

We Invite Comparison of Quality and Price

ALL PRICES BASED UPON NEW MARKET CONDITIONS

LOW PRICES ON SHOES

This is the family Shoe Store where Honest Values are Sold at the Lowest Prices

Men's Shoes

- Gun Metal Engl. last \$4.98
- Gun Metal Cap Toe 3.99
- Mah. Calf Engl. 3.98
- Mah. Calf Engl. Oxf. 5.99
- Mens black Work Shoes 3.98
- Mens brown work shoes 4.98
- Mens Elk bicycle shoes 3.25
- BOYS SHOES**
- G. M. Engl. 2 1/2 to 6 3.50
- G. M. Engl. 11 1/2 to 2 3.25
- G. M. Cap toe, 2 1/2 to 6 3.50
- G. M. Cap toe 11 1/2 to 6 2.98
- Mah. Calf 2 1/2 to 6 4.98
- Mah. Calf 11 1/2 to 2 3.98

Women's Shoes

- Blk. kid oxfords Engl. \$4.98
- Black kid strep sandle military
- Baby Louis and high heel, \$4.98
- 5.90, 6.90 and 7.90.
- Same in Mahogany 5.90 - 7.90
- Blk. kid Engl. walkers 5.90
- Blk. Calf Engl. walkers 3.98
- Mah. calf Engl. walkers 4.98
- in blk. and mah. Engl. last size
- 11 to 2 3.00
- Sizes 8 1/2 to 11 3.25
- Infants shoes98
- Infants soft soles59

Early in January, without restraint or regard for former cost, we struck rock bottom in our first revision of prices. Our sales for the first quarter this year almost doubled our sales for the same period last year. This gratifying result is conclusive proof that our policy is right, our patrons appreciative, further proof that our merchandise and lower prices are the most attractive.

Patrons of our stores are saving thousands of dollars on their purchases of Dry Goods, Shoes, Clothing and Ready-to-Wear Apparel. Our constant endeavor and greatest purpose is to maintain the now prevailing lower prices, and we are succeeding. Our buyers are constantly in the markets taking advantage of every price concession. These tremendous savings are in turn passed on to our patrons through our 312 Retail Department Stores. With this kind of an organization working for you—with this excellent service brought almost to your door—you can not, with fairness to yourself and the family purse, disregard this opportunity to supply your needs and share in these substantial savings.

Come, see the new merchandise we are showing for Spring. New Coats, New Suits, New Dresses, New Shoes, New Clothing, New Dry Goods, New Lingerie and New Novelties. All direct from Fashion's Center. They are yours at these Extremely Low Prices.

LOW PRICES ON UNDERWEAR AND HOSIERY

Quantity Buying Bring You These Big Savings!

Underwear and Hosiery

- | | | |
|---|--------------------------|------|
| Ladies blk. and white burson hose | Ladies gauze vests | 15c |
| Same in rib top | Ladies gauze union suits | 49c |
| Ladies Cotton hose blk & White | Ladies Silk Vests | 2.98 |
| 15c | Ladies Union Suits | 4.58 |
| Ladies lisle hose black, white and cord | Ladies Merc. vests | 43c |
| 35 & 49c | Ladies Merc. Union Suits | 98c |
| Ladies pure silk thread hose | Misses gauze vests | 15c |
| 98c | Childs Panty Waists | 39c |
| Very good Misses lisle hose | Rubens shirts | 49c |
| 29c | Black saten rompers | 58c |
| Bearbrand and Boy Scout hose | | |
| 39c | | |
| Infants cotton hose | | |
| 35c | | |
| Infants all wool hose | | |
| 49c | | |

NEW SPRING CLOTHING FOR MEN AND BOYS

LATEST MODELS! LOWEST PRICES

All Popular Fabrics Newest Spring Colors

We sell thousands of Men's and Boy's Suits in our 312 stores each year. Large quantity buying for cash enables us to offer you exceptional values at extremely low prices.

Men's Suits

made in conservative 3 button models in either worsted or cashmere cloth at

\$19.75 \$24.75 \$29.75

Young men's suits come in either single or double breasted, 1 or 2 button models semi fitting back and long vent. Most of these suits are made of Strong, Hewat & Cos. all virgin wool cloth.

Our price **\$24.75**

BOYS' SUITS

are made of all wool materials in fancy gray, brown and green and sell at

\$7.90, \$8.90, \$9.90 and \$12.50

MENS' TROUSERS

Its always good to have an extra pair of trousers to go with a certain coat. We have them for you, at the attractive prices from \$2.98 to 6.90

Blue serges at \$4.98, 5.90 and \$6.90.

Attractive Gingham at Lowest Prices

- Apron checks 14c
- Dress gingham 19c
- Red Seal Gingham 23c
- 32 in. Zephyr gingham 27c
- 32 in. Scotch gingham 49c
- Chambray 35c
- K. Cloth 39c

Low Prices on Percales

- 28 in. Glenora 15c
- 36 in. French 19c
- Plain colored Sateen, 29, 35, & 49c
- Figured Sateen 59c
- Satine Cloth 73c

Prints — Priced Low

- Light & Dark Calicos 9c
- Oil Calicos 12 1/2c
- Cheyoits 19c
- Printed Challies 32c

MUSLINS

- Bleached and Unbleached
- Good house Lining 5c
- LL Sheeting 11c
- Good quality bleached muslin 13c
- Hope muslin 13c
- Lonsdale muslin 21c
- Fruit of the loom 22c
- Berkeley 60 23c

Sheets and Cases

- Sheets 72 x 90 \$1.59
- Sheets 81 x 90 1.49
- Cases 36 x 42 29c
- Cases 36 x 45 39c
- 8-4 sheeting 49c
- 9-4 sheeting 55c
- 10-4 sheeting 67c

Table Cloths and Napkins

- Colored Renfrew Damask 98c
- Same in white 98c
- Linen Damask 2.49
- Extra quality Linen Damask 3.98

SAVE MONEY ON MEN'S AND BOYS' WORK CLOTHES

Lowest Prices on High Grade, Long Wearing Work Clothes

MEN'S OVERALLS

- Stiffel Stripe 98c
- 2.20 Denim Bib 1.19
- 2.20 Denim waist 1.19
- 2.20 Denim Jumpers 1.19
- Striped milking jackets 1.29
- Khaki Overall suits 2.49

BOYS' OVERALLS

- Boys Overall's age 2 to 11 99c
- Age 12 to 17 99c
- Playsuits 98c

MEN'S BOYS' WORK SHIRTS

- Uncle Sam's shirt 49c
- Pay Day (Union Made) 89c
- Double kind 1.29

All come in blue and gray

MEN'S WORK PANTS

- Khaki pants 1.49
- Khaki riding pants 1.93
- Corduroy 3.08
- Moleskin 2.69
- Khaki serge riding pants 5.90

NEEDED NOTIONS AT LOWEST PRICES

- | | | |
|-------------------------------|---------------------------|-------------------------------|
| Coats spool cotton 5c | Bias lawn tape 10c | Tooth paste (Colgate) 19c |
| Coats mere Crochet 9c | Stay binding 3c | Shaving soap 8c |
| Coats darning cotton 3 for 10 | Hooks & Eyes 5c | Palmolive soap 3c |
| Ass't hairpins 4c | Hairnets 3 for 25c | Cuticura soap 19c |
| Liberty hairpins 2c | Shinola 6c | J. C. P. Co. Laundry soap |
| Fountain pen ink 10c | 2 in 1 9c | 6 for 25c |
| Ink 5c | Shoe laces pr. 3c | Snap fasteners 8c |
| Pencil tablets 5c | Ladies shoelaces 2c | Toilet paper large roll 6 1/2 |
| Pencils 2c | Tooth picks 4c | 5c |

DRESS SHIRTS For Men

- Percale, color flat 98c
- Madras, Color flat 1.49
- Percale color military 98c
- Pearl Buttons 5c
- Percale banc neck 98c
- Madras band neck 1.19
- Fancy Madras 1.49
- Silk striped madras 1.98
- Better ones 2.98
- Silk shirts 2.98 & 4.98

Men's Neckwear at Low Prices

- Washties 25c
- Silk four in hand 49c
- Others for 69, 98 & 1.49
- Silk knit ties 98c

New Spring Headwear

For Men and Boys

- Men's cloth hats 2.98
- Men's fur felt hats 1.98
- Other grades at 2.98, 3.49, 3.98 and 4.98
- Stiff hats 3.98
- Boys cloth hats 1.98
- Boys Felt hats 2.49
- Better ones 2.98

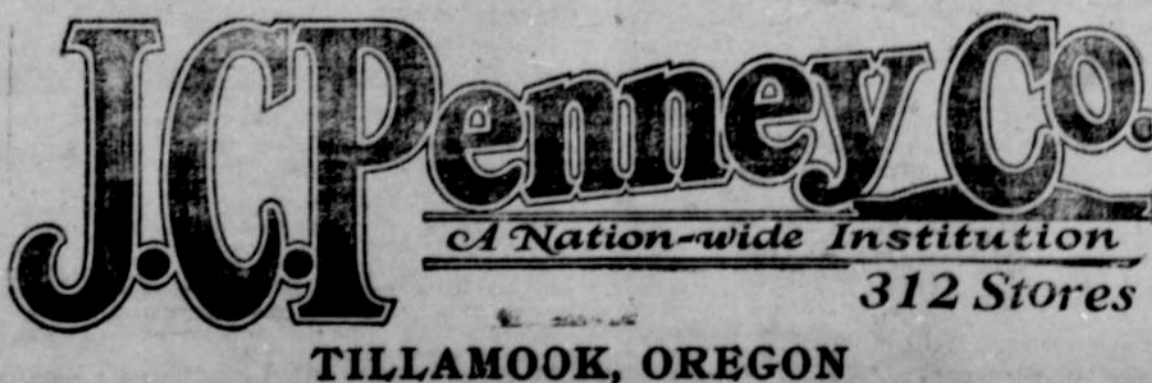
Men's and Boy's Leather Belts

- Mens leather belts for 25, 49, 69, 98c and \$1.19
- Boys leather belts 25, 35 and 49c
- Belt buckles 49 & 69c

BATHING SUITS AND CAPS

Just in—New Bathing Suits in all wool, nice patterns 3.98 and 4.98

Also received a shipment of Miller bathing caps which sell at 19, 23, 39, 49 & 79c



Smartest Spring Styles for Women

Charming Creations from Fashion's Center

Listen Ladies! You can dress with style and economy if you buy your new Spring and Summer Apparel here. All of our styles are new, up-to-the-minute; right from fashion's Center.

OUR PRICES ARE THE LOWEST

- New Spring Coats at **9.90 to 39.75**
- New Spring Suits at **19.75 to 49.75**
- New Spring Dresses at **8.90 to 39.75**
- New Spring Skirts at **4.98 to 14.75**
- New Spring Blouses at **2.45 to 9.90**

Muslin Underwear--Silk Underwear

PRETTY STYLES — LOWEST PRICES

- Ladies muslin gowns 98c to 2.98
- Ladies muslin Envelopes 98c to 2.98
- Ladies muslin drawers 1.49
- Brassieres 32 to 46 49 to 98c
- Silk Camisoles 79 to 98c
- Bandeaux 79 to 98c
- Muslin Petticoats \$1.49 and 1.79
- Misses gowns 59c
- Misses muslin pants 49c

Beautiful Silks

- Georgettes 1.49
- Crepe de Chine 1.69
- Taffeta 1.98
- Messaline 1.98
- Wash Satin 1.98
- Jersey 1.89
- Usuna silk 59c
- Jap silk 89c
- Figured Tussah 89c
- Kinogo silk 1.29

Dainty White Goods

- Plain Flaxon 29c
- 36 in. Plain Flaxon 39c
- 36 in. Striped or check 39c
- Dimitys 29c
- Dotted Swiss 29c
- Poplin 39 & 49
- Pique 29c
- Plisse 39c
- Jap Crepe 29c

Exquisite Laces and Embroideries

- Val laces 5c
- White tatting laces 5 1/2c
- Colored tatting laces 5c
- Torchlon laces 5c
- Cluny laces 15c
- Shadow lace 29c

WASHFABRICS

- Printed Flaxon 39c
- Printed Voiles 49c
- Printed voiles 69c
- Colored Voile 69c
- Figured wool Challie 58c
- Tinted Batiste 39c

CURTAIN GOODS

LOWEST PRICES

For Spring House Cleaning Time

Our line of curtain scrim, voile and marquisette is at present very complete, and it should be easy for you to select your new spring drapes. Prices range from 19c to 98c.