

The First Great Sale OF THE Spring

BEGINS here Monday Morning, April 4th, with a fusilade of Bargains that will make this a week of wondrous money-saving. All previous efforts far surpassed. Thousands of Dollars worth of Newest and Most Stylish Spring Merchandise at hitherto unapproached Low Prices. The extreme value-giving of this sale will positively eclipse any Sale held so early in the season. Cutting prices to start the Spring Business with a rush. OUR MILLINERY and READY-TO-WEAR DEPARTMENTS and LADIES' and CHILDREN'S FURNISHING DEPARTMENTS are now at their best. They show a complete line of Spring Wear and Hundreds of BARE BARGAIN SURPRISES are in store for our patrons during this Great Sale.

NOTE the items below. ALL VISITORS to the CITY AND CONFERENCE will find it to their interest to take advantage of the

GREAT MONEY-SAVING OPPORTUNITIES THIS SALE AFFORDS!

Millinery.

HEADQUARTERS FOR EVERYTHING IN MILLINERY

WE HAVE started the Season with the largest and most beautiful stock of Millinery it has ever been our pleasure to exhibit. Some of the most beautiful and skillfully made Hats ever shown in this City and created by artists of most rare and most excellent taste; also a splendid assortment of Hats of our own creations in many and various shapes await your inspection.

SPECIAL INDUCEMENTS

This Week Throughout the Department.



UNPRECEDENTED VALUES IN Walking Skirts.

Two Thousand Walking Skirts at the Lowest Prices ever heard of in the city. A most fortunate purchase enables us to offer you these very unusual values.

- \$2.50 Walking Skirts, black, blue and Oxford grey, for **\$1.19**
- \$3.50 Grey and Blue extra good Walking Skirts for **\$1.59**
- Large assortment of Walking Skirts in black, navy and gray, value to \$5.00 for **\$1.98**

INFANTS' WEAR.

- Short Dress of Nainsook and Lawn, embroidery or lace trimmed, \$1.75 value, only **\$1.25**
- Long Dress of Nainsook, lace and embroidery trimmed, value 90c, for **69c**

HOSIERY.

Splendid Values in Newest, Up-to-date Hosiery.

- Ladies' fast black cotton hose, seamless, double heels and toes. **12 1/2c**
- Ladies' fast black cotton hose, seamless, silk finished, high spliced heels and toes, special per pair **15c**
- Ladies' fast black fancy Lace hose, also Richland ribbed, good quality, special per pair **20c**
- The Paris Hose, fast black, guaranteed, special per pair **25c**
- Ladies' finest quality Lace Hose, fast black, lace boot or all over lace special per pair **45c**
- Child's fast black ribbed cotton hose, seamless, stainless, special per pair **10c**
- Boy's fast black cotton hose, narrow rib, double knee, toe and heels, seamless, special, per pair **15c**
- Misses finest quality black cotton hose, Heimsdorf Dye, our special, "The Paris" special per pair **25c**

UNDERWEAR.

Special Opening Bargains.

- Ladies' Swiss ribbed white cotton Vests, taped neck. Sleeves **10c**
- Ladies' Swiss Ribbed white cotton Vests, lace yoke, taped sleeve, special **15c**
- Ladies' Swiss ribbed fine Maco cotton Vests, taped neck and half sleeves, also low neck and sleeveless. **22c**
- Ladies' Swiss Ribbed Vests, high neck and long sleeves, white only, special **30c**
- Ladies' best quality lisle Vests, high neck, long sleeves, silk crocheted neck, silk taped special **65c**
- Ladies' Swiss ribbed Union Suits, fine quality, bleached cotton, low neck and sleeveless, special **60c**
- Ladies' Swiss ribbed pants knee length, French bands, white only, special, per pair **30c**

Muslin Underwear.

- Our new and elegant stock of Muslin Underwear offers some splendid values during this sale.
- Ladies' 7c Muslin Gowns, trimmed in embroidery-lace, for **57c**
- Ladies' \$1.25 Muslin Gowns, handsomely trimmed in lace and embroidery, for **89c**
- Ladies' Muslin Chemise, trimmed in lace and embroidery, 75c grade, only **57c**
- Extra good Muslin Skirt, embroidered edge trimmed, value 75c, for only **49c**
- Muslin Skirt, torchon lace insert and ruffles also embroidery trimmed, value \$1.50, for **98c**
- Extra value Muslin Drawers, trimmed in lace insertion and ruffles, value 50c, for **33c**
- Cambric Corset Cover, lace edging and embroidery trimmed, special for **5c**
- Nainsook Corset Cover, Swiss embroidery and lace trimmed, 90c value, for **73c**

GLOVES.

- The celebrated Newport, heavy pique kid Glove, to close out broken sizes only, special, per pair **87c**
- Ladies' fine Berlin Lisle Thread Gloves, fast black, special per pair **15c**
- Ladies' fine quality Taffeta Gloves, white or black, 2 clasps, special, per pair **29c**
- Ladies' all Silk Gloves, white or black, 2 clasps, special, per pair **40c**
- Ladies' pure Silk Mitts, cream only, fine quality, special **15c**

CORSETS.

Special Reductions for this Big Sale.

- Ladies' ventilated Summer Corsets, white only, short length, special **35c**
- Ladies' Batiste Corsets, white only, short hip, special **50c**
- Ladies' Tape Girdle, white, pink and blue, special **40c**
- Ladies' G.D. Justrite Corsets, medium and dip hip, black, white and drab, special **89c**
- Ladies' Nursing Corset, drab only, medium length, special **63c**
- Great Special Reductions in all odds and ends.

Ladies' 30 and 32 inch Fine CLOTH CAPE, Silk Lined, a \$10.00 value for—

\$6.95

\$2.73

LARGEST STOCK OF Tailor-made Suits

In the city, at unmatched prices. Over 750 suits to select from, all this season's latest up-to-date styles. Every suit correct in style, of best materials and perfect fitting.

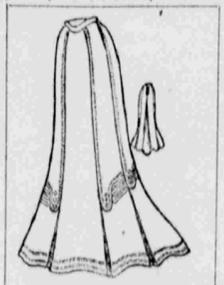
As long as they last the greatest Bargains in Suits we have ever been able to offer, 100 new stylish Tailor-made Suits, value to \$17.50, this week **\$7.83**

- A splendid value in Ladies' Tailor-made Suits, black or brown cheviot, cape over shoulder, fancy vest, value \$17.50, this week only **\$12.95**
- Large variety of extra fine Suits, newest spring styles, in FTONS, BLOUSES, SHORT COAT styles, value to \$22.00 for only **\$16.95**
- A grand line of the noblest styles in TAILOR MADE SUITS, including 200 garments, value \$30 to \$35, on sale during this week for **\$25.00**



DRESS SKIRTS.

An immense assortment at exceptionally low prices for this special sale.



- Voile dress skirts in black and blue, silk band trimmed, value \$4.75, for **\$3.19**
- \$4.00 dress skirts in Venetian or Tad cloth in black, brown, navy, etc., for **\$2.69**
- Black Peau de Soie Silk dress skirts, deep flounce of six narrow, guted ruffles, value \$6.50 for **\$4.79**
- Black net skirt, trimmed with silk bands at \$9.00, skirt value \$3.00, for **\$1.98**
- Black Brillantine skirt, value \$3.00, for **\$1.98**
- Extra values in finest dress skirts, in Voile, Etamine, Cheviot, Broadcloth, etc., from—

\$7.50 TO \$35.00

Child Spring Jackets.

- 2 to 6 years, at Half Price. \$1.00 Jackets for \$1.00; \$7.50 Jackets for **\$3.50**

Extraordinary Values in BELTS.

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- Ladies' fancy Silk Belts. **19c**
- Ladies' fancy Silk Belts with buckles. **25c**
- Ladies' fancy silk Belts, trimmed with military buttons. **29c**
- Ladies' fancy Leather Belts, black, brown, grey. **34c**
- Ladies' fancy Silk with large Military buttons or crusher leather. **59c**
- All colors, Special

SHIRT WAISTS.

Extraordinary inducements offered during this sale in our large and elegant stock of Waists in crepe-de-chine, Japanese Silks, Fine Lawns, Peau-de-Soie, etc.

- White Lawn Waists tucked front. **48c**
- Beautiful line of fine White Waists, handsomely embroidered, tucked hem-stitched of lace trimmed, worth \$1.25, \$1.50, \$1.75, for **98c**
- Extra fine White Waist, whole front of Mexican Drawn Work **\$1.95**
- Fine White Shirt Waists, lace and tucked trimmed yoke **\$2.23**
- Handsome \$5.00 Jap Silk lace, tucked and lace medallion trimmed yoke, for **\$3.50**
- Crepe-de-Chine Silk Waists in white and colors, value \$6.00, for **\$3.95**
- Fine White Shirt Waists, lace or embroidery insertion trimmed, etc., value at \$1.25, \$1.50, \$1.75, \$2.50, etc.

Short Kimonos and Dressing Sacques.

- Assorted colored Percales. **48c**
- Entire stock of Infants Long Cream Cashmere and Bedford Cord Coats, at Half Price during this sale.

Great Bargains in PETTICOATS.



60 dozen Extra Quality Sateen Petticoats in black, black and white checks and stripes, values, \$1.75. On sale at **98c**

New Silk Coats



FOR SPRING

In full length—3/4 or short styles—in taffeta, Peau de Soie and Pongee, Shantung and changeable silks—extra value. Ladies' 30-inch Peau de Soie Silk Coat, braided trimmed, value \$8.50, for **\$5.95**

SILK SHIRT WAIST SUITS.

Large variety of newest styles in Pongee, Shantung, Changeable Silks, Checks, etc., in black and colors.

NEW WRAPPERS

- At Unusually Low Prices.
- Dark Calico Wrappers, in red, blue, black, figures. **69c**
- Special **69c**
- Regular \$1.25 D. K. Calico Wrappers, new styles for only **95c**
- Extra fine \$1.50 Wrappers during this sale, only **\$1.19**

2 Extra Values in Ribbons.

Fancy all silk washable ribbons in fancy stripes and figures, 5 inches wide, special, per yard—

19 cts.

Fancy all silk Ribbons in Dresden designs, 5 inches wide, special, per yard—

29 cts.

Handkerchiefs.

Gent's fine English Cambric Handkerchiefs, colored border, special, FOUR for—

25 cts.

Gent's fine English Cambric Handkerchiefs, hemstitched, colored border or plain, special—

10 cts.

Ladies' fine Cambric Handkerchiefs, hemstitched or plain white, special, FOUR for—

25 cts.

Novelties in Jewelry

Ladies' cut steel Waist Sets, 4 pieces, special—

29 cts.

Beauty Pins, 3 on card, with or without chain, special—

10 cts.

Ladies' Shirt Waist Sets, 5 different styles, special—

12 cts.

Gent's Link Cuff Buttons, rolled gold, special—

10 cts.

Ladies' fancy breast pins, latest styles, special—

29 cts.

Ladies' Brocaded Satin Capes, \$1.50 value, for—

\$2.95

Ladies' 24-inch and 27-inch black silk Cape, splendid value

\$4.95

Bags and Purses.

Child's Wrist Bags, red or black, with chain, special—

23 cts.

Ladies' Bags with leather handles, black only, special—

59 cts.

Ladies' combination Pocketbook in brown or black, good quality, special—

49 cts.

Ladies' Best Quality Beaded Bags in jet or steel, special—

98 cts.