

Notions of All Kinds

15c muslin covered Dress Shields, pair, 10¢
 25c Coin Purses, in black and colors, 15¢
 250 XX 5 1/2-inch white Envelopes at... 25¢
 Varnished wood 8c Coat Hangers at... 4¢
 500-yd. spools of Basting Thread at... 5¢
 All sizes pearl Dress Buttons, per card... 5¢
 25c Beauty Pins, two to a card, at... 15¢
 25c large Whisk Brooms, only... 15¢

New Idea Patterns

All Styles
 All Sizes
10 Cents



New Idea Fashions

With a Pat-tern Free
15 Cents

40c Cushion Slips 25c

A certain manufacturer had some 50 dozen Tapestry Cushion Slips that he turned over to us at about half price. They are made of excellent quality tapestry and come in rich Oriental and Roman stripes; sewed on three sides, and finished with tassels, all ready to use. The kind that retail regular at 40c and 50c, special at... **25c**

The Most in Value

The Best in Quality

February Bargains

The Most in Value

The Best in Quality

A February of Remarkable Values

Two factors contribute to make this month of February an especially desirable season to visit this great store. The first is the daily arrival of immense invoices of new spring merchandise, affording first opportunity to view the latest creations of fashion in apparel, fabrics, home furnishings and many other lines of goods. The second factor is our February Sale of new, up-to-date merchandise offered at great reductions from regular prices, that are only made possible by enormous trade transactions, planned months ahead, and by a consistent small profit policy. We cordially invite you to view the exhibit of new merchandise which greets you at almost every turn and to participate in the benefits of this great February Sale. There are great savings now for those who come promptly.

Advance Spring Styles Women's Ready-to-Wear Garments

An Early Spring Showing of the New Style Coats, Suits, Skirts, Waists and Jackets at Extremely Moderate Prices

New Suit Styles at \$19.50 and \$25.00

Taking all things into consideration, we fail to see how these garments could possibly be improved upon. The manufacturers seem to have reached the acme of perfection in their manufacture—the most authentic styles are shown. The coats vary in length from 32 to 36 inches and are shown in fitted and semi-fitted styles. They come plainly tailored or effectively trimmed with braid. The skirts are the latest pleated effects—such as the new Spring Suits, in the following fashionable fabrics: Serges and Panamas, in plain shades and self and shadow stripes; Novelty Suitings, in black and the latest shades of blue, green, gray, tan, mode, mustard, rose, etc., etc. By comparison you will find them most un-usual values at... **\$19.50, \$25.00**

Spring Covert Coats

A nobby Jacket of fine covert cloth, in several shades of tan, plain colors or shadow stripes; several styles in fitted or semi-fitted effects; unlined or lined with a fine quality satin. Lengths from 32 to 42. Wonderful coat values at from... **\$5.50 TO \$10.50**

Spring Coat offering No. 2 is a full-length garment in a semi-fitted effect. Plainly tailored and extremely graceful in design. They are made of a Spring covert coating in several shades of tan, plain weave or a pretty novelty stripe; unlined or lined throughout with a fine satin lining. Remarkable long coat values at... **\$15.00, \$16.50**

Panama Skirts at \$5.50

A showing of all the popular new Spring styles in the latest pleated effects. They come plainly tailored or finished with bands; made of the finest quality Panama and perfectly finished. Colors, black, brown, blue and gray. Splendid values at... **\$5.50**

Spring Waists at \$1.25

Extensive showing in surprisingly pretty Lawn Waists. Come in new paneled effects, with embroidered fronts, and with lace yokes. All are correctly tailored, throughout and, quality considered, they are most reasonably priced for this sale at... **\$1.25**

New Petticoats \$1.25

An important sale of black Petticoats, made of fine quality Hyde-grade or saten, of plain color or in shadow stripes; several styles to choose from. Some in plain strap'd effects; others with two rows of shirring, double ruffle and underlay with dust ruffle. See our window display of these... **\$1.25**

Our Big \$1.00 Sale Starts Anew Monday

With Replenished Lots

Women's and Children's Shoes and Slippers Values Up to \$4 a Pair

\$1.00

Better Buy Now!

Thousands of pairs of spic-span new Shoes and Slippers that were not shown Saturday will be brought forward for Monday, and will remain on sale until sold, giving you a larger selection to choose from than at the opening. It's a tremendously successful sale, offering some of the best known and most reliable shoes at a phenomenally low price. **\$1.00 A PAIR**—Better plan to make your shoe purchases NOW. You'll not have another opportunity to equal this until another year rolls around. Many customers, the past week have bought two, three and four pairs each. See our Morrison-street window display.

It's a time when we dispose of all broken lines, regardless of worth or former selling prices. Prominent among the display are the following lots: Children's and misses' kid and calf Shoes in lace and blucher styles, \$1.50 and \$1.75 values; youths' and boys' vici kid Shoes, with Goodyear welt soles, \$2.50 values; little girls' and boys' box calf, vici kid and kangaroo calf Shoes, \$1.75 to \$2.25 values; women's Shoes in patent leather, colt, vici kid and gunmetal, made with Goodyear welt and McKay soles, low, medium and high heels, in straight lace, blucher and button styles, regular \$3.00, \$3.50 and \$4.00 values; women's vici kid Juliettes, with rubber heels, or fur trimmed, regular \$1.50 and \$1.75 values; women's one and three-point Slippers, regular \$1.50 values; men's House Slippers, \$1.50 values, etc., etc. Don't let anything prevent your attendance, but be on hand early and secure the full benefits of this great sale.

Remember, you have choice of all \$1.00 Pair



New Spring Wash Goods Are Here

A Most Attractive Showing in New Weaves and Colorings

Our early Spring showing of new Wash Goods is an interesting one. It offers exceptionally pretty weaves in white goods, and rich and exclusive patterns in colored fabrics, suitable for all kinds of garments for all sorts of wear. By purchasing in unusually large quantities direct from the mills we secured price concessions that enable us to quote lower-than-ordinary prices—NEW PERSIAN LAWN, NEW NAINSOOKS, NEW FRENCH LAWN, NEW INDIA LINONS, NEW MERCERIZED MULLS, ETC., ETC.

New white dotted Dress Swiss in neat, small dots, special value at, yard... **18c**
 New Dimities in self-colored checks and stripes at, yard, 25c, 20c, 15c and... **12c**
 New white Madras Waistings in a great variety of styles, at, yard, 35c, 30c and... **25c**
 New Printed Silk Mulls in dainty designs and colorings, special at, yard... **39c**

New Dotted Batistes in beautiful flowered effects, special at, yard... **18c**
 New Printed Batistes in rich stripes, checks, dots, figures and flowers, yard... **15c**
 New Mercerized Poplins in all wanted plain shades and white, special at, yard... **25c**
 New Silk Striped Waistings in plain shades and self-colored stripes, yard... **35c**

White Sherrette at 30c Yard

A beautiful new linen-finished fabric of fine sheer weave, that makes up very dainty and washes perfectly. Comes full 32 inches wide and is extremely popular for waists and evening dresses.

Shower-Proof Foulards

The Most Popular Silk for Spring, 1910. 23 Inches Wide, 85c Yd.

Tomorrow for the first time we place on display a beautiful line of Shower-proof Foulard Silks of excellent weight and perfect finish. It is without doubt the most desirable, fashionable silk for Spring wear. Comes in a full range of attractive styles, in medium and small figures, dots, rings and striped effects, on medium and dark grounds. It is a silk, with a permanent, high, lustrous finish that makes up beautifully. The usual price of these silks is \$1.00 a yard, introductory sale price... **85c**

Surahline

A New Fabric at 59¢ a Yard.

This is another one of the many new lines we are showing for early Spring wear. Surahline is an all-silk fabric of high, lustrous finish. Comes in a soft, pliable weave and shown in all the popular new plain shades for street and evening wear. It is 19 inches wide and sold regularly at 75c a yard; in... **59c**

New Woolen Dress Goods Are Here

Exceptionally Pretty Weaves in Colors and Patterns That Are Most Popular \$1.00 Yard

An unsurpassed showing of domestic and imported fabrics for Spring, 1910, is here, and awaits your inspection. From the point of style and value it is the best we have ever had. They come from 48 to 54 inches wide and are shown in rich, medium colorings. The assortment includes Panamas, Diagonals, Shadow Striped Fancies and Suitings of gray, tan, green, navy, brown, raisin and catwba, and in plain colors there are new browns, electric blue, red, navy, apple green, myrtle, rose, wistaria and gray. We cordially invite you to look at the new goods, even if you are not quite ready to buy. It will help you plan your Spring sewing to the best advantage and, quality for quality, you will find our prices the lowest.

New Shepard Checks in Black and White

An unusually attractive line of new Shepard Checks, shown in all popular weaves—Serges, Wool Taffetas, Panamas, etc., in all size black and white checks. These widths and qualities to choose from:
 36-inch Fabrics, special at... **50¢**
 45-inch Fabrics, special at... **75¢**
 54-inch Fabrics, special at... **\$1.00**
 56-inch Fabrics, special at... **\$1.50**

Gray Novelties at \$1.50 Yard

46 TO 54 INCHES WIDE—A full showing of all the new weaves—English Melanges, Vege-reaux, Novelty Serges, Double Warp Novelties, Panamas, hard-twisted Worsteds, etc.; high-grade, pure wool fabrics that will prove satisfactory in every way. You will be delighted with this showing.

New Silk Trimming Nets With Bands to Match

An unsurpassed showing of new Gold and Silver Trimming Laces, Allovers, Nets and Bands—ALLOVERS AT \$2.75 YARD. BANDS AT \$1.35 YARD.

Beautiful Trimmings that are all the vogue this season—fine Silk Nets and Allovers, shown in attractive lace patterns and pretty Oriental designs, with over-patterns of intermingling gold and silver threads and different shades of tinsel; every new and desirable shade is here—it is a showing well worth a special visit. The beauty of these goods and the low prices will appeal to all.

Extra Special Offerings in Embroideries Prices Are More Attractive Than Ever

Manufacturers have left-over small lots just the same as the retail merchant, and they adopt the same method of disposing of them as we do—namely, that of price cutting. Every merchant doesn't get the opportunity to purchase these goods. Only a favored few—and we are numbered among the few this season—secure these values. And so it is that we are enabled to offer our store friends such tempting values as we quote today. Tomorrow you may profit by this fortunate purchase of ours.



All-over Embroideries, beautiful patterns in blind and open work; values up to \$1.25 the yard, special at... **59c**
 1 1/2 to 4-inch Insertions, regular values up to 65c a yard, specially priced at... **23c**
 10 to 18-inch Flouncings, regular values up to 85c a yard, specially priced at... **33c**
 18 to 27-inch Flouncings, in a great assortment of beautiful patterns; regular values up to \$1.50 a yard, specially priced at... **48c**
 All-over Embroideries, full 24 inches wide, beautiful designs; values up to \$1.25, special at... **55c**
 4 to 12-inch Edges, regular values up to 60c a yard, specially priced at... **23c**
 4 to 8-inch Insertions, regular values to 85c a yard, specially priced for this sale at... **33c**

Hosiery and Knit Underwear

OUR FEBRUARY SALE OFFERS THE MOST REMARKABLE VALUES.

These offerings are of good quality and splendid wearing Stockings, in both cotton and cashmere; also high-grade silk and wool Vests and Pants in seasonable weight. The price reductions are worthy of your prompt attention:

40c Split-Foot Hose 25c

Again tomorrow we place on sale a special purchase of women's split-foot Stockings. We consider them "most remarkable values." They are made of best quality cotton, Hermsdorf-dyed and guaranteed fast black. They come with full-fashioned leg and foot, with double heel, sole and toe in natural color; early Spring-weight Stockings. Always sold at 40c a pair, specially priced for this sale, the pair... **25c**

Women's Knit Vests and Pants 79c

Regular \$1.25 Values—A special sale of women's fine silk and wool Underwear of seasonable weight. The vests come in long sleeve style with hand-trimmed neck and front; the pants are made with equestrian band. Garments that sell everywhere at \$1.25, all sizes on... **79c**

Dainty Muslin Underwear at a Third Less Than Regular

Below we list three of the many special values offered in our Muslin Wear Section. Special underpricing of well-made, neatly-trimmed garments that are fully worth our regularly low prices. Values that are not met with every day:

SHORT CHEMISE, made of good quality cambric and trimmed with lace or embroidery; also a line made of heavy Masonville muslin, finished with neat pin tucks; well made and neatly finished garments.

SHORT SKIRTS, made of fine nainsook, cambric or Masonville muslin, trimmed with laces, embroideries or neat pin and hem-stitched tucks. An extra fine assortment to choose from.

CORSET COVERS, made of fine nainsook or barred and striped dimity, trimmed with fine embroideries, laces and ribbons. Very neatly finished garments.

MUSLIN DRAWERS, made of extra good quality cambric or nainsook, trimmed with laces and embroideries; all extra well made and finished with French bands.

Chemise, Skirts Corset Covers 75c Kinds

50c

Monday and Tuesday at This Price

