

Telling the Truth

There is nothing more beneficial and profitable for a business than telling the truth. Every word in our advertisements means exactly what it says.

Seasonable, Durable, Hostery

Ladies' black cotton Burson hose, seamless with double soles, heels and toes, 3 pairs for 50c, or, a pair... 18c

MINNEAPOLIS DRY GOODS CO.

Where your dollar does its duty. MINNEAPOLIS: 501-503-505-507-509-511 NICOLLET AVENUE.

At the Soda Water Fountain

Our fountain is now administering to the thirsty and we are serving Ice Cream Soda Various Flavors Crushed Fruit Sundaes 5c the glass

Our Store Service

"We cannot draw a circle about it and say—This is it," for many little things comprise it as a whole, such as courtesy, amiability, promptness, appreciation, satisfaction.

Remarkable Sale of Women's Outer Wearing Apparel

THE CONSUMMATION of several very important deals makes it possible for us to announce for this week this really surprising sale of Suits, Coats, Skirts and Shirt Waists.

About 200 Stylish Suits to Be Sold at 1/3 to 1/2 Under Regular Prices



Suits that Are Worth \$17.50 to \$27.50

At \$14.75

A very choice collection of suits, mostly Etons with a considerable number of Jacket suits. The colors predominating are the popular grays and gray mixtures, mostly fancy worsteds and a few Panamas.

Suits that Are Worth \$25.00 to \$40.00

At \$17.50

A splendid lot of suits in Panamas and fancy mixtures, worsteds and tropical cloths. In this group are a few Jacket styles, though the large majority are Etons.

Beautiful Dressy Voile Suits at 1/2 Price

These modish suits are made of fine French voile and are decidedly natty in appearance. They are silk lined and very beautifully trimmed.

\$75 Suits, \$37.50 \$70 Suits, \$35 \$50 Suits, \$25 \$45 Suits, \$22.50

Stylish Silk Eton Coats at \$5.50

Are Worth \$10.00, \$12.50 and \$15.00

About 25 coats in this lot and the values are just double the selling price. Beautiful, jaunty, well made Etons. Mostly all silk lined and elaborately and daintily trimmed.

\$5.50

MacPherson & Langford Skirts at \$7.50

This celebrated make of skirts needs no added commendation. They are perfect fitting, made of good worsteds in gray mixtures and good styles.

\$7.50

\$7.50 Silk Waists at \$5.00

These very attractive waists are made from heavy Japanese silks of good quality, daintily trimmed with lace.

\$5.00

\$12 French Voile Skirts, \$8.50

A saving of just \$4 on each garment. They are made of fine quality Altman's voile, circular flare style, trimmed with taffeta bands.

\$8.50

Lingerie Lawn Waists, \$1.25

Of fine lawn material, panel front of embroidery and lace. Short, lace trimmed sleeves. Buttoned in back. A garment that has sold ready at \$1.95.

\$1.25

—Second Floor—

Colored Wash Fabrics

McBride's Irish dimities, dark and medium grounds; stripes, dots and figures; 25c quality. Special

Stereopticon Views of the San Francisco Disaster

A series of interesting pictures depicting the most important scenes, both before and after the earthquake, and made doubly pleasing through short, descriptive talks of the lecturer.

Free Absolutely Free—The Public Cordially Invited Free

The annoying little delays and imperfections incident to the first exhibitions have been overcome and you will find this a pleasant and instructive way to spend a small portion of your shopping time in restful recreation.

Men's Negligee Shirts

Every man welcomes the day that he can don a cool, comfortable negligee shirt. Those days have arrived. So also have the garments, and they are shown in pleasing variety at our men's furnishing section.

Negligee Shirts—A large showing of the newest materials, patterns and designs from the foremost makers. Come in coat or regular style. Separate or attached cuffs, plain, plaited or tucked bosoms.

Soft Collar Shirts—These desirable shirts are made of fine tennis flannels and Soisettes. They come in natty stripes, checks and figures, light or dark patterns. Colors include cream, champagne, tan and gray.

White Fabrics

White fabrics reign supreme this season, and any woman may be becomingly attired in dress materials that are not only pretty, but decidedly inexpensive.

French lawn, 48 in. wide, a fine sheer fabric, one of the most popular fabrics for graduation dresses and waists.

Dotted Swiss in various dots; a grade that is worth 25c, at...

McBride's Irish Dimities in a large assortment of stripes, 25c grade, at...

Underwear

It doesn't pay to buy poor underwear, and at these prices it certainly pays to buy the good kinds. Seasonable weights.

Ladies' white ribbed sleeveless vests, with neat lace edging around neck and armholes. Worth 18c. Special

Ladies' fine quality white ribbed hose vests, low neck, sleeveless, handsomely trimmed.

Gents' fine white gauze combed yarn shirts and drawers; shirts long or half sleeves; a cool and durable garment at...

Parlor Tables at Half Price

In refurbishing the home the parlor comes in for consideration always, and interest naturally centers upon the parlor table. We have selected 100 of these desirable articles of furniture, in oak and mahogany, and make no secret of the fact that they are the clean-up of a manufacturer's sample line which we secured at a very low figure, hence our ability to quote these prices.

\$5.00 tables for \$2.50 \$6.50 tables for \$3.25 \$7.50 tables for \$3.75 \$10.00 tables for \$5.00

Our stock of furniture is very complete. We believe it includes about everything wantable in the furniture line. You are welcome to stroll through our big fourth floor section gleaning ideas for home improvement.

—Fourth Floor—

Spring Millinery at Sacrifice Prices

We have almost forgotten cost figures in the marking of this modish spring headwear at such incisive reductions. An imperative need of more room for the displaying of our advance modes in summer hats has impelled us to act accordingly.

Of course if it was a clearance of passe styles there might be method in our mercantile madness, but these hats are right up to the moment in general excellence.

Divided Into Four Big Lots

Lot 1—Includes 10 distinct styles of untrimmed hats, both the large and small shapes. All the new shades included. Very little trimming needed to make them becomingly complete.

At Just Half Price

Lot 3—Six styles of leghorns, bent into fancy shapes. They include actual values up to \$6—

This Sale at \$3.98

Lot 2—Some dozen models of this season's best sailors, in the leading colorings and trimmings. Just the thing for street wear. Values up to \$5.50. Reduced for quick selling to choice—

\$2.98, \$3.50 and \$3.98

Lot 4—This is a pleasing assortment of misses' and children's headwear. Alland Bros. best hats—

Priced at Half and Less

—Second Floor—

Linen Specials

An abundance of snowy household linens and pretty sideboard scarfs, etc. They come close to 100 per cent in modern house-keeping.

One lot of fine huck towels, 18-36 in., good durable quality. Regular 10c values at, 8 1/2c each.

A few odd dozens of full-bleached dresser or sideboard scarfs, hemstitched and drawn work all around. Regular at 50c. Special, each...

—Center Store Section—

Corset Ease

The corset that corresponds to what your own figure actually is, improves it most. Our corsetiere will assist you to find your exact model.

Kabo corset, straight front, long hips with two pairs of hose supporters attached, medium high bust, steel filled, made of white batiste, lace and ribbon trimmed, sizes 18 to 26; never sold for less than \$1.00.

W. T. straight front corset, medium high bust, attached skirts with two pairs of hose supporters; boned with non-rustable steel; satin binding at top; well boned throughout; made of white coutil; very good corset for stout women; sizes 20 to 30. Price...

—Second Floor, Annex—