

Progress Is Our Watchword!
 This is a progressive store. We are never content to rest idly on our oars. What today seems to be the limit of achievement tomorrow yields to a newer and better way of doing things. That is why our standard of quality is being constantly raised. It also enables us to lower prices. This progressive policy helps us daily to see new ways in which we can better serve the great buying public. Progressiveness, too, broadens us in our dealings with customers. It impresses upon us the vital necessity of satisfying every visitor to this store—shows us that it is better to suffer loss on a single transaction than to allow any one to go away from this store with a feeling that he or she has been treated unfairly. That the public appreciates our progressive methods of doing business is shown by the fact that sales-records are broken almost daily.

The Most in Value

The Best in Quality

Perfect Storekeeping Is Our Aim!
 In every act we try to approach the standard of perfection in storekeeping. While no house can hope to reach this goal at a single bound, we make it our daily endeavor to progress toward this ideal, which we have set up as a standard. We believe that quality and a liberal policy are the substructure of perfect storekeeping, and that low price is but the superstructure, because low prices have little or no significance if quality is lacking; and a liberal policy that insures an exchange of merchandise or your money back if you are dissatisfied lends an air of freedom and independence in shopping that robs it of objectionable features. Our liberal policy has done more toward making shopping a pleasure than any mercantile innovation ever inaugurated, because we live up to it by making it the first law of this store to satisfy every patron.

New Hosiery and Knit Underwear

Will be found ready for your approval and inspection. A stock especially selected to please economical women. When there is anything good in hosiery or underwear, it is here, and the prices are always as low as can be, and always lower than like grades elsewhere.

Women's Out Size Stockings 25c
 Few dozen only of Women's Out Size Stockings, made of best imported lisle thread, in pretty lace patterns, made full-fashioned; have double spliced heel, toe and sole; exceptionally good values at 50c. Special Monday, while they last, 25c per pair.

Infants' 25c Stockings 12 1/2c
 Twenty-five dozen Infants' Fancy Lace Stockings to close at once; an assortment of white lace lisle with pink and blue stripes; also plain colors in delicate shades. These are regular 25c values. Special Monday and Tuesday only 12 1/2c at.

Women's Spring Underw'r 39c
 Women's Spring-Weight Swiss-Ribbed Vests, Pants and Tights. Vests are low neck, no sleeves, and high neck, short sleeves, neatly finished with lace yokes, silk-taped. Pants and tights in knee and ankle length. Our regular 50c grade. Special Monday and Tuesday 39c.

Misses' Spring Underwear 25c
 Misses' Spring-Weight Underwear in white, ribbed vests and pants; all sizes, 16 to 34; good 35c quality. Special Monday and Tuesday 25c.



Our Men's Department

Nowhere in the city will you find so comprehensive a showing of new Spring and Summer Furnishings, Underwear and Hats as in this mammoth Men's Department of ours, and each and every item is reasonably priced. Visit this department Monday and see for yourself.

Men's Fancy Kerchiefs 18c
 Something new and natty in Men's Kerchiefs are these fine silk lisle patterns of ours. They come in white, with small, delicately colored figures, also in blue with small cross lines; unlimited assortment to choose from, all our 25c values. Special at 18c.

Men's Half Hose 12 1/2c
 A large line of Men's Plain and Fancy Half Hose, in black, with neat embroidered stripes and fancy designs, grays with stripes and dots, also a line of plain black and tan. Specially priced at 12 1/2c.

Men's Underwear 39c
 Special bargains in Men's Underwear; two broken lines of Men's Cotton Elastic-Ribbed Shirts and Drawers, well made and neatly finished, colors pink and blue; good spring weight, our regular 50c value. Specially priced at 39c.



A Remarkable Sale of Lace Curtains

In a Full Range of This Season's Designs

Beginning tomorrow we place on display a remarkable showing of Lace Curtains in all the most favored patterns and designs—a multiplicity of beautiful patterns that cannot be equaled in the city. And you will find our prices to be much lower than you would pay elsewhere. If you've planned to buy curtains of any kind or in any quantity, by all means come to the store tomorrow, for we'll offer bargains such as you've never dreamed of... It's a wonderful opportunity. A few examples:

AT 75c—White Scotch Lace Curtains, 3 yards by 36 inches, extremely good values; specially priced for Monday and Tuesday, per pair 75c.
AT 95c—White Scotch Lace Curtains, 3 yards by 46 inches, pretty assortment of designs, good values; special, Monday and Tuesday, per pair 95c.
AT \$1.25—White Scotch Lace Curtains, 3 yards by 60 inches, large line of neat figured effects, extra good qualities; Monday and Tuesday, per pair \$1.25.
AT \$1.75—White Scotch Lace Curtains, 3 1/4 yards by 60 inches, extra heavy, double thread lace, pretty patterns, specially priced Monday and Tuesday \$1.75.
AT \$2.50—White Madras Lace Curtains, 3 1/4 yards by 54 inches, assortment of elaborate designs, exceptionally good values; special, Monday and Tuesday, per pair \$2.50.
AT \$3.00—White Cable Net Curtains, imitation Cluny lace borders, extra heavy, 3 yards by 50 inches; specially priced Monday and Tuesday at, per pair \$3.00.
AT \$4.50—Ivory Madras Lace Curtains, in an assortment of exclusive designs, dainty and attractive, 3 1/4 yards by 50 inches; priced for Monday and Tuesday, per pair \$4.50.

AT \$1.75—Arabian Madras Lace Curtains, in beaded glass effects, button-hole stitched edge, size 3 yards by 50 inches; priced for Monday and Tuesday at \$1.75.
AT \$2.50—Arabian Cable Net Curtains, beautiful beaded glass effects, extra good values, size 3 yards by 50 inches; specially priced for Monday and Tuesday, per pair \$2.50.
AT \$3.25—Arabian Corded Scotch Lace Curtains, fish net center effects, scalloped edge, heavily corded, size 3 1/4 yards by 50 inches; special, Monday and Tuesday, per pair \$3.25.
AT \$3.75—Arabian Corded Cable Net Curtains, elaborate Cluny lace effects, specially good values, 3 1/4 yards by 50 inches; priced for Monday and Tuesday, per pair \$3.75.
AT \$5.50—Arabian Cable Net Curtains, plain centers, with heavily corded Battenberg borders, pretty and durable, size 3 1/4 yards by 50 inches; priced for Monday and Tuesday, per pair \$5.50.
AT \$6.50—Arabian English Bobinet Curtains, in Marie Antoinette lace patterns, size 3 yards by 50 inches, exceptionally fine values; priced, per pair \$6.50.

Fancy Goods and Trimmings

In most exclusive assortment of stylish designs. Note the reductions.

15c Persian Braids; special, yard 5c
 35c Galloon Trimming; special, yard 25c
 75c Festoons and Galloons; special, each 45c
 75c Deep Flouncing Embroidery, yd. 48c
 \$1.25 Allover Embroidery, yard 69c
 40c Embroidery Edging; special, yd. 23c
 85c Mourning Veils; special, each 65c
 \$1.00 Lace Veils; special, each 69c
 75c Lace Veiling; special, yard 48c
 7c Handkerchiefs; special, each 4c
 15c Handkerchiefs; special, each 9c
 26c Handkerchiefs; special, each 18c

A Complete Showing of Skirts Suits and Waists



Our pricemaking power is notably illustrated by the large and varied collection of new spring styles which we offer tomorrow and we feel assured that the great opportunities afforded by this display will be appreciated by those seeking high-class apparel at popular prices.

NEW LACE WAISTS
 Several new models in allover laces and nets, daintily trimmed with Val and Cluny lace, in white or ecru, new short sleeves, full Jap silk lined; are very special values at \$6.50, \$5.90 and \$4.50.

NEW TAFFETA WAISTS
 Of black and colored chiffon taffeta, finely tailored with tucks and pleats, handsomely trimmed, well made garments, extra good values at \$6.90, \$5.50, \$4.90, \$3.90 and \$2.90.

SILK JUMPER WAISTS
 Several new models just received in tailored and novelty models of fine chiffon taffeta, are specially priced at \$4.90 and \$3.50.

MISSSES' BOX COATS
 New models that are very nobby have just been received and will be offered at \$7.50, \$5.50, \$3.75 and \$2.95.

SKIRTS AT \$4.50
 Fine quality, all wool Panama Skirts, new pleated models, black, brown, navy and fancy mixtures, worth up to \$6.50; on sale \$4.50 this week at \$4.50.

SKIRTS AT \$6.50
 Altman voile, chiffon Panama and pretty fancy mixtures, in side pleated and kilted styles; elegant fitting skirts and great bargains \$6.50 at \$6.50.

We are also showing stylish spring Skirts at \$12.50, \$15.00, \$19.50 and \$25.00.

FOR THE BABY
 Sizes infants' to 3 years, we are showing pretty styles in white, cashmere, Bedford cord, brilliantine and pique coats at prices ranging from \$7.50 to \$1.50.

Notions

Dressing Combs in a number of pretty styles, with German silver mountings; usual 75c and \$1.00 kinds. Special at 50c.

Wash Belts of best quality Nainsook, duck and pique, in handsome embroidered designs, mother of pearl buckles; 50c regular 75c values, at 50c.

Box Paper, extra good quality, 24 sheets with envelopes to match, large assortment of shades to choose from; regular 20c kind, at 12 1/2c.

FINE LINGERIE AND JAP SILK WAISTS

These Waists come in black or white, some are made with fine tucks and pleats, others are beautifully embroidered and lace trimmed; priced at \$5.00, \$4.50, \$3.50 and \$2.95.

MISSSES' SUITS
 Several new models just received, in Panama and pretty mixtures, Eton and coat styles; great values at \$12.50 and \$10.00.

SMART LONG COATS
 Of fashionable mixtures, stripes and checks, spring and summer weights, also black coats of broadcloth and taffeta; extra special values at \$12.50, \$10.50, \$8.50 and \$7.50.

NOBBY SPRING COATS

For children, of fancy light checks and striped materials, also plain cloths, in navy and golf reds, some in plain tailored effects, others trimmed with braid and broadcloth bands; in sizes 6 to 14 years; priced at \$7.50, \$5.50, \$4.50, \$3.00 and \$2.50.

FOR THE LITTLE TOTS
 Sizes 2 to 6 years, we are showing pretty baby styles in spring coats, three-fourth lengths, full loose styles, in light and dark colors, at prices ranging from \$7.50 to \$1.95.

PRETTY BONNETS
 For the baby, of China silk or dainty sheer lingerie effects, also hand-made crochet silk bonnets; prices ranging from \$1.50 to 25c.

A Superb Display of New DRESS GOODS AND SILKS

An extraordinary showing comprising all the latest spring and summer styles and colorings, with prices within the reach of all. Every item offered will permit a saving on your part.

AT \$1.00—Black and White Suitings—An exceptionally fine assortment of black and white suitings in large variety of checks, stripes and small plaids. These goods are 46 inches wide; very popular; priced at, per yard \$1.00.

AT \$1.00—New Black Checks in black and white; very choice patterns; warranted all wool, 44 inches wide, very stylish for spring and summer wear; specially priced at, per yard \$1.00.

AT \$1.50—New Jamestown Shadow Checks in a beautiful assortment of new anomy grays with red, blue and green overplaids; 50 inches wide; one of the most desirable fabrics of the season; a good \$2 value; specially priced at, per yard \$1.50.

AT 75c—Shadow Checked Panama in the new spring shades of blue, brown, tan, green, slate and gray; 42 inches wide; all wool, very choice, entirely new; specially priced at, per yard 75c.

AT \$1.25—New Wool Costings in great assortment of new gray and tan combinations; 56 inches wide, all wool; sold elsewhere at \$2 per yard; our price, per yard \$1.25.

AT \$1.00—Silk and Wool Eolienne, the finest foreign goods made; comes in all the new shades of gray, biscuit, reseda, cadet, green, lavender, red, pink, cream and black; 42 inches wide, half silk; sold elsewhere at \$1.50 and \$2; our price, per yard \$1.00.

AT \$1.00—New Plaid Fun Jabs—The very best silk made, warranted to neither cut, slip nor break; comes in an endless variety of new popular black and white checks and plaids and novelty grays; moderately priced at, yd. \$1.00.

AT 75c—New Wash Taffetas—The celebrated Cheney Bros' wash taffetas in rare assortment of black and white plaids; warranted to wear and to wash like linen; special price, per yard 75c.

AT 75c—New Wash Foulards Messalines—Something new this spring; 39 inches wide, pretty line of graduated and broken checks; exquisite colorings and designs; good \$1.25 values, special at 75c.

AT 85c—Cheney Bros' Crepe de Chine, 24 inches wide, all pure silk; in the season's favorite colors, rich and elegant, beautiful for evening gowns and waists; our regular \$1 quality, special at 85c.

AT 95c—Special Black Taffeta Bargain—Our best \$1.25 grade 36-inch black taffeta, warranted pure silk, spotless black, highly finished; this silk can not be duplicated in this city at \$1.25; our special price, Monday and Tuesday, yard 95c.

New Gloves Especially Good Values

This is a gathering of all that is good and newest in Kid, Lisle and Silk Gloves. The assortments and the prices delight others—be quick if you would share the savings.

Two-Button Short Silk Gloves, double-tipped fingers, white and colors, all sizes, at 50c.

Two-Button Short Silk Gloves, double-tipped fingers, white and colors, all sizes, at 75c.

Sixteen and Twenty-Button-Long Silk Gloves, mousquetaire wrist, black and white, all sizes \$1.25.

Twenty-four Button Length Long Silk Gloves, mousquetaire wrist, black, white and colors, all sizes \$1.50.

Twenty-four Button Length Long Silk Gloves, mousquetaire wrist, black and white, all sizes \$1.75.

Two-Clasp Short Kid Gloves, all sizes and colors \$1.25.

Three-Clasp Short Kid Gloves, all sizes and colors \$1.75.

Twelve-Button Length Glace Kid Gloves, black, white and colors, all sizes \$3.00.

Twelve-Button Length best Glace Kid Gloves, black only, all sizes \$3.50.

The Acknowledged BEST SHOE VALUES

Are To Be Found Only At This Store



In selecting your new Spring Footwear, give the subject the same thoughtful consideration you would give your new suit, gown or coat. Our splendid stock affords every opportunity for choosing—styles that are correct and shoes that are made for service and comfort.

Note These Three Underpriced Lots

Men's Shoes and Oxfords \$2.85

Women's Shoes and Oxfords \$2.37

At this price you have choice of the following well-known makes: Spence Shoe Company's \$4.00 Oxfords, Rice & Hutchins' \$5.00 Shoes, the Churchill \$3.50 Shoes, Macey Bros' \$3.50 Shoes—Basement Shoe Department. This season's most popular styles, in all the fashionable leathers, vici kid, box calf, patent colt, etc., in both plain lace and blucher styles; medium, light and heavy soles; not a pair in the lot sold for less than \$3.50; most all are \$4 and \$5 values; all to go at one price—your choice \$2.85.

\$3.50 and \$4 Values—Main Floor Shoe Dept. By far the lowest price ever quoted on high-grade, up-to-date shoes. The celebrated \$3.50 "Walk-Over" Shoes and Oxfords, in patent leather and black vici kid, lace and button, with light and heavy soles, Cuban, concave and military heels, as well as the Lady Churchill \$3 Shoes and Oxfords, Ziegler Bros' \$3.50 Shoes and Oxfords, the Sherwood \$3.50 Shoes and Oxfords, Hannah McCarthy \$3.50 Shoes and Oxfords; all go at one price—your choice \$2.37.

\$1.00 — FOR WOMEN'S SHOES and OXFORDS — \$1.00

Another shipment of 15,000 pairs just received. Most extraordinary shoe event. Through a very large and most fortunate purchase we are able to sell \$1.50 and \$2.00 shoes and Oxfords at the ridiculously low price of \$1.00. At this price you have the choice of several hundred pairs of all this season's styles, in vici kid, patent leather and patent colt leathers, in both plain lace and blucher cut; heavy, light and medium soles, with military or low heels, also one and two-strap slippers. Not a pair in the lot made to sell for less than \$1.50; most all are \$2.00 shoes. Your choice at \$1.00.