

Novelties
for Every
Department
ex Ventura

Grand Opening Display

The
Finest Stock
We Have
Yet Shown

ON MONDAY MORNING, July 1st, we will place before the Ladies of the city such a showing of Ready-Made Apparel and Merchandise generally for all departments that cannot help but have an inspiring effect on the Women of Fashion.

READY-MADE APPAREL



More than ordinary care has been taken in preparing for this event. We tuned a deaf ear to all the "Jobs" of Ready-Made Apparel that are now burdering the wholesale market of the East; but we did take advantage of the concessions offered us by Dressmakers and Tailors who had surplus materials on hand, and who we knew were willing to make the Dresses and Suits to our order---

**In the high standard
Jordan Way**

Reproducing and Adopting the Newest Paris Models

This co-operation brings to you the Newest Styles in Fresh, Newly-Made Apparel, and at very Economical Prices.



In Dresses, all kinds from Dainty Little Confections of Simplicity to the more elaborate Lingerie, Linen and Silk Frocks that are quite as cleverly made as were the original models by Callot, Agnes, Goupy, and Premet.

Fine Imported Styles of Wraps and Cloaks

In Charmeuse, Light-Weight Cloths and Silks, reproduced from models by such famed artists as Paquin, Beer and Poirette.

Evening Gowns in elegant creations absolutely the latest thought from Fashion's center.

Tailor-Made Suits in Whipcords, Serges, and other light weight materials.

The selection is very large, and every garment has a distinction of its own. A great variety to choose from whether you require an average size, a little woman's, or extra large.



New Dress Materials

Charmeuse (very much in favor in New York) in Black, White and Evening Shades, at \$3.50 yard.

Paisley Effects and Borders in All-Silk Marquissettes, \$1.50 to \$3.50 yard.

New Bordered Poplins, in a variety of colorings, up to \$2.95 yard.

New Floral Effects in Satin de Chines at \$1.50 yd
26-inch Messalines [all silk], excellent quality, in new shades, at 85c yard.

Wash Goods

RATINE, the great rage everywhere, in white and colors, 65c, 75c, and \$1.00 yard.

36-inch Linen Waisting, 35c, 50c, and 60c yard.

A variety of new patterns in Batiste, Lawns, and Sherettes, 15c to 35c yard.

Corsets

We have received the New Models in the famous Madame Irene Corsets.

Millinery

Now showing our exceptionally fine line of New Shapes and Millinery Accessories.

Domestic Department

A Special Purchase of Table Linen, Napkins, Pillow Linen, and Linen Sheeting at attractive prices for the opening week.

FANCY DEPARTMENT

Ratine Laces

EVERYBODY WANTS THEM

White, Ecru and Arabian from Narrow Bands to Allovers. Exceptional values.

New Plaited Frilling

IN BIG DEMAND

White and Ecru, various widths
25c to \$1.00 yd.

Dainty French Scarfs

About 30 in all; each one different. High grade goods moderately priced.

New Parasols

We will show a charming line of new ideas in Parasols, some quite pricey, others desperately cheap.

New Veilings

A dainty stock of new shadow Veilings; Black, White and all colors, from 25c to \$1.00 yd.

Neckwear

The finest line we have ever shown. Domestic as well as Imported Hand-Made. Anything that is new in Neckwear will be found right here.



Have You Seen Our \$1.00 Silk Gloves

Opening Day Monday

Tans and Black Silk Hose 3 pairs \$1.00

The favor of your inspection will be much appreciated.

Our Standing Policy---Money cheerfully refunded if not well satisfied.



McCall
Patterns

JORDAN'S

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Patterns