700th Surprise.

WEEK of GREAT BARGAINS.

Bargain season is here again. The calendar prompts us to bring the bargain subject forward at this time. We've been celebrating the Friday Surprise Sale Idea for about fourteen years now—That's long enough for you to get pretty thoroughly acquainted with its good points but not quite sufficient time to grow old-fogyish if we were inclined that way. We have always felt that we were building our reputation in the bargain field with the Friday Surprise Sales, and for that very reason always made an unusual effort to offer just the right thing at the right time, in the right place. We've now reached the seventh hundred mark and couldn't think of letting it slip by unnoticed, so tomorrow we inaugurate a week of Surprise Sales that no person economically inclined can afford to pass by. In every department, in every nook and corner of the "Big Store" there's remarkable values. New, clean, desirable, seasonable merchandise for women, men and children, as well as things for the household at a fraction of their real worth. Read carefully. Don't skip a word. Sale continues through the week.

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Cloak Department

700th Surprise Sales in the cloak section. New high-class ready-to-wear apparel at very low prices. An opportunity to buy Easter clothes at a big saving.

Ladies' Covert Cloth suits in black and blue. Ladies' Etamine suits in black. Both blouse style trimmed with taffeta silk bands, all sizes, a $25.00 suit for the coming week only **$17.25**

Ladies' Silk Monte Carlo Coats, Taffeta or Peau de Soie, cape effect, very latest fashion, special, ... **$10.85**

Ladies' Silk Waists, tucked in Peau de Cygne. Blue, pink, navy or black, fancy tucked or striped yoke. Regular $10 value at **$6.45**

Ladies' Silk Waists, assorted colors, tucked yoke and stitched. $6.00 value, ... **$4.55**

Ladies' plaid silk petticoats, accordion ruffle with Ruche $7.50 value for **$5.95**

Children's Box Reefers in navy, cheviots and castor coverts, ages 6 to 14 years **$5.55**

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Laces---Embroideries

Lace and Embroidery bargains—Every item at a short price—Every price plain and unvarnished—The best list we have ever presented—Here's the stuff, draw your own conclusion—

2000 yards of Nainsook Embroidery Beading, 3¼ to 1⅝ inches wide, neatest and best patterns, reg. 12½c values now, yd **8c**

Manufacturers' ends of Cambric Embroidery, 6 yds. in piece very best patterns, 6 to 10 in. wide, your choice at 6 yds for **89c**

Valenciennes Edges, Beading and Insertion, 12 yds. in piece ½-inch to ⅞ inches wide, daintiest designs, your choice per piece **19c**

Valenciennes, Edges and Beading, 12 yds. in piece, big variety of patterns, choice per piece **12c**

Venise Appliques and Insertions, 1 to 3 inches wide, newest patterns, 75c to 90c values, yard **59c**

Black Chantilly Applique and Insertion, 1 to 4 inches wide all the regular 15c and 18c values, yard **12c**

Nainsook and Cambric Edges and Insertions, dainty patterns, 2 to 4 in. wide, val. up to 30c yd. for this sale, yd .. **12c**

Millinery Specials

Two great lines of Ladies' Dress Hats. Lace, chiffon and flower trimmed. Beautiful creations in very large variety, for this sale **$2.98**

A special offering of 40 regular $7.50 hats, very latest styles with rose crown, chiffon and jet trimmed. For this sale only, at **$4.98**

Fancy Lace Tuscans for children. Neat, stylish shapes. Special value **98c**

Ladies' Neckwear

Ladies' Cotton Stock Collars in white edged in blue, pink, green, red or black, regular 20c value **14c**

2000 Turnovers in embroidery and plain hemstitched styles, special value for this sale, each **4c**

Hemstitched Collar and Cuff Sets in white, regular 20c values at **13c**

200 Pretty Lace Collars in white and cream, neat designs, regular 75c and 85c values at **59c**

Silk ruffs in new effects. Just received—New styles in silk embroidered sets—Fruit designs.

700th Surprise

Drug Sundries

Listerated Tooth Powder .18c
Saunders' Face Powder .. 23c
25c bottle Witch Hazel ... 14c
Eastman's Talcum Powder 11c
3 cakes Toilet Soap in box, violet or Egypt rose, box 11c
Wild Flower Soap, 3 cakes, box 7c

Chamois Skins

25c kind for 17c
15c kind for 11c
12c kind for 8c
5c kind for 3c

Double-Bell alarm Clock for $1.19

Just received, an entire new shipment of fine Jewelry in all the most popular pieces.

Demonstration of M., M. & H. Solid Gold Rings, every one guaranteed.

700th Surprise

Linens, Towels

1000 bleached Turkish Towels, 18x45 inches, special **10c**

All-linen hemstitched Huck Towels, 20x40 inches only, each **19c**

Fringed Bedspreads, large size, colors pink and blue, special, each .. **99c**

White Fringed Marseilles Bedspreads, best patterns and quality, great value **$1.92**

Bleached Satin Damask Table Napkins, 22x22 inches, very best designs and quality, doz **$2.08**

Bleached Satin Damask Table Linen, 72 inches wide, large variety of patterns, yard **89c**

A large variety of plain and fancy bleached and half-bleached Waist Linens at all prices.

700th Surprise

Glove Sale

The greatest glove offering of the year, as follows: 700 pairs of P. K., Suede, Mocha P. K., La Rosa Glace, Washable Glaces, broken lines of "Perrins" famous gloves; blacks, gray, white, brown, red, tans. All sizes included in the entire lot. $1.50, $1.75 and $2 values, choose at

89c pr.

700th Surprise

Shoe Bargains

500 pairs of ladies "Vici" Kid shoes in lace style. Kid or patent tips 5 kinds of light or heavy soles, all sizes, great value.

$2.28 Pair

1,000 pairs of Misses' Dongola lace or button, low heel or spring heel shoes, size 11½ to 2, unusual value at

$1.23 Pair

6 styles of Men's kid, box calf and velour calf shoes. Lace styles, the best $3.50 shoes on the market.

$2.85 Pair

700th Surprise

Lace Curtains

Ruffled Muslin Curtains 3 yards long, 36 in. wide very neat styles, $1.00 value, pair **79c**

Ruffled Bobinet Curtains 36 in. wide, 3 yards long, $1.50 and $1.75 values this week, pair ... **$1.19**

500 pairs of Nottingham Lace Curtains, neat and pretty designs, 3 yards long 46 in. wide, pair only **87c**

Scotch Brussels Net Curtains light and lacy effects, 52 in. wide, 3½ yd long great bargain, pr. **$2.27**

2,000 good quality oil opaque shades mounted on Hartshorn rolls, size 3x7 ft. this week, each **44c**

700th Surprise

Men's Wear

Men's fancy Silk and Satin Neckwear—Tecks, four-in-hands, batwings, bows—desirable patterns and colors.

18c Each

Men's seamless Half Hose, blacks and tans, fast color, great value.

9c Pair

Men's heavy cotton Outing Sweaters in navy blue and maroon, special value at

39c Each

Special value in men's Outing and Negligee Shirts at

29c Each

BOYS' WEAR

Boys' Waists and Blouses in dark, medium and light percales, detachable waistbands, ages 3 to 14 years,

18c Each

Boys' Corduroy Knee Pants, 39c pair.

Boys' Navy Blue Sailor Suits, $1.43.

700th Surprise

Hosiery Specials

The most extraordinary offering in Ladies' Fine Hosiery we ever made, 5000 pairs included, every pair new Spring stock that hasn't been in the store two weeks—"Onyx" and "Crescent" brands—insuring absolutely fast color. All-lace and lace-ankle styles—an assortment of about 100 patterns, all sizes.

35c to 50c value

your choice for one week

22c

Pair

at regular hosiery counters

700th Surprise

Stationery

Three great values in stationery. Good papers and envelopes at ridiculously low prices. 24 sheets paper, 24 envelopes

6c, 7c, 9c box

Kelso Bond, Hurlburt papers—48 sheets paper, 48 envelopes, a special box, worth 50c, for

29c box

Balboa Fiber Paper, 24 sheets paper, 24 envelopes, a desirable stylish paper,

17c box

Dennison's Imperial Crepe Paper, plain colors, all shades, special for this week,

6c roll

Photograph Albums for cabinets or kodak mounts.

50c kind 23c
60c kind 29c
75c kind 35c
90c kind 43c
$1.19 kind 59c
$1.39 kind 72c

700th Surprise

Wash Fabrics

Note carefully these remarkable values in new high class wash materials.

Best quality 36 in. percale light, dark and medium colorings. Best patterns, regular 15c value, for this sale.

10c Yard

29 inch white Pique, good quality, 25c value at

21c Yard

Silk and linen tissue, a very desirable fabric for street or evening wear. Regular 65c grade in all the new styles at

47c Yard

32 inch Oxfords for shirtwaists and shirtwaist suits. Very popular styles, colors guaranteed

27c Yard

27 in. Dress Ginghams, large variety of patterns and colorings only

7c Yard

700th Surprise

Silks Dress Goods

Silk and Dress Goods specials. The low prices prevailing on new stylish goods must appeal to you. 54 inch flake suiting newest and best color combinations $1 value at

69c Yard.

42 inch twine cloth, most stylish of all Spring and Summer fabrics. Colors, navy, royal, light gray, tan and reseda. $1.00 value.

69c Yard.

Black Mistral Etamine 44 inches wide. Regular $1.00 value

63c Yard.

Yama-Mai lining silk special for this sale, all colors,

39c Yard.

Best quality, black taffeta silk at these low prices:

24-inch at 83c yard
36-inch 97c, $1.09, $1.19 yard.

700th Surprise

Men's Clothing

Men's strictly all-wool fast color, black clay worsted suits. Extra well made, big value at

$8.85 Suit

Strictly all wool fast color, navy blue serge suits. Best styles, all sizes, this week

$8.85 Suit

Men's covert Spring top coats, new styles, special value

$8.85 Ea.

Men's all wool fancy cheviot and pin check cassimere suits, newest and best styles, values up to $15.

$10.35 Suit

Men's fancy white wash vests, 98c.

700th Surprise

Other Bargains

500 Axminster Rugs, Oriental, Median and floral effects. Regular $3.00 values, size 27x60

$1.98 Each.

1,000 manufacturers' ends of ingrains, 36 in. wide, 36 in. long, best patterns and colors

25c piece

Outing flannel skirt patterns at 20c each.

33 inch flannelettes all the 15c grade at 10c yard.

Fancy striped flannel waistings, 27 in., all the 25c quality, 15c yard.

36 in. Scotch flannels, 39c yard.

Bargains in leather goods, veilings and knit underwear.

700th Surprise

Pictures

9½x11½ colored pictures, landscape and marine, green frame with gold lines, regular 65c value **49c**

20x24 medallion, gold frame, regular $1.98 value for **$1.39**

15-inch circle pictures, framed in black wood, great variety of subjects, $1.50 value for **95c**

Christy pictures in colors, size 22x26, framed in green frame, gold lines, reg. $3 values for **$1.59**

16 x 12 Ballet and Fencing Girls, passe partout binding, big bargain at **14c**

20x29 Pharaoh's Horses and many other subjects, $1.50 value **99c**

Framing to your order. Largest line of brass frames in the city.

700th Surprise

Crockery, Etc

Cut Glass Jelly Dishes $2.14.

3-piece Nickel Chafing Dishes only $2.99.

Solid Silver, gold-lined, Cream Ladles, Almond Scoops, Sugar Lifters, Bon Bon Spoons and Sardine Forks, special value during this sale $1.07 each.

Fancy China Cake Plates, many pretty styles, 99c each.

Decorated Haviland China Berry or Salad Sets, 7 pieces in each set, great value $2.47 set.

Quadruple plated Silver Tea Sets, 4 pieces, pretty designs, unusual value

$5.19 set

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Groceries

20 lbs. of Western Dry Granulated Sugar for $1.00
M. & F. Co. Mocha and Java Coffee, 30c value, per lb 23c
1-lb. package Baker's Unsweetened Chocolate 35c
2 cans Corn or Tomatoes, only ... 15c
1 quart Log Cabin Syrup 35c
10 lbs. Yellow Corn Meal 20c
10-lb. sack Graham Flour 25c
Swift's Premium Hams 17c
Union Meat Co. Shield Ham 18c
Curtice Bros. assorted Jams 20c
Germea, per package 20c
3 packages assorted Jell-O 25c
Postum or Fig Prune, package .. 20c
1 qt. C. & B. Lucca Oil 65c
2 cans Table Peaches 25c
Libby's Ham or Veal Loaf 10c
1 lb. Libby's Chipped Beef 25c
½-lb. can Baker's Cocoa 22c

Phone Private Exchange No. 4.
(Basement.)

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