Hochschild, Kohn & Co. Store News

The Suit That You Will Admire Today Is, Quite Likely, One of the Many We Have Sold This Month

We have never been more successful in pleasing the great majority of women who visit the Suit Section. Even those who say, "I'll look around a little before I decide," usually come back. And most women make their selection without even evincing a desire to "look around."

There's a reason. In fact, there are a great many reasons. Here are a few of them:

$20.00 Tailored Serge Suits at $15.00

Very good-looking—the tailoring is worthy of a much higher-priced garment. Material is all-wool French serge in black and navy. Jacket is single-breasted, semi-fitted, with shaped collar and rever, plain mannish sleeve, bias pockets and silk lining. Skirt in a graceful gored effect, with foot pleats.

One of Our $25.00 Tailored Suits

This is copied from an imported model. Material is a men's wear serge or imported striped eponge. The serge is in black or navy; the eponge in tan, gray, leather, Copenhagen or navy. Two-button semi-fitted cutaway jacket, with flat collar of satin edged with white pique vesting; the collar is in sailor effect in back. A broad strap of self material outlines the high waistline in back. Skirt slit at foot or plain gored.

A $25.00 Suit for the Stout Woman

This comes in all sizes from 37 to 51 bust. It is made of medium gray worsted. Jacket is three-quarter fitted, single-breasted, with notch collar and new lapel, and is lined with peau de cygne. Skirt has extra pleats at foot.

Exclusive Suits at $35.00 to $75.00

Too many styles for detailed mention. Materials include poplin, faille silk, charmeuse, messaline, brocaded silk and other rich fabrics, in colorings that are novel and handsome. In most cases we have only one suit of a style—a desirable feature for the woman who does not like to see duplicates of her costume.

Attractive New Silk Dresses at $12.75

In black, navy, new brown and light blue—a one-piece model. Waist has detachable lace collar in sailor effect, with deep jabot of lace. It is trimmed with pleats and has girdle of self material at waist. Sleeve is made full-length, with lace cuff. Skirt is in tunic effect.

Other Dresses, $15.00 to $150.00. Included are dresses of every description from a simple street frock to an elaborate evening gown.

Separate Coats of Bedford Cord, $16.75

Knee-length Coats, loose-hanging, with half-belt at waistline, notch collar with silk-covered rever, sleeve with deep turn cuff, and silk lining. They close with three handsome buttons.

Other Coats, $5.00 to $175.00. The list starts with a black hip-length jacket and ends with a full-length evening wrap.

→ Third Floor.

23,850 Yards of SILKS

To Be Sold at 39c to $1.85 Yard

Instead of 59c to $3.50

Foulard Silks, 39c—regularly 65c. New patterns and colors, including plenty of navy blue and black with small white designs.

Natural Pongee, 58c—regularly $1.00. Semi-rough weave, in the natural shade; a sturdy quality.

Crepe Charmeuse, $1.85—regularly $2.50 to $3.50. Black and all the best colors and tints—seventy distinct shades; double-width.

Charmeuse Pongee, 78c—regularly $1.35. Waterspot-proof; a strong, serviceable fabric for street and evening wear; forty beautiful shades.

Messaline, 85c—regularly $1.00. Black and fifty exquisite shades, including the new tints.

Colored Taffeta, 85c—regularly $1.25 and $1.50. Plain and changeable; all colors; a limited quantity.

Striped Messaline, 85c—regularly $1.00. Black-and-white, brown-and-white, navy-and-white and Copenhagen and white.

Tub Silks, 59c to $1.50—regularly $1.00 to $2.00. Satin stripes, plain stripes, tub crepes and imported habutai.

Crepe Charmeuse, $1.35—regularly $2.00. Double-width; a varied assortment of beautiful colors, including plenty of taupe, navy and black.

Satin Meteor, $1.35—regularly $2.00. Double-width; street shades and black.

Striped Messaline, 42c—regularly 59c. Dark colors with white hairline stripe.

Jacquard Louisine, 42c—regularly 65c. With hairline stripes.

→ Second Floor.

35c Women's Stockings, 19c Pair

Regular and Extra-size Stockings for women—full regular made, in lisle and cotton. Fast black. All sizes in the lot.

→ First Floor.

$2.25 Wool Suiting, $1.79

52-inch All-Wool Suiting—blue and gray invisible stripe.

$1.25 All-Wool Serge, 98c

48-inch All-Wool Gray Mixed Serge, for lightweight coat suits and one-piece dresses.

$1.25 Striped Suiting, 98c

42-inch All-Wool Striped Suiting—green, blue and old rose.

$1.50 Wool Suiting, $1.19

54-inch All-Wool Suiting—mode and gray mixed.

$2.00 Checked Suiting, $1.45

52-inch All-Wool Blue-mixed Checked Suiting.

$2.25 Wool Vigoreaux, $1.45

50-inch All-Wool Vigoreaux, in wistaria and gray.

$1.75 Striped Suitings, $1.49

50-inch Striped Suitings—black-and-white and navy blue-and-white.

$1.25 Mohair Sicilian, 98c

54-inch Black Mohair Sicilian; a splendid quality.

$1.75 Diagonal Suiting, $1.45

54-inch All-Wool Diagonal Suiting, in navy blue and black.

$1.00 Chiffon Panama, 79c

42-inch Black Chiffon Panama; excellent quality.

$1.50 Diagonal Suiting, 98c

54-inch All-Wool Diagonal Suiting—tan and gray mixed stripe.

→ Second Floor.

Infants' Handmade Slips and Dresses At Decidedly Low Prices In This Sale

Exquisite French models of handmade slips and dresses, in all sizes up to 4 years. Some are trimmed with hand embroidery, while others are finished with dainty lace.

Slips, $1.30, $1.55, $2.45 and on to **$5.00.**
Dresses, $1.30, $1.55, $2.45 and on to **$5.00.**
Handmade Waist Dresses, in 4-year sizes only; just one of a kind.
$4.95, $6.50, $7.95 and on to **$34.50.**

Babies' Handmade Caps, $1.00, $1.50 and on to $3.95.

Infants' Handmade Sacques and Kimonos of silk and crepe de chine, **$2.50, $4.50** and on to **$10.00.**

Hand-embroidered Pique Carriage Robes, $3.95, $4.50 and **$6.50.**

Hand-embroidered Infants' Coats, $10.00—were $15 to $20.

Coats for the Little Tots of 2 to 6 years; of satin, cheviot, serge, pique and pongee; some plain-tailored, others with pique and ratine collar and cuffs. **$2.50** to **$16.50.**

Hats for the Little Tots; a large assortment of styles, trimmed with lace and ribbon, **$1.00** to **$10.00.**

→ Fourth Floor.

$1.50 to $2.25 Venise Allovers, $1.00

Venise Allover Laces, 18 inches wide; bebe Irish, venise, ratine and other effective patterns in white, cream and ecru.

75c, $1.00 Venise Banding, 50c

An excellent trimming for voile and ratine dresses; a splendid assortment of patterns in white and ecru.

45c to 65c Venise Banding, 25c

Venise Bandings, 2 to 4 inches wide; in a variety of effective patterns.

$1.75 to $2.50 Lace Flouncings, $1.00

45-inch Oriental Lace Flouncings, beautifully embroidered on fine white net.

$1.25 to $2.50 Lace Flouncings, 75c

27-inch Embroidered Net Flouncing, in many effective designs that match the wider ones; in white and ecru; splendidly-worked patterns.

75c to $1.00 Shadow Lace Flouncings, 50c

Shadow Lace Flouncings, 15 to 21 inches wide; many effective patterns in white and ecru.

75c to $1.00 Shadow Lace Allovers, 50c

Shadow Lace Allovers, 18 inches wide; good floral and figured patterns, in white, cream and ecru.

35c to 50c Linen Cluny Laces, 25c

Handloom Linen Cluny Laces and Insertions in match patterns; white and ecru; 3 to 6 inches wide.

REMNANTS OF LACES AT ONE-HALF TO ONE-THIRD LESS THAN THEIR ORIGINAL PRICES

→ First Floor.

Rengo Belt CORSETS

Miss Anderson, who knows all about Rengo Belt Corsets, will be here, beginning tomorrow, to tell you of their many good features.

Rengo Belt Corsets are made for stout and medium figures, and in addition to their reducing features, have wonderful strength and wearing qualities. They give truly slender proportions even to stout figures.

$2.00 to $5.00.

→ Fourth Floor.

Fur Storage

These spring days are the moths' harvest time. If you want to protect your furs and garments against their ravages, remember that the H. K. & Co. Cold Storage Vaults are absolutely the safest place.

Our charges are moderate and include insurance against fire and theft.

Telephone St. Paul One—Cold Storage.

Framed Pictures

$1.00

$2.00 and $3.00 Pictures by any fair standard of valuation. Colored Reproductions, Hand-colored Etchings, Pastels and Carbon Prints. In walnut-effect frames, ornamented gilt frames or antique frames. Glass size, 12x24 and 16x20 inches. Subjects include pictures for every room in the house.

→ Third Mezzanine.

Women's Gowns

58c, 79c, $1, $1.50

At 58c. Night Gowns of Muslin; three styles—surplice, high or square neck; with hemstitched tucked yoke; neck and sleeves finished with ruffle.

At 79c. Night Gowns of nainsook; tucked and trimmed with two lace insertions, drawn ribbon and lace edge. Another style has high neck; yoke of tucks and insertions of embroidery; neck and sleeves trimmed with embroidery edge.

At $1.00. Night Gowns of nainsook; low neck; pin-tucked yoke; neck and sleeves trimmed with embroidery edge. Another is in empire style; yoke of allover embroidery, finished with lace edge.

At $1.50. Night Gowns of nainsook; yoke of lace insertions, embroidery medallions and lace edge. Others are trimmed with embroidery insertions and edge.

→ Fourth Floor.

"DURO" Silk Gloves Are Ready

"Duro" Gloves are our own special brand. They are guaranteed by us—a new pair in any case where the finger tips wear through before the balance of the glove. Price for price, we believe that they are better than any silk gloves on the market.

Women's Two-clasp "Duro" Gloves of Milanese silk, in black, white, tan and gray; with double-tipped fingers. **50c** a pair.

Women's 12-Button-length "Duro" Silk Gloves, in black, White and tan; with Paris point embroidery. **75c** a pair.

Women's 16-Button-length "Duro" Silk Gloves, in black, white, tan, pongee and gray. **$1.00** a pair.

12-Button-Length Silk Gloves, 59c

Special—12-Button-length Silk Gloves, in black and white; with double-tipped fingers. These are not Duro gloves.

→ First Floor.

50c, 75c Veils

29c

Soft Shetland Mesh Veils, 1¼ yards long—a special lot. Colors include black, white, black-and-white, navy and brown, and there are many effective patterns in the lot.

→ First Floor.

$2.50 Hand Bags

$1.50

Genuine Black Goat Seal Hand Bags, lined with leather, fitted with neat purse and carefully finished; gilt, nickel and gunmetal finished trimmings. The price is special.

→ First Floor.

$1.00 Women's Union Suits

75c

Women's Ribbed Lisle Combination Suits; plain and with hand-crocheted yoke; lace-trimmed pants; sizes 5 and 6.

Special at $1.45—Women's Kayser Venetian Silk Vests; reinforced under arm; in pink, blue and white.

Children's Spring and Summer Underwear—Ready

→ Fourth Floor.

Toilet Articles

$1.00 Oiled-back Ventilated Hair Brushes, 79c. Can be sterilized without injuring the finish of the back.

35c Hard Rubber Combs, 25c. All-coarse or coarse-and-fine teeth.

25c French Toilet Soaps, 12½c. Lubin's make; perfumed with a delicate, fragrant violet odor.

→ First Floor.

New Books Ready

"The Night Riders," by Ridgwell Cullum, **$1.25.**

"The Impossible Boy," by Nina W. Putnam, **$1.30.**

"The Heart of the Hills," by John Fox, Jr., **$1.35.**

Just in—another shipment of the "Every Child Should Know" Books. These splendid books contain valuable information about trees, birds, poems, operas, pictures and other subjects. There are twenty titles in all. **50c** a volume.

→ First Floor.

Hair Goods at Special Prices

If you wish to dress your hair in the latest style, you can secure the necessary accessories in our Hair Goods Store—and at special prices. Our competent attendants will be pleased to show you the up-to-date coiffures.

Transformations at.....	$1.45
20-inch Switches, at.....	$1.45
24-inch Switches, at.....	$2.95
Transformations, at.....	$3.45
Coronet Braids, 36 inches long	$3.75

Special attention given to mail orders

→ Fourth Mezzanine.

Mrs. Wheelock

will be with us another week—good news to the many women who are profiting by her instructive talks on cookery. Tomorrow's lessons, at 10.30 and 2.30, will be on the preparation of:

Veal Birds en Casserole
Planked Eggs
Baltimore Relish
Ham and Potato Salad
Plain Gems
Whole Wheat Gems

Basement

Children's Hats

With the Spirit of Youth In Them

Have you ever seen a young girl with a hat that made her look like a slightly reduced facsimile of her mother? Rest assured that she was not wearing a Hochschild, Kohn & Co. Hat.

Our hats for children are the result of special study and careful selection. They are made for youthful faces—and they look youthful. Their styles are individual and distinctive.

That is why we are selling so many hats to children and young girls—and why our little friends come back season after season.

New Poke Hats of hemp braid—the brim is draped with a plaid scarf, which is made into a smart bow in back. **$7.50.**

Panama Hats—large, medium and small shapes—trimmed with flowers, novelty feathers and plain ribbon bands, **$5.00** to **$10.00.**

Milan and Hemp Hats in small effects, with ribbon bands and novelty feathers; all colors, **$2.00** to **$5.00.**

→ Third Floor.

Another Neckwear Sensation!

$2.50 to $6 Large Lace Collar and Cuff Sets $1.29

Large Lace Collar and Cuff Sets, in round or square-back effect; a splendid variety of patterns.

This is a good opportunity to get a collar and cuff set for your ratine or linen dress or suit at half price and considerably less.

→ First Floor.

Handkerchiefs---Specials For Men, Women and Children

15c Men's Plain Linen Handkerchiefs.....10c
25c Men's Plain Woven-Border Handkerchiefs.....15c
8c Women's & Children's Plain Linen Handkerchiefs..5c
10c Women's & Children's Plain Linen Handkerchiefs, 7c

→ First Floor.

Exclusive Norfolk Suits For Boys---Just Arrived $12.00

If you want to get the boy something a little bit better than you can find at the average store, let us show you these new Norfolk Suits of imported fabrics. They are half-lined with silk, exquisitely tailored, and the materials and patterns are decidedly pleasing. All sizes from 9 to 18 years.

→ Fourth Floor Wing.

First Showing of the New "Nellrose" Embroidery In the Needlework Section

This new embroidery—a combination of punchwork and XIV Century—is easy to do and most effective.

Finished models will be on display, beginning tomorrow. Stamped shirtwaists, scarfs, centerpieces, luncheon cloths and pincushions will be on sale.

New creations in cretonne for the summer home—scarfs, table covers, pillow tops and cabinets—will also be shown.

Shirtwaists stamped to embroider on crepe, in the newest designs for Bulgarian embroidery. **75c.**

Pillow Cases of good quality tubing, stamped for embroidery, **25c** pair.

The "day" Pillow Case, stamped on excellent tubing, **50c** pair.

Collars and Collar and Cuff Sets, stamped on crepe for Bulgarian embroidery, **25c** and **50c.**

→ Second Mezzanine.

Embroidered Flouncings

An Easter-Week Offering

45-inch, 27-inch and 16-inch Flouncings, of swiss, batiste and voile—suitable for women's, misses' and babies' dresses—all at very special prices.

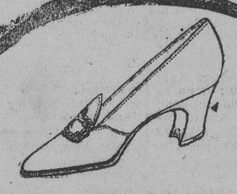
$1.50, $1.75 Flouncing, $1.00
45-inch Flouncing on voile and batiste.

$1.50 Ruffled Flouncing, 89c
45-inch Ruffled Swiss Flouncing, daintily trimmed with val. lace.

$1.00 Hemstitched Flouncing, 69c
27-inch Ruffled and Hemstitched Flouncing; splendid for children's dresses.

$1.00 Bordered Flouncing, 69c
16-inch Flouncing, with open lace effect border; very effective.

→ First Floor.



Introducing

The New Bronze Pump For Street Wear

Five Dollars

→ Second Floor Wing.

©Maryland State Archives, msa_sc4150_1_215-0529