## THE AIM OF THIS STORE IS TO GIVE YOU SERVICE

Our prosperity is due to the fact that we responded to the demand for beneficial service. Service is the one dominant thought that has directed every aetivity and impulse of this store for over thirty years. We have tried to give a service that is since, helpful and competent. Service that gives our patrons the best value that thoughtful, intelligent merchandising could make possible. We invite comparisons, and solicit your patronage only on a basis of our abirity to serve you most satisfactorily.

## nint <br> Reduction Sale of High-grade GEORGETTE WAISTS

VALUES UP TO \$26.50. YOUR CHOICE FOR \$10.75

This is a wonderful assortment including values from $\$ 14.75$ to $\$ 26.50$ in all suit shades of brown, tan, burgundy, green, navy, grey, flesh, black and white.
Fancy beaded, braided or embroidered.
These are real bargains and now is your timeto buy your new Spring waists.

## Choice $\$ 10.75$



Cable Cloth is a yarn dyed fabric similar to devonshire cloth. Colors are absolutely fast, just the tling for chil-
dren's play suits, waists, etc. The yard..............50c Polo Coatings, the latest effects, colcrs of taupe, rose,
weaves for sport coats in blue and weaves for sport coats in blue and yard.
berry, fox glove and spark. to Plaids and Then More Plaids - Beautiful colorings in fine all wool weaves that are in the apex of fashion for skirts. Only one length required. Prices range from
$\$ 4.75$ to $\$ 7.50$. 4.75 to $\$ 7.50$.

Countess Cloth has the finish of baronet satin, just in plain weaves or brocaded Women's and Misses Knit and colors, a very good qualBloomers, flesh color and ity. The pair $\ldots \ldots . \$ 1.75$
white in a splendid quality, Infants $\mathbf{C}$ a s h mere tte he pair.......... 59c Hose, color white, special

Fine Imperted French Vaenciennes Laces-A tremendous assortment of edgings with insertions to match in new patterns. The yard

Bluebird Batiste for lingerie of all kinds is having he popular call, colors are pink and white with blue rasting colors Yard con-
81.50 Shirts Reduced to $\$ 1.19$ 82.00 Shirts Reduced to $\$ 1.49$ $\$ 2.50$ Shirts Reduced to $\$ 1.78$ $\$ 3.00$ Shirts Reduced to $\$ 1.98$
83.00 Shirts Reluced to \$1.98
$\$ 3.50$ Shirts Reduced to $\$ 2.47$ $\$ 4.00$ Shirts Reduced to $\$ 2.95$ $\$ 4.50$ Shirts Reduced to $\$ 3.35$ $\$ 5.00$ Shirts Reduced to $\$ 3.85$

## ONLY A FEW PIECES OF PON-

 GEE SILK AT 89e YARDleft. Today will probably be the last day that you will be able to purchase pure
silk pongee at this low price of

Special for Saturday Evening CANTEEN BAGS OR PARTY
Made of patent vachette, every one of them new. A very special purchase and early contract enables us to offer these fashionable
dress accessories that would sell for $\$ 5.00$ ordress accessories that would sell for $\$ 5.00$ or-
dinarily at the special price of...... $\$ 3.89$ GOLF WOOL SOX FOR CHILDREN
with the bright striped tops so very much the vogue in larger fashion centers. The price STOCKINGS FOR CHMDREN

Cadet Double Krice Stockings Reinforced heel and toe, heavy or medium Reinforced heel and toe, heavy or meduum
ribed for boys, in all sizes. Prices the pair 70 e to 80 c .
.Cadet fine ribbed mercerized hose for girls,
wear extra well and look extra well. We feawear extra well and look extra well. We feaure Cadet hose because we believe they are the best that money can buy.

Spring Fashions in Smart Footwear for: Women
The selection of the proper shoes right now will be a great factor in completing your Spring outfit. They mast not only be smart in appearance but they must possess ot her mialities. You
will have no trouble in making a satisfactory selection if you will come h re have oaly the latest styles, best fitting and most comfortable shoes are found. The best ter what the price.

Women's Brown Kid Oxfords, flexible sole, initation tip, French heel, price.... $\$ 14.00$
Wemen's Black Kid Oxfords, flexible sole, Women's Black Kid Oxfords, flexible sole,
plain toe, French heel. Price....... $\$ 10.00$ Women's Brown Calf Oxfords, Goodyear welt soles, imitation tip, military heels. Price
 plain toe military heelss, Price. $\$ 11.00$

Women's Brown Kid Pump, Goodyeer welt,
plain toe, military heel. Price.... $\$ 12.00$
Women's Brown Kid Pump, flexible sole, Women's Browa Kid Pump, flexible sole,
French heel, price ................. $\$ 13.00$ French heel, price .................. $\$ 13.00$
If your feet ache and pain, if you have calIf your feet ache and pain, if you have cal-
louses, if your cet tire easily, if you have fallen or broken ar-hos, call at our shoe depart-
ment, we have giaduate sperialist: to serve ment, Ien's Neckband, Soft Cuff Shirts. The assortment is wonderfully good, inluding most desirable patterns and materials in such makes as Manhattan, Eagle, Perfcetion, and Cluett.

We are offering these shirts at far less than the present wholesale cost. Every one is a bargain of real merit-and no man can well afford not to buy wo or more Here are the prices:

## Bocisan Basement

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## SPECIAL SALE OF MEN'S SHIRTS

As a blow at the high cost of livinge we have prepared a rousing sale of

This is the season of new things-visit our store ofterf and keep posted on the new styles.

## JhePeoples Warehouse

Use our Postal Dept., it's here for your especial convenience. Post your mail here, get your money orders here.


