

GENUINE

Everfast SUITING

THE ALL-SEASON WASH FABRIC
FOR EVERY USE.

The uses for Everfast Suitings are so varied that seasonal changes make no difference in the demand. It has proved itself the ideal wash material for women's and girl's dresses and for all kinds of clothes for children.

Everfast Suiting, besides being absolutely fast color, is a beautiful fabric. It's linen finish, like it's color, lasts as long as the cloth, yard 50c

We have a complete assortment of Everfast Suiting, Linen, Gingham and Sateen.

GOSSARD

Front Lacing

Corsets and Brassieres

DESIGNED TO FIT NINE TYPES
OF WOMEN.

A Corset that will slenderize the figure is much sought-after in these days of longer lines—and Gossard Front-Lacing is all that could possibly be asked of a corset. You'll like the ones we can show you at \$3.50 to \$12.50.

BABY'S HEALTH, MOTHER

—Your first thought always.

Think how helplessly the strong, successful man of the future depends upon your wise and loving care today. So keep him healthy, happy and comfortable in

TINY TOT INFANT SHIRTS

Your doctor and nurse will recommend them—for their double thickness and warmth over the chest and stomach—where 80 per cent of baby ills begin.

CHILDREN'S SOCKS

A complete line of Gordon Socks for Children in regular and three-quarter lengths; they are in all the latest colors and beautiful Socks. Priced per pair 25c, 50c, 75c, \$1.00.

SPRING UMBRELLAS

ARE EXTREMELY SMART

Priced to \$1.50 to \$9.50

The attractive colors and fantastic trimmings lend the charm of the unusual to these striking models we are showing. Fancy tips and ferrules embellish the variety of delightful fabrics. Colors: navy, black, purple, green and red—\$1.50 to \$9.50.

ADAIR-SUMEREL, Inc.

THE LADIES STORE

New Spring Coats and Dresses \$17.50

The changing of the seasons with its changing modes finds our styles leading the new fashion season. They embody all the features that give individuality and distinctiveness in their garments. Their style may in some degree be expressed with words but a personal viewing is necessary to fully appreciate their richness and their possibilities for charming Spring wear.



The Coats

Any one of these models will serve smartly on any Spring occasion. The styles are straight and slim, many wrapping gracefully about the figure.

Other Fine Coats Up to \$32.50

The styles emphasize the mode of the hour and the materials include Flamingo, in both dark and light popular Spring shades.

The Dresses

For becomingness, fitness to purpose and Spring charm our frocks will fascinate all who see them. To satisfy individual preferences their styles and colors are extremely varied. They may be had in crepes, satins, Roshanara and other delightful spring fabrics in the newest shades.



Other Fine Dresses Up to \$54.50

The beauty of the new Spring fabrics is enhanced by grace of line and richness.

NEW COAT SUITS AT \$29.50 TO \$45.00

SPRING BLOUSES

To be worn with the new Suit,

\$2.25

White and Ecu. You can find one in this assortment that will meet with your taste.

Here are suits that are captivating in their simple lines, that reveal fashion's newest style trends for Spring.

There are the various favored modes from the severely plain tailleur to the chic hair-line suit in tan, gray and navy.

NEW SWEATERS

\$2.95 to \$12.50

The new models include slip-on and coat styles in various designs and colorings. Both silk and wool sweaters.

UNCOMMON STYLES IN SPRING FOOTWEAR

Now Holds Sway in Our Windows
and On Our Shelves.

The favorite footwear fashions for Spring are here in a wealth of designs and materials. New in style and coloring, but old in the standard of proven quality that has always characterized our shoes.

Prices are low in figure when value is considered.

An array of models and colors and materials that defy description. Come in and get first hand information on correct styles for Spring.

Spring Oxford, Straps, Slippers—\$4.00 to \$9.00.

"BRADLEY" TABLETS

For the children. We have a limited number of regular 5c Bradley pencil tablets which we shall run until sold.

2 FOR 5c

NEW SPRING SILKS

Reflecting the joy of changing seasons in their radiant, gay colorings and soft scentillating loveliness come the new Spring Silks.

Belding's Satin Neglige \$2.75

Shown in a variety of the new Spring designs, Orchid, Maise, Peach, Blue, white, 40 inches wide, yard \$2.75

Satin Back Crepe \$4.50

A Silk that flatters, that lends itself to every whim of fashion, 40 inches wide, yard \$4.50

Belding's Crepe-de-Chine \$3.25

A Gown of it interprets the quintessence of simplicity. Colors: China Blue, Pekin Blue, Tan, Light Gray, Medium Gray, Orchid, and Navy.

SHORT LENGTHS

A very fine assortment of high grade materials in short lengths. Visit this department and see the excellent values we are offering. We can save you money.

36-inch Shadow Voile, assorted stripes and checks, yard 25c
36-inch Indian Head, yard 35c
44-inch Indian Head, yard 45c
36-inch White Swiss, yard 39c
36-inch Fine White Poplin, per yard 39c
36-inch Fine Fancy Plisse Pink, yard 39c
36-inch Imported Gray Broadcloth, yard 85c

36-inch White Pongee, yard 50c
32-inch Silk Warp Shirting, per yard 89c
36-inch Pajama Check, yard 23c
36-inch White Dress Crepe, 85c value, yard 49c
36-inch Novelty Check Crepe, yard 49c
27-inch Amoskeag Apron Gingham, yard 15c

Children's Shoes

You will be interested to learn that we have a very complete stock of famous Red Riding Hood Shoes for Children. These Shoes have snap and style and are as flexible and comfortable as a moccasin and as durable as a man's shoe.

A CORSET EXPERT

Will be here Monday and Tuesday, April 14 and 15. She is an authority on Corsets and comes to us from Gossard headquarters in New York.

You are invited to consult her and she will be glad to answer any questions.

PEQUOT SHEETING IN ALL WIDTHS

Pequot Sheeting is uniform in quality, is pliable but of strong texture and it meets every demand made by the modern housewife.

Pequot Wide Sheeting	10-4	9-4
Bleached	75c	70c
Unbleached	70c	65c

"Plume Brand" Muslin Underwear

A complete line of gowns	\$1.00 to \$3.75
Chemise	\$1.00 to \$1.50
Princess Slips	\$1.25 to \$1.95
Princess Slips, extra size	\$1.50 and \$1.95

Munsingwear Union Suits, \$1.25

Munsingwear is a well known line of Under garments as having all the modern improvements known to the best underwear makers. Various styles in sizes 36 to 46.

Friday Only

Friday only—Fine quality Pajama Checks 15c yard, a regular 25c quality. Only in white. Ten yards to the customer.

Adair-Sumerel, Inc.

The Ladies Store