CUSTARD POWDER.
... Bird's, in packets.
... Morton's, in 3/4 & 3/8 lb. tins.
... Heinz India Relish.
... Pan Yan Pickles.
... Tomato Chutney.
... Curry Powder.
... China Ginger.
... LAZENBY'S PICKLES.
... By Stephano:
... California Navel Oranges.
... Table Apples, Lemons.
... California Pears, Celery.
... Grape Fruit, Bananas.
... Cranberries.
... FRESH EGGS.
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... CHAMOIS
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... In perfect condition, the best
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... nickel; one should be in every
... home, they wear everlastingly.
... Special During Annual Sale, ea.
... 5c. and 15c.
... MADRAS
... MUSLINS.
... 36 inches wide, per yard, 24c.
... 6 pieces, Cream ground, nicely
... figured and showing dainty floral
... designs, sparsely colored;
... makes very handsome curtains,
... washes perfectly. Good value at
... 30c. per yard. Annual
... Sale Price... 24c
... King of Tailors.