

New arrivals in Sincerity and Stein Bloch clothing, Beautiful Blues and Grays. Wood Fibre Straw Hats a late thing

Advance Showing of Easter Wearables

"Behind the Clouds the Sun is Shining"---Become Acquainted With Our New Arrivals That You May Properly Prepare for the Grand Easter Promenade In Good Time



Showing of STYLES from FASHION'S SOURCE

Woolen Dress Materials Cotton and Linen Dress Goods

Shepherd Checks for Spring

—Within the past month there has been a decided movement toward Shepherd Check materials for spring dresses.

—The first indication of this fashion came from New York in our first suits, when our buyer wrote us that some of the smartest models shown by the leading importing costumers were in various-sized checked garments. Since then the fashion books have been talking checks—from the small pin check to the large 1 1/2-2 inch check.

Every quality and width is represented in our stock, from materials 40 ins. to 65 ins. in width. Prices from 75¢ to \$1.75 yard.

We are showing at this time an array of colors never shown at this store, and materials such as Mercerized Jacquard, Dungara, Handloom, Nipon Cord, Homespun Silk, Linen Suitings, Crash Suitings.

Table Linen

Extra heavy pure Linen, 1-2 bleached, 72 in. wide, splendid quality at 90¢.

Bleached Linens, all prices, warranted all pure linen at \$1.25, \$1.50, \$1.75, \$2.00.

WOOL DRESS GOODS

In this department we are showing a beautiful assortment of material as well as coloring.

Pure worsted storm serge for suits, skirts and dresses; a reliable fabric. Cream, diagonal and striped.

Shepherd checks, black and white assorted checks.

Herring-bone and diagonal weaves, all shades of gray.

Two-tone diagonal weaves in all wool

Striped Mohair with invisible white stripes adapted to skirts and dresses.

Striped worsted made of fine Australian yarn suitable for suits and skirts, can also be used for coats.

Wool Dress Goods in price from 65¢ to \$2.50 the yard.

Ladies' Ready-to-Wear Dep't.

Spring suits are now ready for your inspection. A noticeable feature this season being the long, graceful revers are distinct departures from last season

NECKWEAR FOR SPRING

Surely there is no economy in buying bedraggled, shop-worn and soiled neckwear that has been offered at all prices and in numerous sales.

WE HAVE NONE OF THIS

—Instead we ask your patronage by offering the prettiest stock of Fine Washable Neckwear ever collected in our store.

In Maderia, St. Gall, Fine Embroidered Jabots, Lawn and Val. and Cluny Lace Jabots, White Venise Lace and Novelty Lawn and Lace Gibson Collars, Novelty Linen and Lace Stocks, Tailored Stocks, in plain white. Some pretty trimmed and colored embroidered and new styles and shapes in Dutch Collars. Also a large assortment of Lace and Embroidered Bows and Embroidered Mull Ties; also Linen Embroidered Tailored Collars.



For several seasons Alexander has offered the best \$25.00 tailored suit for women that could be bought anywhere for the money.

We pay more for the fabric, more for the trimmings, more for the workmanship and finish and ask less profit on these suits at this price than other houses. As a result we offer a very high-grade spring tailored suit, that for fit, fashion and wear is the equal of suits sold for a great deal more money elsewhere.

These suits are designed in many smart styles and personal inspection will reveal the fine quality of serge, diagonals and mixtures of which these suits are made.

The coats are 30-32 inches in length with notched and round collars, some inlaid with moire and satin, lined throughout with Peau de Cygne, Skippers satin and silk. Skirts are new pleated effect from nine to 25 gores.



SHIRT WAISTS

White Lingerie Waists at sale price. About 3 dozen in the lot, one of a kind, all samples, sizes 36 to 38 size, prices \$1.25 to \$3.50. Yours while they last at 1/2 price.

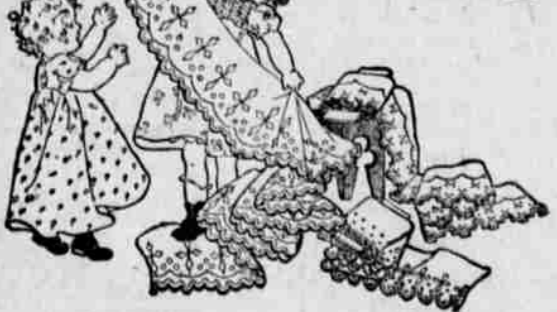
SILK WAISTS

Six dozen received by express. All colors from light to black, sizes 34 to 44. Regular price \$4.50 and \$5.00. For Friday, only \$3.75.

For refined, quiet taste these waists are among the choicest we have received so far this season, and as for wearing, they rank foremost among the styles shown.

You must be interested in Embroideries now for they hold the center of the stage

EMBROIDERIES



Our embroidery buyer has just returned from the lace and embroidery market, and with him

came an immense purchase of Allover Embroid- Unmatched values in Cambric, Swiss and Nainsook Allovers. The range of patterns is broad, giving an ample opportunity for a wide selection. The patterns are choice, showing some very dainty designs, and also some very showy lace patterns.

Particularly interesting to women who make their own waists, and for misses' and children's dresses.

For Friday we offer one special lot, values 75¢ and 85¢. Friday choice 45¢ the yard.

New Lingerie Tailored Waists

\$2 to \$5

Being a Very Special Value



—A new model, being made with the French back and the new tailored sleeves with a deep cuff. Strictly tailored and an exceptional quality of taffeta silk in narrow hairline stripes. In navy, gray and black. Pleated front. Crushed collar with fancy butterfly bow of same material.

Your Choice Only \$2 to \$5

Alexander's Department Store

Florsheim Oxfords in all the late lasts and shades.

New Stiff and Soft Hats Just Came In.