

The New Spring Style Shoes and Oxfords Are Here

Shoes that have those perfect-fitting, shape-retaining qualities absolutely essential to satisfactory service. They are made to fit your feet; they give grace and comfort because they are scientifically made. Shown in the most fashionable leathers—suede calf, tan Russia calf and kid, black glaze kid and patent leather. And you will find our prices from 50c to \$1.00 a pair less than what you are asked to pay for the same qualities at exclusive shoe stores.



Come Early

NEW IDEA PATTERNS, 10c
all sizes, all styles.....

NEW IDEA MAGAZINES 10c
single copy



The Most in Value—The Best in Quality

Mail Orders Carefully Filled—Purchases Promptly Delivered

Great Savings Are Possible in Our Men's Section

Today, tomorrow and all the time, this will be found the rule, but for Monday and Tuesday good values have been made still better, and the saving possibilities are tremendous. We call your particular attention to the following special items:

\$1.50 Dress Shirts \$1.15
A special offering of men's fine Dress Shirts, with plain or pleated bosom, made coat style, with cuffs attached. They come in a large range of the choicest patterns, and are best \$1.50 values. Specially priced for this sale at..... **\$1.15**

25c Men's Ties at 19c
A choice offering of men's silk Four-in-Hand Ties, made full length, with open ends. They come in a large assortment of patterns and colorings, and are best 25c values. Specially priced for this sale at..... **19c**

Three Lines on Sale at Bargain Prices

Women's Spring style Oxfords and Pumps, in all leathers and sizes. Best \$1.79 values, at... **\$1.79**

Women's Ties, Oxfords and Pumps, in all styles and leathers. Best values to \$6.00, at... **\$2.49**

Little gents' and children's Shoes, in all leathers and sizes. Best \$1.50 values, at... **99c**



New Spring Merchandise for Both the Home and Person

A store filled to overflowing with new Spring Goods. Every department in this store is crowded with tempting offerings. Assortments are large and varieties are unusually broad. Everything is fresh and new, and most desirable from every point of view. Its quite the most ambitious display of seasonal merchandise we have ever gathered. Here are just a few items from scores just as attractively priced Monday

Men's Underwear Best 75c Vals. 55c

Sale of men's Spring-weight merino Shirts and Drawers, made of a very fine quality material and trimmed with best pearl buttons. They have good suspender straps and are shown in all sizes up to 50. They come in natural gray and are extra well-made garments, that always sell at 75c a garment. Specially priced at..... **55c**

Men's Shirts 69c

A showing of men's Negligee Shirts, made with soft turndown collar and soft cuffs, and come in plain blue and tan chambray; good custom-made Shirts that wear fine. Best 75c values, specially priced for this sale at... **69c**



Great Annual Spring CURTAIN SALE

Through fortunate purchases we have secured the most exceptional values. Fact is, we have never held a curtain sale greater in its money-saving opportunities than this. First, because the curtains are all new, perfect and of those grades which stores generally ask full price for until the end of the season. And, second, because we have priced the curtains on the basis of our purchase, forgetting worth or value. It's a large collection, so we can promise to supply the large demand that will surely be, don't they? Read them all.

made upon us during this sale. These descriptions sound tempting,

95c a Pair

For White and Arabian Scotch Lace Curtains, shown in a large assortment of new designs. They come 45 inches wide and are 3 yards long.

\$2.25 a Pair

For Arabian Plain Center Curtains, finished with hemstitched border and Cluny lace edge, neat and durable. They are 38 inches wide and 2 1/2 yards long.

\$2.50 a Pair

White and Arabian Bobbinet Curtains, in new designs, made with reinforced braided seams and wide Cluny lace edge. They are 40 inches wide and 2 1/2 yards long.

\$1.25 a Pair

For White and Arabian Scotch Lace Curtains, shown in a great variety of new patterns. They come 60 inches wide and are full 3 yards long.

\$1.50 a Pair

For Arabian Plain Scrim Curtains, with hemstitched borders, a very durable Curtain, 38 inches wide and 2 1/2 yards long.

65c a Pair

For White Ruffled Swiss Curtains, in self-colored stripes. They come 34 inches wide and 2 1/2 yards long.

\$2.25 a Pair

For White and Arabian Madras Lace Curtains, shown in new designs, plain centers, etc. They come 50 inches wide and 3 yards long.

\$1.95 a Pair

For Arabian Bobbinet Curtains, neatly finished with Cluny lace edge, one of the most popular new styles. They are 40 inches wide and 2 1/2 yards long.

\$3.00 a Pair

For White and Arabian Bobbinet Curtains, in a variety of styles, Cluny lace edge and inset, braided edge and trimming, etc. They are 45 inches wide and 2 1/2 yards long.

New Spring Suits and Dresses

Are Wonderfully Becoming—Women of Fashion Should Not Fail to See These Models

The remarkably varied assortment of correct styles will surprise and please even those who come prepared to be extremely critical. The showing is superb. Closely allied to the many exclusive features of style is the unexpectedly beautiful blending of colors and shades in the fabrics, all of which represent the best and newest type of the weaver's art. The superior character of the workmanship is revealed on close inspection. Infinite care has been exercised with details, yet PRICES WILL BE CONSIDERED UNUSUALLY LOW. We now invite you to an authoritative style exposition and sale of the New Suits and Costumes that are to be and that are authoritative.



The Prettiest Tailored Suits Are Here!
In No Previous Spring Season Did This Store Ever Exhibit Such Beautiful Man-Tailored Suits as Now.

Smart New Spring Suits Special Values From \$15.00 to \$27.50

A SPECIAL SHOWING of Spring Suits and at such reasonable prices. The most striking features of these Spring garment specials are the up-to-dateness of style and the excellent quality of material. The new style fitted or semi-fitted coats and pleated skirts. Plain or striped serges and diagonal weaves, panamas and new Spring suitings. A wide range of colors, including black and blue, brown, green, gray, tan and buckskin. These and others equally popular, in variety of shades. Extra good values **\$15.00 TO \$27.50** in these new Spring styles, ranging from.....

New Spring Coat Styles

A fine showing of the very latest in Spring Coats, fitting and semi-fitting effects, in lengths from 32 to 44 inches. Made of black broadcloth, serge, covert cloth and Spring coatings, in plain weaves, shadow stripes and diagonals, in several of the new shades of tan; unlined or lined with a fine grade of satin lining. Great special values, ranging from **\$4.50 TO \$12.50** in price from.....

New Spring Waists

Dainty Lingerie Waists of fine quality white lawn, allover embroidery fronts. Some with tucked yokes, while others are of lace. The new Bishop sleeve. Also some Tailored Waists of linen or real linen, in **95c TO \$2.75** very smart effects. Prices range from.....

Children's Wash Dresses

A full line of children's Wash Dresses, ranging in size from 2 to 14 years of age. Several styles, including the very latest. Materials are French percale and gingham in neat stripes and checks; also some very pretty styles in fine white lawn, finished with lace. Extra good values, ranging from **85c TO \$5.50** in price from.....

A Petticoat Bargain \$1.50

Petticoats of first quality Hydegade, in black, brown, blue, green and black sateen. Several pretty styles, including embroidered flounces, and others in strapped and shirred effects; underlays of same material. An **\$1.50** extra good value at.....

A Glorious Dress Goods Exhibit

THE MOST BEAUTIFUL AND SATISFYING ASSORTMENTS OF STYLISH DRESS GOODS WE HAVE EVER SHOWN ARE NOW HERE—Recent arrivals that brought new weaves and new colors will be shown this week. In this store's exhibit of new Spring Dress Goods there is a most agreeable change in the styles from those shown in past seasons. The new camel-hair and canvas weaves, Scotch mixed tweeds and rough woolsens are growing stronger in favor. Whatever the edicts of Fashion have approved for 1910 are here in brilliant array—in every wanted shade—all are exclusive at this store and all are moderately priced:

New Gray Fabrics at 75c Yd.

New Gray Panamas and hard-finished Worsteds in correct Spring and Summer weight; good, durable, dust-resisting fabrics, shown in all the new shades. They come from 44 to 50 inches wide and are special value at this price.

New Gray Novelties \$1.50 Yd.

An unsurpassed showing of both foreign and domestic weaves in the popular shades of gray—Serges, Vegereaux, Panamas and Worsteds; also self-colored shadow stripes in light, medium and dark gray. These fabrics are from 52 to 56 inches wide.

New Gray Fabrics at 50c Yd.

A special offering of hard-finished, evenly-woven Novelty Panamas, shown in a large variety of the popular gray colorings in neat, small broken designs. These fabrics are all full 45 inches wide and are fully worth 75c a yard.

Jamestown Suitings \$1.00 Yd.

A full showing of the celebrated Jamestown Suitings in the new gray effects in checks and stripes, in light, medium and dark shades. These fabrics come full 54 inches wide and are unusual value at this price.

Black and White Shepherd Checks, in all size checks, at, the yard..... **50c**

54-in. Black and White Checked Fabrics, special value at, the yard..... **\$1.50**

54-in. Black and White Checked Worsteds; reg. \$1.25 at, the yard..... **\$1.00**

44-in. Black and White Checked Serges; regular \$1.25 at, the yard..... **\$1.00**

Black and White Shepherd Checks, in all size checks, at, the yard..... **75c**

Novelty Striped Worsteds, in all the new shades, at, the yard..... **\$1.00**

Annual Sale of Embroideries



This great annual sale contains the finest assortments of new and exclusive Embroideries ever shown by this store. By importing direct in wholesale quantities we secured the lowest net prices from the mills, and by completely buying up several lines we still further reduced the cost. The following special values will give you some idea of how the entire purchase is selling:

18 TO 27-INCH FLOUNCINGS
Also 6-inch Galloon Bands to match, attractive patterns; values up to \$1.25, sale price, yard..... **39c**

8 TO 18-INCH FLOUNCINGS
And wide Corset Cover Embroideries in a full line of beautiful patterns; 65c kinds, sale price, yd. **21c**

27-INCH FLOUNCINGS
Made of best quality materials and shown in choice new designs; \$1.50 values, sale price, yard..... **48c**

4 TO 12-INCH BABY SETS
Made of best grades swiss, nainsook and cambric; regular values to 35c, sale price, yard..... **15c**

12 TO 18-INCH FLOUNCINGS
With insertions to match, also 18-inch Corset Cover Embroideries, in values to 85c yard, sale price..... **33c**

3 TO 8-INCH EMBROID'D EDGES
Of fine cambric, nainsook and swiss, all new patterns, in values to 25c, sale price, yard..... **10c**

WIDE ALLOVER EMBROIDERIES

Made of finest grade swiss and nainsook, and shown in hundreds of choice new designs, suitable for dresses, waists and yokes; values up to \$2.00, sale price, the yard..... **89c**

WIDE ALLOVER EMBROIDERIES

Beautiful swiss and nainsook Allover Embroideries, in small, dainty designs and large scroll effects; values up to \$1.25 the yard, sale price, yard..... **55c**

Undermuslins That Are Featured by Dainty Designs and Perfection of Fit

With the advent of the new Spring Suit, the natural desire arises for the daintiest of Undermuslins to make a perfect whole. The new Undermuslins are ready, and of prime importance is the self-evident truth that prices are attractively low. Especially is this noticeable in the more elaborate creations in French Lingerie, of which many splendid examples are now shown for the first time. There is NOT A SKIMPY GARMENT IN THE LOT. Fashion's requirements that skirts shall fit closely to the figure have produced ideal underwear whose lines correctly follow every curve of the figure. The popular Combination Garments are shown in great variety. Extra large sizes are here in plenty also.

Muslin Skirts \$1.18
Vals. to \$1.50

A fine assortment of Muslin Skirts, made of good quality cambric with extra deep flounce of fine embroidery with insertion to match; other styles have rows of fine Val. or torchon lace insertion, with ruffle to match. All are made very full and finished with cambric dust ruffle and underpiece to match. Regular values up to \$1.50 each, specially priced for this sale at..... **\$1.18**

Comb'n Suits \$1.18
Vals. to \$1.50

An extra special offering of women's Combination Garments, in the corset cover and drawers or corset cover and skirt. Made of fine nainsook or crossbar lawn and daintily trimmed with laces and embroideries. Real \$1.50 values, specially priced at..... **\$1.18**

Corset Covers 89c
\$1.25 Values

A fine line of Corset Covers, made of excellent quality materials and daintily trimmed with fine embroideries or linen torchon lace. Well made and neatly finished garments. Regular \$1.25 val- **89c** nes, specially priced for this sale

Muslin Gowns 75c
\$1.00 Values

An extra special offering of women's Nightgowns, made of good quality cambric, muslin or nainsook, trimmed with fine embroideries and laces. They come in the high or low neck style with long or short sleeves; are made good, full size, and neatly finished. Regular \$1.00 values, specially priced for this **75c** sale at.....

Muslin Gowns \$1.18
\$1.50 Values

An extra fine showing of women's Gowns, made of fine quality cambric, nainsook or crossbar lawn and daintily trimmed with pretty laces and embroideries. Regular \$1.50 values, specially priced for this sale at **\$1.18**

Children's Rompers at 50c

A fine showing of the new Spring line of children's Rompers, made of first-class chambray, gingham or linen suiting, in solid colors, pink, blue and tan or neat striped and check effects. All extra well made and neatly finished. They come in sizes for children from 1 to 7 years of age, at the popular price of..... **50c**

