

o-night From 7.30 to 9.30 A Fashion Show On Living Models and Band Concert By the Commonwealth Band

Store Will Not Be Open Great Fashion Show ON LIVING MODELS In Our Windows To-night, With Prices Entire Entertainment on the Outside And Big Band Concert Commonwealth Band



Kaufman's 15 Day Pre-Easter Underselling Event

Store Will Not Be Open Great Band Concert To-night Commonwealth Band Fashion Show on Living Models, With Prices Entire Entertainment on the Outside

SEE ADDITIONAL KAUFMAN AD ON OPPOSITE PAGE

Starts To-morrow, Friday Morning, Promptly at 8 O'clock

SEE ADDITIONAL KAUFMAN NEWS ON OPPOSITE PAGE

An Underselling Event Of Easter Suits, Coats & Dresses A Truly Remarkable Money-Saving Opportunity For All

Right NOW is the Time and Kaufman's Is the Store that will give you the Suit, Coat or Dress Satisfaction in every detail of fit, fabric, finish and style at a price far below what you'll have to pay for it elsewhere.

1000 Handsome Easter SUITS, 500 Newest Easter COATS Scores of Beautiful Easter Dresses and Hundreds of Smart New Skirts

Your New EASTER SUIT At Tremendous Pre-Easter Event Saving

Women's & Misses' New Easter Suits: Values to \$16.50. Pre-Easter Underselling Price \$12.75

Smartest new models in Men's Wear Serge, All Wool Poplins, and Shepherd Checks; blacks, navy blues, Copenhagen, tan and black and white checks; all sizes.

Women's & Misses' Easter Suits: Values to \$22.50. Pre-Easter Underselling Price \$15.00

A wide variety of different models; copies of exclusive styles made of soft all wool poplins, manish serges and checks, lined with Peau de Cygne—many trimmed in colors, belted and flared effects; all colors and sizes up to 46.

Women's & Misses' Easter Suits: \$27.50 Value. Pre-Easter Underselling Price \$20.00

A host of smart styles of gabardines, fine poplins, imported serges, silk and wool combinations and checks. Not a desirable color or combination missing. Vast variety of new checks, including velours; all sizes, especially for extra large women.

Women's & Misses' Easter Suits: \$37.50 Value. Pre-Easter Underselling Price \$24.75

These are far superior to the ordinary suit sold at \$24.75. Every one could easily be sold at from \$30.00 to \$37.50. The smartest velour checks, silk and wool poplin, taffeta silks, imported gabardines, poplins, combinations of taffeta and serge or taffeta and poplin; all the latest flare and ruffle effects; reproductions of Bernard, Cherinet, Jenny, Ben and Brandt exclusive models; all sizes and all colors.

Coats and Suits For the "Hard-to-Fit" Women Few stores specialize in "stouts" and "stylish stouts" as we do. There are Suits here for every figure, no matter how hard that figure may be to fit. Stylish Stouts and Stubby Stout Suits, \$13.50 to \$29.50 Coats for Stout Women \$10.00 to \$24.75

Pre-Easter Underselling Event of NEWEST SPRING DRESS SKIRTS For Women and Misses Pure Wool Serge Skirts, valued at \$2.50; in black and navy blue; new models \$1.95 Pure Wool Poplin Skirts, valued at \$4.00; in black and navy; latest Spring styles \$2.95 New Shepherd Check Skirts, valued at \$2.50; combinations of styles; all sizes \$1.95 Extra size Skirts of pure wool serge, valued at \$3.95; new models, at \$2.95

Your New Spring Coat At A Big Pre-Easter Event Saving

The NEW CORDUROY COATS For Women and Misses; Values up to \$7.50, for \$5.00 In all the newest colors and striped effects.

Popular SHEPHERD CHECK COATS For Women and Misses; Values up to \$8.50. Pre-Easter Event \$5.95 Flared and belted effects, small, medium and large checks; all sizes.

Latest SERGE, POPLIN and GABARDINE COATS For Women and Misses; Values up to \$15.00. Pre-Easter Event \$10.00 Wonderful variety; all new; all latest colors; unlined, lined and half lined models; all sizes; other styles as low as \$5.95

NEW SPRING COATS For Women and Misses, at \$24.75

Whipcord, Gabardine, Serge and Poplin Coats with medium and full capes—or with ripple collars; lined with contrasting colors; a host of new novel effects; all sizes.

New Spring Dresses For All at Pre-Easter Underselling Prices All are extremely smart and the assortment is unusually large and varied.

Silk Poplin Dresses For Women & Misses Values up to \$5.00 Pre-Easter Underselling Price \$3.95 Two clever new models, in black and new colors; sizes from misses' 14 to women's 46. Silk Poplin Dresses, \$5.95 Values to \$7.50. Pre-Easter Event Price \$4.95 Gorgeous New Easter Dresses, at \$24.75 Include Georgette Crepe, Crepe Meteor, Taffeta, fine Crepe de Chine and combination of Silk and Georgette Crepe; all exact reproductions of the finest Parisian models, showing the latest touches that gives them that different appearance from the usual.

Simply Stunning Are the EASTER HATS In This Pre-Easter Underselling Event

And so remarkably inexpensive for such extraordinary style, beauty and becomingness. Popular Sport Hats galore; all enter this Event and at Astounding Underselling Prices. Now's the time to Buy Your Easter Hat and Save.

STUNNING NEW EASTER HATS, at \$2.90

This sensation of the season. Smart new creations of Lisere, Milan or Hemp, in all the newest shapes, colors and trimming effects.

EASTER HATS For Women, at \$3.90

The most stylishly clever creations shown in this city. Beautiful flower and ribbon trimmed styles, in all this season's newest shapes and colors.

Beautiful New EASTER HATS \$4.90

Can't be matched elsewhere for less than \$6.50. Copies of latest imported models and artists' new creations from our own workrooms. A stunning model here to suit any taste; all colors and sizes.

Sport Hats, \$2.90 to \$4.90

WOMEN'S & CHILDREN'S UNTRIMMED HATS. Pre-Easter Underselling Price 79c

Clever new shapes in Turbans and Sailors, in a quality of hemp; black and colors; all sizes.

WOMEN'S AND CHILDREN'S NEWEST UNTRIMMED HATS. Pre-Easter Underselling Price 95c

Sold elsewhere and considered an extraordinary big value at \$1.25; all the latest shapes and colors.

WOMEN'S AND CHILDREN'S UNTRIMMED HATS. Pre-Easter Underselling Price \$1.49

The season's most fashionable new Turban and Sailor Shapes of fine hemp; becoming styles for women and children; all colors and sizes.

The Great Pre-Easter Underselling Event Brings Unusual Low Prices on All Our Spring Waists & Silk Blouses

It will pay any woman to buy her season's entire supply at these prices. Kaufman's is headquarters for charming waists. We lay special stress on the following because prices are very small for such high-grade qualities and smart styles. All sizes.

NEW VOILE WAISTS 98c

That will cost anywhere from \$1.50 to \$2.00 later. In colors, white with colored satin stripes and plain white trimmed with embroidery or lace. All sizes.

Wash Silk BLOUSES \$1.95

These waists will sell later at \$2.50 and \$3.00. Buy now. Made of serviceable striped wash silks. Also crepe de chine silk blouses in the newest shades. All sizes.

Pussy Willow Taffeta Silk Blouses for \$2.95

Also new crepe de chine, gorgeous lace effects and nets, including Georgette crepe, in various color combinations. Waists you'll have to pay \$4.00 for later on all sizes and colors.

Women's Combination Silk Blouses for \$3.95

Exquisite creation that will cost you \$5.00 in the future; combination of Georgette silk and washable Satins or Crepe de Chine and Georgette Crepe; scores of other styles; plain, shades or striped; all sizes.

Copies of Imported Silk Blouses for \$4.95

Dainty Crepe de Chine and Georgette Crepes of finest quality in exquisite new shades and styles. Blouses that will positively cost \$6.00 anywhere; on sale now at \$4.95; no two alike; all sizes.

The Loveliest Silk Blouses Produced, at \$5.95

Reproduction of the finest foreign creations, made of lovely quality Crepe de Chine, Georgette Crepe combinations; various new trimming treatment and all best shades and all sizes. Cost \$7.50 later in the season.

Pre - Easter Underselling Event In Women's New Spring Gloves

Thousands of pairs of this season's most popular, desirable styles and grades; absolutely perfect fitting and attractively low priced.

Kayser's New Washable 50c and Chamoisette Gloves . . . 75c a pr.

Spring's latest styles, in black, white and natural. Splendid washable grade, in all sizes and new novelty effects. Literally hundreds of different styles. Better buy now; no telling when we'll be able to duplicate this offer.

Kayser's Famous SILK GLOVES For Women Thousands of New Black, White and Gray Gloves with different new black and white combinations. Silk Gloves will be more popular than ever this season and decidedly more so. All sizes here; pair 50c, 75c and \$1.00

INFANTS' WEAR in This PRE-EASTER EVENT

Long and Short Capes, 98c Worth to \$1.50, at \$1.00 Made of English Serge and Cashmere; pretty embroidered styles, as well as plain effects; other styles up to \$1.95.

Infants' Short COATS, \$1.95 Worth to \$3.00, for \$1.50 Dainty Plique, Bedford Cord and Serge, some with belt, some plain and some embroidered, some in Empire or box effects; all sizes.

FAST VARIETY OF NEW SPRING CAPS AND HATS Made of Lingerie Cloth, beautifully trimmed with lace, embroidery and ribbon. A bewildering array of new styles

24c to \$1.95 SECOND FLOOR

Women's and Children's Hosiery at Pre-Easter Event Saving

Hundreds of the best makes; first black, white and colors; all sizes at Underselling Prices.

Women's Cotton Ribbed Stockings, pr. 11 1/2c Value 15c. All sizes, fast paced, good serviceable, medium weight.

Foot Silk Hosiery For Women 24c Black, white and all colors and novelty effects.

SILK HOSE For Women; pair 48c Black, white and colors; also newest striped and novelty effects, in all sizes; reinforced soles, heels and toes. Kayser Silk Hose, \$1.00 to \$1.50. Scores of attractive new colors and novelty styles.

First Floor

PRE-EASTER EVENT In New EASTER NECKWEAR

Handsome new style Collar and Cuffs of organdie, embroidery and lace trimmed effects; special at 24c

Women's Dainty Easter Neckwear on Sat. Saturday; Special at 48c

New Gold and Silver Collar and Cuff Sets, neat embroidered designs; also Collar and Cuff Sets of embroidered organdie and voile; some lace trimmed and separate collars of Georgette crepe, organdie and crepe de chine silk in flesh and white; host of new styles; all sizes.

First Floor

Ladies' Ribbed UNDERWEAR At Pre-Easter Underselling Prices

Ladies' VESTS: 7 1/2c Values to 15c, for 7 1/2c Splendid, well made, ribbed styles; in all sizes.

Ladies' Silk VESTS 98c for Pink and flesh; newest Spring weight. Kayser make and all sizes.

Ladies' Union Suits: 39c Values to 75c, for 39c New summer weight Swiss ribbed style; all sizes.

Ladies' Swiss Ribbed Envelope CHEMISE; for 48c A popular garment in a good Spring weight. All sizes.

Secretary of the Commonwealth.

SHOE INDUSTRY IN HUMMELSTOWN

Pike Company Growing Rapidly; Spark Plug Company to Start Work

Hummelstown, Pa., March 30.—With the taking over of the shoe factory here by W. L. Pike, formerly con-

nected with the Halifax Shoe Company, the shoe industry in Hummelstown is taking a big jump and in the near future the local factory will be experiencing the busiest period in its history.

The plant is now known as the W. L. Pike Shoe Company, and Mr. Pike has been in control of the business since January 15. At that time the employees numbered about 20, but now there are between 70 and 80 on the payroll and additional labor is being taken on as fast as it can be secured. Mr. Pike hopes to have about 140 people working at the plant within a very short time.

At the time Mr. Pike took charge of the plant, too, the output was about 200 pairs daily and now it has risen

to 600 pairs. With the increased force which the new head of the business hopes to have soon, the output will jump to about 1,000 pairs daily.

At the present time many improvements are being made in the plant and this week men are engaged in installing new fitting room tables, said to be the most up-to-date in this territory. The cartoning room is being newly equipped and other changes are being made.

Since Mr. Pike came to Hummelstown seven new styles have been added to the list, and it is said that the local concern now carries one of the strongest lines in the State. The plant manufactures infants', children's, misses' and women's McKay shoes and sells them to retailers principally.

Mr. Pike was connected with the shoe factory at Halifax for fifteen years and was also associated with the Johnson-Ballie Company at Millersburg for six years. He is very well known in the shoe business and recently when he decided to increase his force of salesmen, he received 134 applications.

To Make Spark Plugs

The Pike shoe factory is the only industry in Hummelstown at present, aside from warehouses and lumber yards, but within a short time it is expected that the recently incorporated National Service Corporation which will manufacture spark plugs, will soon begin operations. Quite a number of residents in the town are interested in the new concern which has for its officers Dr. N. W. Hershner, Mechanicsburg, president; R. H. Thomas, jr., Mechanicsburg, secretary; and P. K. Stevenson, Philadelphia, treasurer.

The plug which the corporation will manufacture is something new on the market and will sell with a guarantee that they will give service as long as the car. The new features of the plug include reinforced porcelain, simple construction and adjustment and a disc instead of the "point" found in all other plugs. The disc shoots out dozens of sparks at once instead of just one as the "points" will do and

because of this there is always a certainty of an explosion.

Since the concern has come to Hummelstown, a big building has been purchased, remodeled and put in good shape, but the war has been responsible for the delay in getting machinery and getting the business underway. Efforts have been made to get the necessary machinery from abroad, but the shipment is not forthcoming, although the order has been placed. Just now the company's officers are planning to have the parts of plugs made at various plants in this country until machinery can be procured. Some difficulty is being experienced in this, too, because of the brisk business conditions in the iron and steel industries all over the country. However, it is understood that in the near future one concern will be in position to make the parts and then they will be shipped to Hummelstown for assembling. The new industry will employ quite a number of men.

GOOD ROADS DAY WILL BE HELD MAY 25

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are called upon to either devote the day to work or to contribute for labor or road materials.

Last year the Governor spent the day on the roads as did Highway Commissioner Cunningham and many State, county and local officials.

The proclamation is as follows: "Whereas, There is an enlightened and greatly universal interest in good roads for this Commonwealth, and

"Whereas, The improvement and upkeep of our highways is now acknowledged to be an essential good to our people in transporting the products of the farm to the best markets, in affording increasingly convenient means of access on the part of our people in one part of the State to those in another, and in laying the foundation for a necessary preparedness, and

"Whereas, Many public spirited

citizens, great commercial bodies, civic associations, agricultural organizations, automobile clubs, and county organizations in the interest of good roads in Washington, Allegheny, Lawrence, Venango, Clarion, Huntingdon, Mifflin, Blair, Chester and other counties have requested that a day be set aside to be known as "State-wide Good Roads Day" and

"Whereas, On Good Roads day in 1915 above 78,000 citizens gave freely the day to work on the roads, above 11,000 teams were voluntarily put to use on the roads, while county organizations were formed in more than half the counties of the State to promote the movement for the right observance of Good Roads day; and the judges in 17 counties joined the Executive in issuing proclamations calling upon the citizens of their respective districts to participate in the hearty observance of this day, and many manufacturers with patriotic zeal made substantial contributions of cash and material, declaring in many instances a holiday for their employees to permit their workmen to give the day to the highways;

"Therefore, I, Martin G. Brumbaugh, Governor of this Commonwealth, fully in sympathy with the purpose of this and every movement that holds promise of better road conditions for our people and deeply concerned to stimulate in every proper way a State-wide interest in good roads, and resolved, even with inadequate appropriations, to make our State highways safe, comfortable and permanent avenues of travel, do make this proclamation:

"That each and every supervisor of the townships of this Commonwealth is obliged by law and in good conscience to give this movement cordial support and to make this day memorable in greatly improved public roads;

"That all our citizens, having a patriotic regard for this great Commonwealth shall so plan their personal duties as to give the entire day to the

improvement of our highways or contribute to the proper local authorities such sum in money or such material as will add to the substantial good the day should accomplish;

"That all our citizens, living in cities or towns, and owning automobiles go on this day to the country and volunteer their services in adding to the safety and comfort of themselves and others when traveling upon our highways; and

"That this day may be a State-wide memorable action upon the part of our people in the performance of a great public service, to which the

State Department of Highways will most cordially give its support and co-operative assistance. I hereby designate and set aside Thursday, May 25, 1916, as State-wide Good Roads Day in Pennsylvania.

"Given under my hand and the great seal of the State, at the City of Harrisburg, this thirtieth day of March in the year of our Lord one thousand nine hundred and sixteen, and of the Commonwealth the one hundred and fortieth.

"By the Governor: CYRUS E. WOODS, Secretary of the Commonwealth."

Advertisement for Steero Cubes, featuring an illustration of a woman pouring water into a cup and a box of Steero Cubes. Text includes 'Simply Pour Boiling Water on a Steero Cube and your cup of delicious Hot Steero is ready.' and 'Schiffelin & Co., Distributors, New York'.

Advertisement for Beecham's Pills, featuring the text 'Healthful Sleep is necessary for the enjoyment and prolongation of life. During sleep Nature renews the vital forces of the body and restores the energy.' and 'Is Assured by Beecham's Pills. A harmless vegetable remedy, which acts immediately on the stomach, liver, bowels and kidneys, toning and putting them in good working order.' Includes an illustration of a pill box.