

A Full Showing of the New Idea Patterns, All Styles and Sizes, Our One Price Ten Cents, New Idea Magazine, April Number Now Ready--10c Single Copy or 50c for Twelve Issues

65c and 75c Belt Buckles on Sale Friday at 39c

A Bargain Friday special of over 500 Fine Belt Buckles and Belt Pins. Shown in plain gold, green or gray finish, plain or stone settings. Dozens of pretty designs to choose from. These buckles sell regularly at 65c and 75c each. Specially priced for this sale at **39c**

The Most in Value—The Best in Quality



50c and 65c Hand Mirrors on Sale Friday at 33c

A Bargain Friday special of over five hundred Fine Plate-Glass Hand Mirrors, red-birch or ebonized backs, six inches in diameter. They are shown with straight handles and always sell at 50 cents to 65 cents each. Take your choice of them while they last for only **33c**

Look! See What You Can Save Here Friday

Read This Page and You'll Learn How Much It Will Pay You to Read This Store's Ads.

OUR GREATEST EMBROIDERY SALE

In Variety, In Quality and In Quantity. The Bargains Represent the Height of Value Saving. One Hundred and Fifty Thousand Yards and Over 1000 Different Styles

Measure, if you can, the infinite amount of satisfaction you will derive in choosing from such a vast assortment as that! The stocks of three prominent importers constitute the bulk of the offerings, and our own splendidly large stock also contributes to the intense interest that will undoubtedly be created by this first announcement of the sale. Read the prices for the absolute half and two-third savings! The half is not told in the printed details below. We list the items simply to indicate the extent of the savings.

Insertion With Edges to Match Corset Cover, Flouncing Emb.

Embroideries at 10c yd.

In Values to 25c
5 TO 12-INCH Cambric, Nainsook and Swiss Embroideries, dainty edges with insertions to match, shown in an unlimited assortment of pretty new patterns, finished with good, firm edges.

Embroideries at 15c yd.

In Values to 40c
6 TO 14-INCH Cambric, Nainsook and Swiss Embroideries, fine edges in hundreds of dainty new patterns with insertions to match; well-worked embroideries, finished with fine, firm edges.

Embroideries at 25c yd.

In Values to 50c
14 TO 18-IN. Cambric, Nainsook and Swiss Corset Cover and Flouncing Embroideries, all new, up-to-date patterns in an endless assortment.

Embroideries at 33c yd.

In Values to 85c
14 TO 18-IN. Cambric, Nainsook and Swiss Corset Cover and Flouncing Embroideries, shown in an unlimited variety of beautiful new patterns.

Beautiful 27-In. Embroideries

Embroideries at 37c yd.

In Values to \$1.00
27-INCH—Fine Swiss and Lawn Embroideries, full 27 inches wide. The kind so much in demand just now for dresses, skirts and combination suits. All new patterns, well worked and perfectly finished.

Embroideries at 79c yd.

In Values to \$1.50
27-INCH—An out-of-the-ordinary gathering of fine Swiss and Lawn Embroideries, full 27 inches wide, shown in a large assortment of dainty small designs as well as large bold scroll and eyelet patterns.

\$2.50 Embroideries 98c

27 to 52 Inches Wide

The finest St. Gall Embroideries ever shown in this city. Beautiful 27 to 52-inch Flouncings, shown in a wonderful assortment of blind, openwork and insert Venise lace patterns, suitable for flouncings, skirts and dresses. It is a showing that few women will care to miss.

Nobby Spring Coats in Becoming Effects

Full Length, Semi-Fitting Styles Black and Colors. Regular \$15 and \$17.50 Values, Friday \$10.90

Don't think of selecting a coat until you see these garments. They are made full length, semi-fitting effect, with notch collar, and come in black and colors. Materials are serges, covert, cravenette and a large variety of novelty mixtures. Regular \$15 and \$17.50 values for **\$10.90**

Women's Waists, Values to 95c, at 39c

At this price we are showing an unlimited number of new styles in Waists, made of very desirable materials, both white and colored. Neatly finished garments that sell regularly up to 95c. Priced for this sale **39c**

Petticoats, \$1.25 Values, at 79c

A special offering of Women's Petticoats, made of good quality black sateen and cotton taffeta, finished with deep flounce and underflounce, in several different styles. Neatly made and finely finished. Extra good values at \$1.25. For this sale at **79c**

Great Sale of Boys' and Girls' Shoes

5000 Pairs Children's Shoes \$1.39 on Sale at a Great Price Reduction. \$2 and \$2.50 Grades 1 Pair

Positively the best chance to buy Children's High-Grade Shoes at actually less than factory cost. In considering this sensational sale, please bear this fact in mind: Every pair of shoes is sold under our own personal guarantee. They are the same worthy qualities that are sold here every day, only a large proportion of the price is missing. Five thousand pairs of Little Gents' and Boys' Shoes in good styles and in all leathers; also Misses' and Children's Shoes in vici kid and box calf leathers. The boys' shoes come in all sizes from 8 to 5½, and the girls' shoes from 5½ to 2. Regular \$2.00 to \$2.50 grades. All to go Bargain **\$1.39** Friday at, the pair

Men's New Style Shoes and Oxfords in Black and Tan Leathers. \$4 and \$4.50 \$2.99

Sale Women's Stockings

About Half Price for Perfect Quality, Well-Made and Good-Wearing Stockings.

HOSIERY

Women's 40c & 50c Stockings Priced at 27c

One of the greatest sales of Stockings this store ever advertised will be held here tomorrow. Imported and American-Made Stockings are included, and the price is lower than equal qualities were ever before sold for in this city. It is only because a high-class jobbing house was closing out certain lines that we are enabled to offer such wonderful bargains. It will be a buying opportunity that no woman can afford to miss—a bargain feast!

6000 Pairs Women's Fast Black Hose

Hermesdorf-dyed Stockings, made from extra quality lisle and best grade Sea Island silk-finished cotton. High-grade, full-fashioned stockings with well-shaped leg and foot and double heel, sole and toe. Many come with fine ribbed top. Thousands of pairs and all sizes of the best 40c and 50c stockings. On sale tomorrow, Bargain Friday, at **27c**

Your Last Chance to Buy the Beautiful Silks

At a wonderfully low price—Over 9000 yards in the assortment, including every wanted shade and all the new novelties for waists, suits and dresses.

New Persian Silks, shown in a large variety of designs and colorings, in taffeta and messaline weaves. Full-width Fancy Louisines, with Persian background and satin overstripes; 23-inch Satin Foulards in all wanted shades, shown in neat dots and small figures; 20-inch All-Silk Foulards in an endless assortment of neat and attractive designs; 20-inch Pekin-striped Taffetas and Messalines in all size stripes and colors; 19-inch Pure Silk Messalines in all the new and staple shades, as well as black.

In 65c, 75c, 85c and \$1.00 Grades

49c Yd.

Fashionable new weaves in plain shades and rich colorings—all underpriced for this great sale.

Bargains in Woolen Dress Goods

Storm Serges 85c Grade 56c

42-inch Double-Warp Pure-Wool Storm Serges of extra weight and perfect finish, made of the finest selected yarns and shown in the new shades of navy, blue, cardinal, wine, brown, tan, green, gray, etc. Best 85c grade. Bargain Friday at **56c**

Novelty Mohairs 65c Grade at 37c

38-inch Novelty Mohair in neat dots, stripes and diagonal weaves; also plain mohair and Sicilian weaves in black, cream and colors. An extensive assortment to choose from. Correct new fabrics for spring and summer wear. Best 65c grade. For Bargain Friday at **37c**

EXTRA!

2000 Yds. Bleached Linen Toweling

Best 12½c Quality at 8c Yd.

Housekeepers will be quick to take advantage of this bargain offering, for the sale is for one day only. Two thousand yards of Full-Bleached Linen Toweling of fine, heavy twilled quality. Our regular 12½c grade and splendid value at that price. On sale Bargain Friday at **8c**

Drawn Work

Scarfs and Squares 40c Values 17c

At the Art Department tomorrow we place on sale a special underpriced purchase of fine Art Linen Scarfs and Squares. They come in a large variety of patterns in drawnwork and are well finished throughout. The squares are 30 inches and the scarfs are 18 by 50 inches. Both are regular 40c values. On sale Bargain Friday at **17c**

Misses'

Sweater Coats \$1.75 Values \$1.09

An excellent opportunity to purchase Misses' Fine All-Wool Sweater Coats at a splendid saving. They come in good styles, with V-shaped neck, and are finished with two pockets. Fancy weaves in navy, red, white and gray. All sizes from 26 to 34. Best \$1.75 grade. On sale Bargain Friday at **\$1.09**

EXTRA!

5000 Yds. 32-in. Zephyr Gingham

18c to 25c Qualities at 12½c Yd.

An out-of-the-ordinary sale of manufacturers' short lengths, from 10 to 20 yards each, at less than actual mill cost. Five thousand yards of standard quality Zephyr Gingham, shown in a large variety of plaids, stripes and checks in the most desirable colors. Regular 18c to 25c grades. On sale Bargain Friday at only **12½c**