

## Our Lower Prices

## Are of Special Interest to CarefulShoppers

Just now, when prices are so irregular and vary so much in different stores, one has difficulty to kuow where or when to trade and be sure that he is paying the right price and getting his money's worth. A visit to our store or a careful comparison of prices will definitely decide this question for you and result in your saving many, dollars on your purchase
Buying in large quantities for 312 Stores, selling for cash, a business policy refraining from misleading special sales and a disposition to, at all times, maintain lowest prices for standard merchandise, enables us to sell for less and do it
ment Store Organization in the world and you are served accordingly.
our store you are trading with the largest Chain Depart-
You can be sure of your money's worth here.


SHC
For Men, Women and Children

Skirts Voile Waists

Charming Costumes that Feature the Latest Details of Fashionable Dresses

You will find here in large quantities, which our eastern buyers have selected with the greatest care in order to give our customers the best selections at lower prices than they can be had elsewhere.
Ladies' Coats Ladies' Dresses Ladies' Suits Silk Waists


## As Easter Approaches

Everyone is planning for their new Spring wearing apparel, and no where can you supply those needs better, or at such reasonable prices as you can from the

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## SPRING and SUMMER DRESS GOODS

We have a fine stock of Silks, Voiles, etc., from which you can select to your satisfaction for that Spring sewingCrepe de Chine
\$1. 79 Yard Messaline
\$1.49 to \$1.98 Yard Georgette Crepe Taffetas
Figured Voiles
Figured Tussah Silks
Tissue and Zephyr Ginghams
Dress Ginghams, 27 inch
Percales
Muslins
\$1.69 Yard \$1.69 Yard 39c to 98c Yard 89c to $\$ 1.25$ Yard 33 c to 65 c Yard 19c to 25 c yard 15c to 21c Yard 15 c to 21c Yard

MEN
Will find us well stocked with a good line of GENTS FURNISHINGS

