

THE GREATEST MAY SALE

Mail Orders Given
Prompt Careful Attention

Thousands of dollars worth of new coats, suits, dresses, waists, skirts, sweaters, petticoats and silk underwear at price reductions of one-fourth to one-third and sometimes even as much as one-half! Made possible by a series of wonderful special purchases by our resident New York buyers. Plans for the spring and summer wardrobe have been considerably retarded by the lingering of winter in the lap of spring. Plenty of women and their daughters have still to buy their new clothes and now spring days seem to be actually coming, and with them the immediate need of the lighter garments. Just at the right time comes this concerted event—Fashions are new, styles of the minute, qualities both in materials and making are chosen for good service.

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THE STORE THAT SELLS WOOLTEX

Silk Petticoats
Extra heavy grade silk jersey and fine quality silk taffeta in beautiful new spring shades. Plain and changeable in many styles to select from. Regular \$6.50

Special \$3.95

Silk Jersey Bloomers
Made of extra heavy quality silk jersey, fancy shirred bottoms, two rows of elastic, plain and fancy combination of colors. Knee length in all shades. Regular \$6.50.

May Sale \$3.95

The Broad Daylight Store

Sax

Where Smart Style Meets Moderate Prices

Style Center

Central Avenue, Corner Sixth Street

Dress Aprons
Made of fast color percale and gingham. Fancy stripes and plaids. Braid trimmed, round and square necks. Fancy patch pockets and belts. Regular \$1.50.

May Sale 95c

White Wash Skirts
They are sample wash skirts and we have made low sale prices to introduce the line with various styles of pockets, belted and button trimmed; fine quality white gabardine. \$5.00 values.

Sale Prices \$2.85

Coats and Wraps



Arranged in Two Appealing Sales—
Coats Made to Sell at \$20.00 and \$24.75
Wraps Made to Sell at \$30.00 and \$39.75

at **\$14.75**
at **\$24.75**

Velours, Bolivias, polo cloth, silvertip and other favored fabrics are represented in this extensive collections of smart coats that we feature for this sale, all of the best styles are shown. Short and three-quarter lengths, most of them are beautifully lined with silk.

We regard these wraps as the best values it has been our privilege to offer this season. They come in the smartest dolman and cape effects, and are trimmed with embroidery, braid and tassels; fabrics include peach bloom, Bolivia, velvetyne, tricotine, tinseltone and velours.

Now Comes an Opportunity to Buy

Pure Fiber Silk Sweaters

In All the Most Wanted Shades at Only

\$9.50

This, we feel sure, is the lowest price at which garments of this quality have been priced and we feel proud of our achievement in securing them to sell at only \$9.50. The quality is excellent, every garment perfect and all in the favorite Tuxedo style, finished with sash, pockets and cuffs.

Late Arrivals of New Suits

Distinctive Styles Greatly Underpriced

\$23.75 \$35.95 \$48.95

Made to Sell up to \$37.50
Made to Sell up to \$55.00
Made to Sell up to \$92.50

Styles Materials Trimmings

Models that are inspiringly different, with perfection of lines. Featured are the new box models, panel back styles, mandarin and flare effects. Strictly man tailored or semi-tailored. Handsomely silk lined.

Tricotine, Poiret Twills, men's wear serge. They come in the new browns and ever popular navy blue, man tailored and hand finished with subtle beauty in their modeled lines.

Braid, beading and hand embroidery, tight or flare tapering sleeves, long notch collars, novel pocket designs. Hand tailored folds, silk stitching and smartly different belted effects.



Sweaters

Tuxedo style, made of fine quality all wool zephyr, fancy and plain weaves. The styles are so becoming and popular just now. Combination of shades. May sale

\$3.95

SWEATERS—Tuxedo styles, high grade, all wool zephyr, angora trimmings in brown, navy, King's blue, black and white, rose and buff. Former price \$10.00 to \$15.00.

\$5.95

An Extraordinary Special Purchase of New Dresses

The assortment comprises smart new taffeta, satin, tricotine, mignonette and georgette. The dresses are all new, fresh and appealing. They await you in navy brown, French blue and other colors too numerous to mention. You must see these superb garments to realize what a surpassing event this is that we have arranged. Make your selection early.

Made to Sell Up to \$32.50 **\$16.85**



Exquisite Dresses

Every dress a matchless value at the sale price. The styles are authentic advance modes. Read the list of splendid materials—Canton Crepe, Lovely Satins, Fine Taffetas, Georgette, Crepe de Chine, Tricotine—sizes for women and misses.

Made to Sell Up to \$42.50 **\$23.85**

Silk Underwear

Silk Camisoles

Heavy washable Satin, lace and ribbon trimmed; flesh color, special... **\$1.35**

Colored Camisoles

Good quality washable satin hemstitched top; black, navy and brown. Regular \$1.75. Special... **\$1.25**

Boudoir Caps

Washable satin, four rows of lace and ribbon trimmed, beautiful light shades; former price up to \$3.50. May Sale price **\$1.85**

Bloomers

Heavy quality satin and crepe de chine bloomers; two rows of lace trimmed elastic bottom fancy satin ribbons. Special May Sale price **\$2.95**

Night Gowns

Extra heavy grade of crepe de chine lace trimmed cut full length and widths; regular \$7.50. May Sale price **\$4.75**

Envelope Chemise

Fine quality crepe de chine, fine val laces trimmed. Flesh color. Values up to \$3.75. May Sale price **\$2.95**

Sale of Blouses



Special

Blouses made of good quality georgette, tricolette and pongee. Some embroidered front, short sleeves, regular \$5.00.

May Sale Price **\$2.95**

Wonderful New Blouses

Go on Sale Tomorrow; values greater than than any time.

Fine quality georgette, mignonette and crepe de chine in an array of beautiful new tie-back overblouses. Russian smock and regulation models in the newer colors and combinations.

Values up to \$9.50

Elaborately trimmed styles and charming tailored models in a wide selection of new collar and sleeve ideas. You will be astonished to see such wonderful blouses at this price.

Values to \$12.50

\$4.45 \$5.65

Dresses

Come in all wool tricotine, georgette, satin and taffeta. Some fancy embroidery in light spring shades and navy. Values up to

\$25.00 Special at \$9.50

Wool Dress Skirts

An unusual purchase enables us to sell these high grade wool skirts at this remarkable value giving price. Box Pleated, Knife Pleated, Accordion Pleated, made all wool French serge.

Values up to \$10 **\$4.95**

Plaid Skirts

The greatest sale of skirts we have held! Just received in a remarkable special purchase and priced far below their true value. It has been many seasons since skirt values to equal these have been known—it is a saving opportunity you cannot afford to overlook, all are high-class, new spring models in a wide selection of plaids and stripes, box and side pleated, beautiful combination effects.



Skirts that sold a few weeks ago up \$22.50. Special **\$9.75**