



Spring 1921

a new cash store
fresh new goods
new low prices

You're Invited to Our Opening

THE CRESCENT DRY GOODS CO. WILL OPEN ITS DOORS TO THE PUBLIC

Tomorrow Morning, April 2nd

This store is essentially a home institution owned and operated by Roy E. Morse, Chas. E. Bond and Willard Bond, who are here to stay, whose interests are your interests.

The purpose and policies of this store will be to sell **QUALITY MERCHANDISE OF REAL VALUE FOR CASH ONLY** at prices much lower than we possibly could were we doing a credit business. The expenses of The Crescent Dry Goods will be kept down to the minimum in every way, in order to give our patrons the full benefit of every saving possible.

We will offer to the people of this community, Women's and Children's Wear and a complete line of Dry Goods of assured integrity at prices that will make an appeal to you. Our standards are inflexible and in offering reliable merchandise at lower price levels, we feel that we deserve your confidence and support. Our interest does not stop when we sell you merchandise. We want to know that it is satisfying in every respect.

Having just returned from the Eastern markets we are in a position to place at your disposal unexcelled values for your choosing.

This page offers you just a taste of the values you'll find in this new store. All our stock is fresh and new and all of it purchased on the new low price market, higher quality and lower prices than you have been offered since 1914.

We hope you will come to our opening, if only just to "look." We want you to know our store.

Packages either paid for, C. O. D. or approvals will be promptly delivered by our own special service at the time you want them. **TELEPHONE 127.**

OUR READY-TO-WEAR SECTION

is on the balcony. Visit this department, see **Georgette and Tricolette Waists and Blouses**, showing the new tomato, burnt orange, blues, tan, green, yellow, white, flesh and blacks at \$5.65 to \$7.49
All Silk Pongee Blouses \$3.49 to \$5.65

FANCY LINING SATEENS
Fine qualities 79c, 90c and 95c
Hemstitched Lunch Cloths, 36 in. each 98c
Silkoline, best qualities, the yard 29c
Bleached Muslin, fine quality, the yd. 13c
Fine Percales in stripes, very heavy for men's shirts, the yard 25c
Playtime Cloth, 31 inches wide, wears extra well and long, the yard 25c



SPORT SKIRTS

Plaid Wool Sport Skirts for sport wear at \$5.95, \$7.69 and to \$13.49.

Jersey Silk Flounced Petticoats
With Cotton Tops in Colors
at \$1.98.

All Silk Jersey Petticoats, beautiful styles, in a complete range of colors at \$2.98, \$3.69 to \$4.95.

Bonita Hand Embroidered Voile Waists

Made in the Philippine Islands, all hand made, colors flesh and white. Price \$4.29 to \$4.98 and \$5.65



Here is Something Very Special WOMEN'S SILK DRESSES

Made of taffetas, Canton, Crepes, Crepe 'de Chines and Satins, showing the newest creations. Colors are navy blue, new grays, Copen, henna, brown and black. Exceptional values at

\$22.50, \$25, \$26.95 and \$35.
Pleated Serge Skirts all wool \$4.95 to \$7.95
Jersey Sport Jackets in brown and blue at \$8.95 to \$17.50

WARNER'S CORSETS

A complete stock of new low price Corsets, of high grade makes at \$1.50 to \$5.00

WOMEN'S COVERALL APRONS
Pretty, neat styles of gingham and yercales 89c to \$2.19.

HANDKERCHIEFS AT 19c EACH

A splendid purchase made in New York of values worth much more.
Another Lot of Handkerchiefs at 12½c that are wonderful values.

Bleached and Unbleached Towelings, real quality at 15c, 17c, 18c to 29c
"Softspun" Huck Towels, very fine even hem and extra values at 15c, 23c, 35c and 39c
Fancy Turkish Towels and plain White at prices ranging from 15c, 23c, 35c, 45c

ATHENA KNIT UNION SUITS

Extra fine gauge in the newest styles, underwear that fits, the suit \$1.10 and \$1.29
Other suits at 69c and 75c

EXTRAORDINARY VALUES IN LACES

Linen Cluney, Vals, crochet laces, at the yard 5c, 10c and 20c.

CHILDREN'S GINGHAM DRESSES

Pretty little plaids for children, age 6 to 14 years at 98c to \$2.69

SILK ENVELOPE CHEMISE

A very complete assortment of crepe de chine combinations, made up in pretty styles at \$2.98, \$3.29 to \$4.69
Silk Bloomers \$3.39 to \$5.69

Bonita Hand Embroidered Chemise and Gowns, Oriental work \$2.98 to \$6.19
Crepe and Muslin Night Gowns \$1.19 to \$1.59.

Envelope Chemise, made of long cloth, prettily trimmed, the garment \$1.19

WAYNE KNIT SILK HOSE \$1.00 PAIR

Gray, brown and black in all sizes at the low price of \$1.00
Onyx Silk Hose in colors, the pair ... \$2.00

DAMASK TABLE CLOTHS

Mergerized pure blea. 64x64, very special value \$1.79
Mergerized Damask, 60 in. wide, the yd. 69c
Heavy Mergerized Damask, 64 in., yd. \$1.19

REAL KID GLOVES

Overseam sewn, colors of brown, tans, modes, whites and black; all sizes, a specially good value.

The pair \$2.25

High Grade Pique Seam Kid Gloves in the leading shades, all sizes, a fine real kid glove. Our price, the pair \$2.98

UNUSUAL VALUES IN BETTER SILKS

Crepe De Chines, a full range of colors at the yard \$1.49
Heavier Grade Crepe de Chines in the colors you want at \$1.98
Georgette Crepe in all colors, a splendid quality, 40 inches wide, the yard \$1.49
Taffeta Silks, navy blue and blacks at the yard \$1.95 and \$2.25
Plain Satin Messalines in colors at the yard \$1.95
Striped Tub Silks for men's shirts at \$1.49 and \$1.95 yard.

CHILDREN'S MIDDIES

Made of fine materials in ages 6 to 18 years at 98c to \$1.79

CHILDREN'S BLUE AND TAN COVERALLS.

Ages 1 to 8 yrs, the best made, the suit... 98c

NEW DRESS GINGHAMS

in beautiful plaids and checks from 23c to 75c. No old stock or bad patterns.

Plisse Crepes, plain and fancy designs for lingerie 33c to 43c

Nainsook and Long Cloths, extra qualities at 16c, 27c and 35c

NOVELTY WASH GOODS

Voiles, lawns and batistes 35c to \$1.19

WASH SILK CAMISOLES \$1.00 EACH

Others prettily trimmed, best silk \$1.59 to \$2.29.

WOMEN'S POLLY PRIM APRONS
Made of percale and gingham... 69c and 85c

RAG RUGS

Small sizes, each 65c
Large sizes, each \$1.19

The Crescent Dry Goods Co.