HUTZLER BROTHERS COMPANY

The Display of New Costumes for Spring Includes Every Fashion-Favored Garment

Tailored & Demi-Tailored Suits, Two & Three-Piece Silk Costumes, Linen Suits, Linen, Eponge & Lingerie Dresses, Motor & Rain Coats

THESE are the foremost examples of new outerwear for women, misses and junior girls and depict every model of fashionable importance for Spring. In Hutzler selections, you will find only the best in every detail of designing, materials and making. Our assortments are unusually large and comprehensive, and your early visit is invited.

Women's, Misses' & Junior Girls' Tailored & Demi-Tailored Suits, $18 to $85.

Brocade, Eolienne & Silk Brocade Two- & Three-Piece Costumes, $75 to $150.

Eolienne, Crepe de Chine, Charmeuse & Figured Crepe Afternoon & Street Dresses, $18 to $65.

Women's & Misses' Eponge, Bordered & Zigzag Linen Suits, $15 to $60.

Chiffon, Charmeuse & Crepe de Chine Evening Gowns, $30 to $95.

Women's & Misses' Motor & Traveling Coats, $15 to $65.

Single & Double-Texture Rubberized & Rainproof Cloth Coats, $7.50 to $35.

Lingerie, Eponge, Linen & Voile Dresses, $10 to $85.

WOMEN'S & MISSES' FINE EVENING WRAPS at HALF-PRICE and LESS!

Broadcloth, velour de laine, chiffon and brocade velvet evening wraps, that were $55 to $250, **are now $27.50 to $100.**

—Second Floor, Main Building.

The Annual Sale of PETTICOATS

THE best of good values in new petticoats,—new models,—new colors,—in messaline, silk jersey, crepe de Chine, cotton messaline and featherweight cloth. Women we know wait for this sale and supply their needs for the following six months.

Chiffon Taffeta, Messaline & Silk Jersey Models, Special $3.95

Made with deep accordion-pleating, Vandyke flounce accordion-pleated; also, the new flat petticoats with two small pleated ruffles. In black, navy, king's blue, Nellrose, Copenhagen, emerald and all the changeable effects.

Crepe de Chine petticoats in the flat effect, $3.95—Trimmed with point medallions of lace or two rows of heavy lace. Pink, light blue and white.

Extra-Size petticoats of Messaline and Silk Jersey, $3.95, $5, $6 & $7.50—Made with sectional flounce and tucks and accordion-pleating, and deep pleated flounce. Navy, emerald and black, also changeable effects in blue-&-black, blue-&-green and green-&-black.

The Popular "Klosfit" Petticoats

$5 New models in messaline, chiffon taffeta and silk jersey. One style with deep sectional flounce, accordion-pleated; another with accordion-pleated flounce finished with small flounce of deep pleating. All with silk underlay. In new Spring colors, changeable effects and black.

$7.50 "Klosfit" models in messaline and silk jersey, with deep sectional pleated flounce.

$7.50 Heavy silk jersey petticoats with flounce of silk jersey and messaline, pleated, finished with buttons. Another style with deep messaline flounce, fine accordion-pleating with large tuck forming sectional flounce. In navy, emerald, king's-blue and black.

$1.00 "Klosfit" or string petticoats of featherweight or cotton messaline; Vandyke flounce, accordion-pleating or deep flounce with small pleated ruffle.

$1.50, $2 & $3 "Klosfit" petticoats of featherweight, sateen or Halcyon cloth; some with sectional flounce of tucks and pleating, or with deep sectional flounce and accordion-pleating.

—Second Floor, New Building.

WOMEN'S STOCKINGS

Black Silk Stockings, Special 98c

WOMEN'S black pure thread silk hose of light weight and fine quality; double soles, heels, toes and welt tops. Sizes 8 to 10.

Women's 50c Cotton Stockings, 39c

Black cotton stockings, ingrain, with white tipping; medium weight, with double soles, heels and toes. Sizes 9, 9½ and 10.

Women's Lisle Stockings, Special 25c

Black lisle stockings of good quality for general wear; medium weight, with double soles, heels, toes and welt tops. Sizes 8 to 10.

—South Aisle, First Floor.

Suggestions for Summer Comfort In The UPHOLSTERY SECTION

COOL floor coverings, dainty Summer draperies floating at the windows, bright cretonnes, awnings striped in refreshing hues,—these can be selected in color tones that soothe the senses and present a harmony of shades. Even in the less expensive materials, this Spring there seems to be an unusual variety of soft colorings.

Our new Fourth-floor upholstery section displays to advantage these new draperies, and your early visit is invited. Distinctiveness of pattern and beauty of color and quality, appeal to the discriminating woman—and they are the dominant features of this collection.

New Cretonne, 18c and upward.
Beautiful Chintz, 29c and upward.
Fine Art Tickings, 29c yard.
Lovely French Cretonnes, 35c to $3.95 yard.
Guaranteed Fast-color Stenciled Scrims, 12½c to 30c yard.
Bordered Voiles & Etamines, 35c to 55c yard.
Dimities and Taffetas, 30c & 35c yard.
Linen Taffetas, 50c & 55c yard.
Sunfast Yard Goods, 50c to $1.50 yard.
Sunfast Portieres, $4.95 to $7.50 pair.
Sheer Swiss Curtains, 45c to $3.95 pair.

10 Per Cent. Less on Orders Placed Now

The unusual response to our first announcement of the TEN PER CENT. DISCOUNT for SLIP COVERS, AWNINGS, SHADES & MADE-TO-ORDER DRAPERIES, on all orders placed before the 15th of March, will not prevent a careful filling of YOUR ORDER, if a card or telephone message reaches us promptly. First choice of the new materials is a benefit, and delivery will be made when you wish. A request brings our representative, with his samples, but does not obligate you in any way.

This Spring's awning materials are guaranteed to be ABSOLUTELY SUNFAST, and these are to be had at this store only. Your awnings will neither fade by sun nor water. Let us estimate on these for you.

15c New Sheer Curtain Swisses, 10c Yard

In all the popular dots, figures and stripes; 36 inches wide.

65c & 75c Swiss Curtains, 49c Pair

Sheer Swiss Curtains in the plain hem and ruffled styles, with tucked border; regulation length.

$5, $6 & $6.50 Sunfast & Madras Curtains, $3.75 Pair

Guaranteed Sunfast and Imported Madras Curtains; in new designs; full 3 yards long and regular width.

$9 All-Felt Mattresses, $6.75
$16.50 All-Hair Mattresses, $11.75

Made in sanitary workrooms, from clean, pure felt and hair. Full size for double beds. Smaller sizes at proportionate reductions.

$65 Sarouk & Kirmanshah Oriental Rugs, $39

Just 18 of these fine Oriental Rugs, rich colors; exquisite quality.

NEW CRETONNE RUGS At SPECIAL PRICES!

$1.25 Rugs, 85c; size 27x54 inches. **$1.50 Rugs, $1;** size 30x60 inches. **$2.25 Rugs, $1.65;** size 36x72 inches.

Washable Cretonne Rugs, in fast colors. Growing every year in popularity, and rightly so.

—Fourth Floor, Main Building.

A March Sale of NEW WHITE GOODS & FRENCH RAMIE LINENS

PRACTICALLY all the popular fabrics that you are buying now at their regular prices, are offered at special concessions because of fortunate purchasing.

60c French Ramie Linen, 45c
75c French Ramie Linen, 58c

All linen, 47 and 44 inches wide, respectively.

2,500 Yards of Imported 35c & 40c White Dress Linen at 25c

Of Irish manufacture, 36 inches wide, in two grades.

40c White Cotton Pique, 29c
35c White Cotton Pique, 25c
In the fashionable welts, 27 inches wide.
35c White Cotton Ratine, 25c
50c White English Voile, 25c
35c White Mercerized Batiste, 25c

35c 45-INCH LUNA LAWN.....25c
18c 38-INCH LUNA LAWN.....15c
$3.00 BOX NAINSOOK in 12-Yard Pieces....$2.48
$2.25 BOX NAINSOOK in 12-Yard Pieces....$1.98

—Main Aisle.

The Assortment of Colored & Black NEW HUTZLER SILKS for SPRING Is Now Complete!

RARE SILKS fashioned in lands across the sea, for the pleasure and fancy of the American woman; new weaves prepared in our own country that show wonderful patterns. Rich brocades on soft crepes and charmeuse or bengaline, clinging and beautiful; pongees in the new crepe effects that slip smoothly between the fingers; moires which appear crisp and stiff but actually drape like chiffons; new voiles and printed or plain foulards, in many patterns and qualities.

The colorings in these silks vary from soft Spring tones to rich, deep shades for street wear. Black is favored, as always, and the brocaded effects are especially handsome among these.

See this collection before even planning your costumes for Spring.

—North Aisle, First Floor, Main Building.

$1.50 Women's New Imported WALKING GLOVES $1.15

THESE gloves we recommend because of the fit, the quality, the hand-stitching, the soft, smooth cape leather.

In white, black and an assortment of tans, with spear-back embroidery in several shades and effects.

All sizes.

—First Floor, Main Building.

75c RAMIE LINEN, 50c

ONLY 17 pieces of this 46-inch French Ramie Linen, in sky, pink, Copenhagen, green, old rose, apricot, grey, mulberry, wistaria, brown, navy and black. We suggest an early selection tomorrow morning!

—Main Aisle.

First Showing of New FRENCH LINEN RATINES At $2.00 Yard

The novelty of this season, and our direct importation. The fashionable nub ratine weave of pure linen, 44 inches wide; in pink, sky, Copenhagen, tan, heliotrope, wistaria, old rose, brown, natural, navy and black. This material is now the favorite in Paris for suits and one-piece dresses.

New French Printed Voiles, 55c

In the prettiest patterns,—and our own direct importation. Values 60c & 65c.

New French Shirting Madras, 40c, 50c & 65c

Fresh from the custom house, and in the finest colors and smartest stripes you have yet seen.

—Basement, Main Building.

BON TON CORSETS Will Soon Prove Their Worth

NATURALLY, you are interested in obtaining the best-fitting, best-wearing corset you can find at a reasonable price.

Miss Hendrick's Last Week Here

to demonstrate the favorable features of Bon Ton Corsets.

These are corsets that are gaining more friends every day,—corsets that owe their popularity to actual merit. Arrange for a fitting by Miss Hendrick.

—Second Floor, New Building.

Clearance of KNIT UNDERWEAR

FOR WOMEN—Odd lots of union suits, vests and pants; some in silk-&-wool, silk-&-cotton, and all-cotton. Sizes 4 to 9.
FOR MEN—Shirts, drawers and union suits of wool-&-cotton.
FOR CHILDREN—Shirts and pants, cotton, and wool-&-cotton.

Women's $2.00 Union Suits, 89c

Silk-&-cotton union suits, with high neck, long or elbow sleeves and ankle length. Sizes 4 to 9.

—First Floor, Annex.

Worth-While Items In The HUTZLER LINEN STORE

$1.50 Renaissance Scarfs & Shams, 98c Each; made by hand, to match; 18x54 inches and 30x30 inches.

$1.50 Hemstitched & Openwork Scarfs & Shams, 98c Each; made by hand and hemstitched and also with openwork; 18x54 inches and 30x30 inches.

Hemstitched, Embroidered Pillow Cases, Special, 25c Each; fine quality cotton, embroidered by machine; 45x36 inches.

Scalloped & Embroidered Pillow Cases, Special 29c Each; this work is done nicely, by machine, on cotton; 45x36 inches.

New Hemstitched Huck Towels, 50c, 75c & $1 Each; most attractive in quality and designs; large, bold patterns, in decidedly the best qualities we have sold at these prices.

$2.75 Hemstitched, Hand-embroidered Pillow Cases, $1.98 Pair; fine, plain linen, embroidered by hand in different designs; size 45x36 inches; used instead of shams.

Extra-size, Linen, Hemstitched Huck Towels, $4 & $4.50 Dozen; these are of unusual quality, all-linen, with damask borders; sold by the dozen only.

New Japanese Toweling, Special, 12½c Yard; an initial showing of this fancy toweling in blue, green, brown and pink designs, for all kinds of fancy work.

New Japanese Luncheon Sets, Special, $2.98; cloths are 40x40 inches and the dozen napkins, 10x10 inches; attractive designs.

$10 Down-filled Comforts, $6.95; extra fine quality comforts, filled with fluffy down; silk top and French sateen back, with 6-inch and 9-inch borders to match.

EXTRA SPECIAL!
$10 ALL-WOOL BLANKETS, $7.95 Pair

All-wool snowy white blankets, 11-4 size, with borders in pink, blue and yellow.

Special Sale of "RED STAR" DIAPERS

Already hemmed, and in packages of one dozen each. This quality is recommended as especially aseptic and sanitary.

75c Packages, 60c; 18x18 in.
80c Packages, 65c; 20x20 in.
85c Packages 70c; 22x22 in.
95c Packages, 75c; 24x24 in.
$1.05 Packages, 85c; 27x27 in.
$1.10 Packages, 90c; 18x36 in.
$1.35 Packages, $1.10; 20x40 in.
$1.65 Packages, $1.30; 22x44 in.
$1.85 Packages, $1.55; 24x48 in.
$2.00 Packages, $1.70; 27x54 in.

—Third Floor, Main Building.

SPRING WOOLEN DRESS GOODS In Splendid Variety

THE most satisfying way to learn of these thousands of yards of new Spring materials, is actually to see them yourself. Their variety of color tone and quality beggars the best of description. These are especially favored:

WOOLEN CORDED SUITINGS, $1.50, $2, $2.50 & $3

Including Wool Cotele, Wool Ottoman, Wool Corduroy, Wool Poplin, Wool Bengaline and Wool Epingle. They are in the correct weight for suits and frocks, and in all the newest Spring colorings, as well as black.

WHITE DRESS FABRICS IN WOOL, 50c to $3

Whipcord, Serge, Tamise, Redona Crepe, Prunella, Basket Weave, Voile, Lansdown, Panama, etc. Both in cream and white, 36 to 54 inches wide.

Domestic & Imported MOHAIR SICILIANS, $1, $1.25, $1.50, $1.75 & $2

Neat mixtures, hair-line stripes and mirage effects, reflecting the best of Spring shades and black. Bright and lustrous, they make excellent tailored suits and dresses, shed the dust and wear well.

An early viewing of these materials will be a delight.

—North Aisle, First Floor, Main Building.

MARCH SALE OF RIBBONS

50c SATIN TAFFETA RIBBON, 35c

THIS is 6⅝ inches wide, and in white, black, sky, pink, Nile, old rose, cerise, primrose, violet, jacque, turquoise, maize, cardinal, green and brown.

39c to 50c PRINT-WARP RIBBONS, 29c

Consisting of 5 to 5½-inch ribbons, in dainty patterns and pretty colors.

50c to 65c FANCY RIBBONS, 33c

Lovely print warps, taffetas and satins, fine moire taffetas with satin jacquard edge, satin-stripe novelty and jacquard print warp; light and dark colorings.

75c 6-Inch NOVELTY RIBBONS, 45c

Print warp and satin-stripe effects, desirable for sashes, hair ribbons and fancy work.

35c Brocade Ribbons, 25c
50c Brocade Ribbons, 39c
Brocade Ribbon, Special 29c
Brocade Ribbon, Special 45c
50c Faille Ribbon, 33c
65c Faille Ribbon, 45c
Fine Black Satin-Back Velvets Reduced
Silk Wash Ribbons Under Price
Satin Taffeta Ribbons For Less

—North Aisle, First Floor, Main Building.

The Spring Number of The PICTORIAL FASHION BOOK

YOU are about to spend a great deal of money for your Spring dresses, waists, etc. Avoid mistakes in the style and fit by using Pictorial Review patterns. The new Fashion Book for Spring illustrates the newest, smartest styles. All the new Paris models are shown in modified form to suit the American taste.

There are 24 plates illustrated in the original, most fashionable colors. See the Pictorial Review Spring Quarterly before you decide what Spring dresses to make. Price is 25c, including coupon for any 15-cent dress pattern.

—First Floor, Annex.

SILK MULL, A New Lining, 50c Yard

THIS new lining is very soft and sheer, yet strong and durable, and is excellent for making slips to use under soft, clinging materials. In black and colors; 36 inches wide.

—Lining Section, First Floor, Main Building.

New & Attractive ART POTTERY

IN the China Store tomorrow, there will be a special display of Easter flower baskets, jardinieres and art pottery that are particularly seasonable as gifts; or they may beautify one's own family table and lend the desired note of Spring.

Hanging Baskets, 50c, $1 & $1.50; various shapes, in the burnt wood design, complete with chain and lining. In the three sizes.

Hanging Jardinieres, $1, $1.50, $2 & $2.50; ivory in color and richly decorated, these jardinieres, with the inside flower pot and chain, are especially appropriate just now. In these four sizes.

Hanging Fern Pots, 50c & 75c; plain green fern pots, with chain and lining, neat and dainty. In the two sizes.

Ivory-finish Jardinieres, 50c; these are for use on the table; in the 6-inch size.

This display includes a complete line of JARDINIERES, as well as artistic examples of the NEW GREY STONE WARE, which will be on view tomorrow.

—Basement, Main Building.

AN IMPORTANT MARCH SALE OF FASHIONABLE LACES!

THIS section of our store obligates itself, not only to show the best lines of new laces, but also frequently to offer them at great concessions.

These new shadow allovers and flouncings, and hand-crocheted Irish laces at very special prices, are worthy examples of that policy.

65c to 85c SHADOW LACE FLOUNCINGS, 50c
$1.00 to $1.50 SHADOW LACE FLOUNCINGS, 75c

Beautiful, new designs in the fashionable shadow lace flouncings. Those at 50c are from 15 to 18 inches wide; and at 75c, they are 16 to 27 inches wide.

65c to $1.00 SHADOW LACE ALLOVERS, 48c
$1.25 to $1.50 SHADOW LACE ALLOVERS, $1

Both are 18 inches wide, and in choice patterns only.

Hand-Crocheted IRISH LACE at ONE-THIRD OFF!

A special purchase results in this distribution of hand-crocheted Irish lace in picot edges, seamings, beadings, medallions, edges and insertings.

The prices are from **6c** for a medallion, to **$1.95** for inch-wide insertings, averaging at least one-third less than usually. Picot edges are **12½c** the yard.

—Main Aisle.

Special Handkerchiefs For Women

WOMEN'S 50c EMBROIDERED HANDKERCHIEFS, 25c; on sheer shamrock cloth, in scalloped and hemstitched effects; also a few with fine Val. edge; several pretty designs.

WOMEN'S 10c PURE LINEN WHITE HEMSTITCHED HANDKERCHIEFS, 7c; medium weight cloth, with eighth and quarter-inch hems.

—South Aisle.

DAINTY SPRING COATS and HATS For The Little Folk

IN the rush of Spring busy-ness to clothe the grown-ups, it is remarkable how individually and carefully the styles are maintained among the youngsters' outfits. Added to the good patterning, there is the daintiness of handiwork and fitness of design peculiar to the best of children's garments.

Babies' Long & Short Coats of silk, cashmere, Bedford, crepe and pique, are trimmed with braid, German Val. lace and exquisite hand-embroidery. Sizes to 2 years and prices **$3.95, $5, $6.50** to **$10.**

Smart Little Reefers in Norfolk style, are of plain blue serge, black-&-white checks, red and brown fancy weaves and white serge; collars, cuffs and belts are in silk, ratine, pique and in contrasting shades. Sizes 2 to 6 years; prices **$5** to **$10.**

Other Reefers in pongee, white and colored linens and pique, are in the box effect, Norfolk or long-waisted style, with collars, cuffs and belts in different shades. Sizes 2 to 6 years and prices **$4.50, $5, $6.50** to **$16.50.**

Charming Headwear for Children includes pert little hats of straw, mull, pique and ratine. New colors are noticeable and all are dainty and appropriately designed. **$1.25, $1.50, $2.50, $3.50** to **$12.50.**

—Second Floor, New Building.

A Special Sale of BROOCHES!

$2.50 Brooches . . $1.85 | **$1.75 Brooches . . $1.25**
$2.00 Brooches . . $1.45 | **$1.50 Brooches . . $1.10**

THESE brooches represent the closest imitation of real jewelry, in quality and workmanship, that it is possible to obtain. Horseshoes, crescents, circles and Harvest moons, in rhinestone and pearl effects, sterling silver and 14-karat gold plate on sterling silver; also in the combination stones.

New German Silver MESH PURSES & MESH BAGS

The bags are of the unbreakable mesh,—quite an interesting item these days—they have both plain and engraved square frames and the popular thin chains; **$1.50, $2, $2.50, $2.95 & $4.** Purses are **50c & $1.**

—First Floor, Main Building.

Sale of 50c New LACE PLEATINGS, at . . . 25c

A VERY desirable assortment of white and ecru shadow and Oriental lace pleatings. Widths, 2 to 4 inches.

35c to 65c Veilings for 25c

Attractive and becoming styles in plain mesh and dotted veilings; black, white-&-black, white, navy and brown.

Easter Neckwear & Veilings

Lovely flowers in corsage effects. Charming neckwear, reflecting the latest vagaries of fashion, yet always in refined taste. Easter veilings that have style, individuality and exclusiveness.

—South Aisle, First Floor.

LOVELIEST NEW WAISTS

MANY, many waists of every description,—every new model, fabric and style that one can imagine,—and some even prettier than you can picture mentally.

There are wash silks in fascinating stripes, black and white silk waists, voile and batiste, crepe de Chine and soft chiffons; all the new collars, the new drop-shoulder, long and three-quarter sleeves; the dominant note of Bulgarian colorings is seen in several trimmings. Exquisite lingerie waists, and a particularly dainty, feminine-looking model of new net over pale pink chiffon, with double frill down front,—this waist is washable. Writing fails to convey any satisfactory idea of the variety or beauty of the Hutzler waists for Spring,—we want you to see them now.

—Second Floor, New Building.

Novel Easter Gifts In The ART NEEDLEWORK SECTION

A BREATH of old-time lavender, the perfume of a garden rose, the heavy scent of sandalwood,—all these arise from the dainty little group of potpourri, fashioned like tiny trunks and pretty flowered boxes, ready for your card,—75c, $1 & $1.50.

New & Beautiful Artificial Flowers

For home decoration, there are bright tulips, red or yellow roses, rich geraniums, lilacs, brilliant poinsettias, nasturtiums, carnations, sweet peas, pretty jonquils, and delicate sprays of Japanese flowers. 10c to $1.50 each. And lovely ferns, from 75c to $1.75.

Fine Net Collar Protectors, $1

These are worn just inside the coat collar, and are made of very fine white net. Packed in dainty boxes.

—Third Floor, Main Building.

Dainty SHOES To Accompany Dainty New Frocks

WE know of no prettier footwear to go with dainty Summer frocks than this patent-leather Colonial pump, with high, pointed tongue and Cuban Louis heels.

This model in two styles,—both two-toned effects. The patent-leather has a dull kid back and kid covered heel, and the gun-metal has a taupe back and taupe covered heel. At this store exclusively; $6 pair.

—Third Floor, Annex.

—Direct Elevator Service From First Floor, Annex.

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