

Opening Sale of Coats

COATS OF RARE CHARM AT
\$4.98, \$6.98, \$9.98, \$12.50,
\$14.50 and \$16.50

SPLENDID GROUPS—Each worthy special mention but we lack space so we will give you a general description. Materials are Serges, Poplins, Gabardines, Checks, Wool Golf Cloths, English Tweeds, Flannel Textures, etc., and as to styles, never were assortments more tempting because of their differences. At these low prices are coats for every need—Sport Coats—and the Latest Arrival in Silk Coats for summer wear.

Children's Dresses

Our Children's Dress Section is one of the liveliest of our Departments. Every little while it brings forth unexpected Values that make every one sit up and take notice.

Here are some wonderful surprises prepared for this Opening Sale:

69c Values, sizes 2 to 14, in fast color fabrics, at 48c

\$1.00 Dresses at 79c

\$1.50 Dress Values, 15 different styles, one prettier than the next. Special at 98c

Other Good Values ranging up to \$2.98

White Dresses. The largest selection we have ever shown:—

Sizes 2 to 5, from 48c to \$3.98

Sizes 6 to 14, from 98c to \$4.48

SMART SKIRTS IN CLOTHS, SILKS AND WASH MATERIALS

Separate Skirts are marvelously attractive this season. The sport influence made possible the use of many attractive materials, in stripes and plaids.

Silks, of course, but this wonderful coloring and design in Wash Materials rather overshadow all else for smart summer wear.

\$7.50 Taffeta Silk Skirts at \$4.98

\$7.50 Sport Skirts in Check and Stripes at \$4.98

\$5.00 Skirts, plain and fancy materials, at \$3.98

\$4.00 Skirts, plain and fancy materials, at \$2.98

\$3.00 All Wool Serge Skirts, also checks, at \$1.98

Elegant Tub Skirts at 98c, \$1.39, \$1.69, \$1.98 and \$2.98.

CHILDREN'S COATS GREATLY REDUCED. COME AND SEE.

WELCOME

To the Grand Opening of the Enlarged Surprise Dept. Store Co.

At Last the Event so Eagerly Awaited, so Pleasantly Anticipated, is here!

THOUSANDS OF DOLLARS FOR IMPROVEMENT!

THOUSANDS OF DOLLARS IN NEW MERCHANDISE!

ALL FOR YOU!

EVERYTHING ENTIRELY NEW. Nothing left of the old store but the location and that has been greatly enlarged. After more than a year of preparation we shall open

Thurs. Morning, June 1

ENLARGED AND MODERNIZED DEPARTMENT STORE, OCCUPYING THE ENTIRE BUILDING OF BASEMENT AND THREE FLOORS, ADDING ALMOST 8000 SQUARE FEET OF FLOOR SPACE. THE WHOLE STORE IS NOW SECOND IN SIZE AND APPOINTMENT TO NO OTHER IN THE STATE AND IS FULLY IN KEEPING WITH THE SURPRISE'S POLICY OF EXPANSION AND IMPROVEMENT.

THE MERE ANNOUNCEMENT OF THIS GRAND OPENING MEANS NOTHING TO ANY ONE IF THEY DO NOT UNDERSTAND THAT IT HAS BEEN PLANNED WITH CARE AND FOR A PURPOSE. FOR MONTHS AND MONTHS THE MANAGEMENT HAS BEEN PLANNING FOR THIS OPENING.

The Purpose was to make it the Greatest Buying Opportunity ever offered

AND IN THIS WE HAVE BEEN SUCCESSFUL BEYOND ALL EXPECTATIONS.

NEVER HAVE OUR STOCKS BEEN SO VAST. NEVER WAS THERE ASSEMBLED BETWEEN THE WALLS OF THIS STORE A COLLECTION OF MERCHANDISE TO EQUAL THIS EXPOSITION.

DAINTY AND BEAUTIFUL DRESSES

Styles for Afternoon and Street Wear. The fashions are those now in highest favor, and every dress is effectively designed and fashioned.

Hundred of Dresses are displayed for this Great Opening Sale—all New and Fresh—all from New York's leading Designers. You are sure to be delighted with the collection for both Women and Misses. Selection of an Entire Dress Wardrobe can be satisfactorily and economically made.

\$8.00 and \$10.00 Silk Poplin, Messaline and Foulard Dresses at \$5.98 and \$7.98.

\$12.50 and \$15.00 Dresses, including Crepe de Chine & Taffetas, at \$9.98 Beautiful Dresses and Evening Gowns in priced and high shades, especially at \$12.50, \$14.50, \$17.50 and \$19.50.

Dainty Net Dresses for Graduation, at \$5.98, \$7.98 and \$9.98

MILLINERY

Summer Hats have their season. The chief characteristics are Floral Effects, with a great many Simple Tailored Styles.

STRAWS — Ah, such wonderful straws, Leghorns, Hemp, Handwoven Manila, hats with Polished Lisere Brims and Tops of Dainty Chiffon. Wonderful selections at \$1.98, \$2.98, \$3.98, \$4.98, and \$6.98.

VERY BEAUTIFUL EXAMPLES OF NEW WAISTS HERE FOR THIS GRAND OPENING SALE. The Selection Represents all that Might be Desired.

In Materials, Lawns, and Wash Fabrics and Fine Voiles and Organdies, Georgette Crepe, Jap Silk and Crepe de Chine are highly favored and some most beautiful Floral and Stripe Designs in practical models as well as the new colors, in neutral tones of Gray, Blue, Rose, Peach, have been freely used. The long or short sleeves, high or low necks may be chosen and are price ticketed as follows: 59c, 98c, \$1.39, \$1.69, \$1.98, \$2.59, \$2.98, \$3.98, \$4.98 and \$5.98.

As the above prices represent a price shortening of about twenty per cent we advise you to promptly join in the activity of making your selection early.

Correct in Style---Dependable in Quality---Broad in Variety---Attractive in Price

COME, YOU CANNOT AFFORD TO DO OTHERWISE. THE DISPLAYS ARE ATTRACTIVE AND THE VALUES GREAT.

GREATER VALUE GIVING IS THE FOUNDATION ON WHICH THIS BIG STORE STANDS.

Better Values! Better Service! Better Satisfaction!
Come and Get Your Share of the Big Savings! Read On!

Opening Sale of Rain Coats

Every Garment Guaranteed to be all that the name implies, that is to be strictly rain-proof. Prepare yourself for the Showers and take advantage of the Special Prices prevailing during this Sale. Ordinarily 5.00 to \$14.50 Rain Coats, priced now from \$3.98 to \$9.98.

Linen Dust Coats ... \$1.98 and \$2.98

Undergarments

of the sheerest and daintiest materials in designs that follow the tendencies and demands of the prevailing modes in Suits and Dresses from style designers of reputation at prices that are down lower than our usual low plane. The following will serve as a price guide, but of course cannot indicate the many lines of White Wear they represent.

\$1.50 Pretty Muslin Gowns, 98 Cents

Round, V and high necks, trimmed with fine embroidery and insertions, at 98c

Crepe Gowns—Trimmed with linen torchon lace, ribbon run 59c

59c Gowns—Trimmed with embroidery run with washable ribbons.... 39c

\$1.00 Chemises — Envelope and straight styles, lace trimmed, ribbon run beading 79c

50c Corset Covers—Prettily trimmed back and front with wide ribbon run insertion 39c

25c Corset Covers—Neatly trimmed, 19c

\$1.00 Skirts, very pretty models, at 79c

89c Skirts, at 59c

Elegant Skirt Values at \$1.39, \$1.69, \$1.98, \$2.69, and \$2.98.

\$1.00 Combinations at 79c

75c Combinations at 48c

Very Good Values in Combinations at 98c, \$1.39, \$1.69, and \$1.98

Princess Slips at 59c to \$2.98

SPECIAL:—We feature all kinds of Undergarments for Stout Women up to 50 Bust Measure, at No Extra Cost —What Other Stores Charge for Regular Sizes.

Children's Muslin Underwear

A complete assortment of everything your girls will need this Spring and Summer. Drawers, Gowns, Skirts, Princess Slips, Guimpes and Sleeping Garments.

All these garments are made by a house that has made a study of Children's Muslin Underwear for over a quarter of a century which carries an assurance of neat workmanship and perfect fit and our prices are better than you can buy the material and make yourself. Come and see.

\$1.50 White Skirt at 98 Cents

In about 15 different styles, with and without dust ruffle in the new full flare effects. Special at 23c
39c Corset Covers at 23c
25c Drawers at 19c
39c Drawers with wide embroidery edging. Special at 23c
89c Princess Slips at 59c

Opening Sale of Summer Suits

An entirely new fashion note is shown in these handsome and practical Suits, Silks and Silk Combinations, Soft Woolen Cloths, Polka Black and Other Wash Fabrics are here in goodly numbers.

Palm Beach and Linen Suits—Styles that you will like and admire. Specially priced for the Opening at \$5.98, \$7.98, and \$9.98.

CLOTH SUITS AT AFTER-SEASON PRICES

Now is your opportunity to secure a Cloth Suit at Original Prices. The entire collection divided into 3 lots:—

Lot No. 1

\$14.50 and \$16.50 Suits, to close at \$9.80

Lot No. 2

\$17.50 and \$19.50 Suits, to close at \$12.60

Lot No. 3

All Suits up to \$29.50, all at \$16.80

Silk Suits and Silk Combinations at \$16.80 and \$19.60

HUNDREDS OF UNADVERTISED BARGAINS WILL BE DISPLAYED ON TABLES THROUGH OUR LARGE BUILDING IN ALL DEPARTMENTS

WATCH OUR BARGAIN COUNTERS. READ PAGE SEVEN FOR MORE BARGAIN NEWS.

SALE STARTS THURSDAY MORNING, JUNE 1ST, CONTINUING FOR 15 DAYS.

The Surprise Dept. Store Co.

THE LARGEST AND MOST PROGRESSIVE DEPARTMENT STORE IN THE STATE

MERCHANTS ROW,

RUTLAND, VT.

FREE

DURING THIS SALE WE MAKE ALTERATIONS WITHOUT EXTRA CHARGE. ALL WORK GUARANTEED.

FREE

COME TO THE SURPRISE TAKE ADVANTAGE OF THE SAVINGS AND GET A FREE TRIP TO RUTLAND.