



# Beginning Tomorrow at 9 a. m.

(Premium Coupons With Purchases as Usual—Free Deliveries With \$3 Purchases or Over)

## We Inaugurate Our Yearly And Most Important of All Events

# SPRING MARKETING SALE OF OUR NEW SPRING STOCKS

For the past six weeks we have combed every manufacturing center and drawn upon every market in the United States, whose prices could appeal to our expert buyers who when instructed to buy and buy plenty at the right figure.

## OUR MASTER BUYERS ARE BACK *from* MARKET

### WITH GOODS OF ALL DESCRIPTIONS

Silks, Dress Goods, Domestics, Men's and Boys' Clothing, Furnishings, Shoes, Ladies' Ready-to-Wear, Millinery, Notions, Etc. And as a matter of fact, complete lines for all departments in the entire store.



## The Stocks Are Here And Must Be Sold at Once

Realizing that this season has not been as expected—it is necessary for us to dispose at once the greater portion of our Spring stocks. AS BUSINESS EXPERTS WE KNOW THE ONLY WAY TO MOVE THESE GOODS IS TO MAKE PRICES SO LOW THAT GOODS WILL MOVE THEMSELVES. This sale will be a God send to thrifty shoppers; come prepared to witness an event that is gigantic and stupendous—it will be a buying furor, such as never has been witnessed before—be on time—get in line—and push your way in when the doors are open.

### FRIDAY MORNING March 31 at 9 a. m.

We Have Applied The Knife To  
—Every Article In The Store—  
(Contract lines excepted)

You Will Witness a Selling of Mer-  
chandise That is Unbelievable and  
Unimaginable

### Season's Newest In Ready-to-Wear

Our buyers have shown much consideration and taste in the buying of these pretty styles in Ladies' Ready-to-Wear. We are going to show much haste in the selling, just look at these prices!

Beautifully Trimmed Imported

#### Japanese Crepe Dresses

Regular \$4.50 Values

Hand embroidered and applique trimmed—all sizes for girls and women; in a harmonious array of colors—**\$1.98**  
Now only, at

Nationally known Miss Taylor

#### Gingham Street Dresses

Value to \$8.00

Beautifully trimmed and stylishly made; a complete run of sizes for Girls and Women. **\$2.98**  
Now only, at

One line of \$10 and \$15

#### Organdy Dresses

On an extravagant array of new spring colors, showing new eastern styles that prove their fascination at sight. Now only **\$4.50**

\$12.00 Wool Serge Trimmed

#### Dresses

Very prettily made in the full sleeve styles—all sizes for large and small women. Now only **\$5.75**

Our selling of Taffeta, Crepe and Satin

#### Spring Dresses

In pretty styles—and correct trimmings—Values to \$18.00. Now only, at **\$9.50**  
Values to \$30.00. Now only at **\$14.50**

#### Ladies' Bungalow Aprons

Regular value \$1.25, all sizes. **59c**  
Now only

#### Voile and Crepe de Chine

Waists  
Value at \$1.75, assortment of sizes. Now only **89c**

#### Ladies' Satine Petticoats

Regular value at \$2.00, with knife pleated ruffles. Now only **95c**

#### Pure Silk Pongee Waists

Regular value at \$5.00, Peter Pan and Ford styles. **\$2.98**  
Now only

#### Guimp Dresses

Velvet and Jersey Wool, values to \$6.50. Now only **\$3.98**

#### Middy Blouses

Red and Blue Flannel, regular \$5.00 and \$6.00 values. **\$2.98**  
Now only

#### Middy Blouses

Mercerized White Twill, regular values at \$2.50. Now only **98c**

### Spring Stocks in Our Shoe Department

#### Ladies' \$3.00 One Strap House Slippers

Made with low heel and extra fine quality leather. Special at **\$1.69**

#### Boys' \$4.00 Heavy School Shoes

Made with sturdy leather sole. Special at **\$2.25**

#### Girls' and Misses 4.50 Oxfords and Strap Pumps

Sizes 8 1/2 to 2 1/2 in black and brown; made with low heel. Special at **\$2.95**

#### Ladies' Felt Bed Room Slippers values to \$2.65

In a range of six different colors, all sizes. Special at **95c**

#### Men's \$4.50 Heavy Leather Work Shoes

Well made of good heavy tan leather, all sizes. Special at **\$2.49**

#### 15c Insoles 7c

#### Ladies' Oxfords and Strap Slippers

Black or brown—low and medium heels, assortment of sizes. Special at **\$2.49**

#### Ladies \$5.00 Comfort Dress Dress Shoes

Sizes 5 to 9 cushion inner sole; low heel, soft kid leather. Special at **\$2.49**

#### Ladies' \$5.50 Street Shoes

Black and brown, with or without rubber heels, sizes 2 1/2 to 8. Special at **\$2.98**

#### Ladies' Pure Gum Storm Rubbers

Sizes 2 1/2 to 5, regular \$1.00 value. Special at **19c**

#### Ladies' and Girls \$6.00 Fancy Slippers

Sizes 2 1/2 to 7, black and brown, one and two strap; low or medium heels. Special at **\$3.49**

#### 10c Shinola 5c

TWO TABLES HEAPED HIGH WITH

#### SHOES and OXFORDS

Some are values to \$4.50

For men, women and children, in white, black or brown. While they last. Special at **95c**

#### SHOES and OXFORDS

Some are values to \$2.25

For men, women and boys' and girls'; in an assortment of different styles. While they last. Special at **49c**

# FREE! FREE!

To the Early Shopper, Friday and Saturday Mornings

## Hundreds of Dollars In —MERCHANDISE—

Given Away Absolutely

# FREE!

to the first hundred customers purchasing in our store Friday morning and Saturday morning merchandise of all descriptions will be given away to the first One Hundred purchasers.

### We've Got These Articles Now on Display In Our Windows

Come and look them over—Be among the crowd when the doors are opened.

