

Choice New Spring Offerings AT LOW INTRODUCTORY PRICES IN ALL DEPARTMENTS ON SALE IN THE MORNING NOTE THE PRICES!



We know for a positive fact that no store shows a stock equal to ours in Infants' Goods.

- Infants' Long Cloaks, made of Bedford cord, collar trimmed with wide lace insertions and deep lace ruffe, worth \$2.50; Introductory price, \$2.75
Infants' Silk Caps, neatly finished, trimmed with lace ruche and silk tie strings, worth \$1.00; Introductory price, 75c
Infants' Sacques, made of all-wool flannel, collar and cuffs silk embroidered, worth \$1.15; Introductory price, 75c
Infants' Flannelette Wrappers, pink or blue stripes, trimmed with solid color borders, worth 50c; Introductory price, 35c
Infants' Silk or Wool Vells, 15c, 20c, 25c, 35c

Women's Petticoats.

- Black Satteen Petticoats, made very full, deep flounce, trimmed with three narrow ruffles, worth \$1.50; Introductory price, \$1.00
Black and White Checked Petticoats, made of fine quality mercerized satteen, flounce trimmed with small ruffe and black satin bands, worth \$2.00; Introductory price, \$1.50
Women's Dressing Sacques, made of figured lawns, neck finished with deep collar, edged with narrow ruffe, worth \$1.00; Introductory price, 75c
Women's Long Kimonos, made of good quality lawn, pink, lavender or light blue, trimmed with lawn borders, worth \$2.50; Introductory price, \$1.75

Handkerchiefs.

- Ladies' fancy embroidered hemstitched, also scalloped, Handkerchiefs; opening price, 5c
Ladies' embroidered scalloped, also all-linen embroidered hemstitched and lace trimmed Handkerchiefs; opening price, 25c
Ladies' all-linen hemstitched (1-inch hem only), regular price 25c; opening price, 25c
Men's all-linen plain white hemstitched, worth 15c; opening price, 10c
Ladies' embroidered scallop and embroidered hemstitched; also lace edge, 15c Handkerchiefs; opening price, 10c

Great Opening Sale of Ladies' Kid Gloves.

- Ladies' \$1.25 Suede Gloves, tan, mode, brown, gray, all sizes; while they last, at, per pair, 57c
Ladies' \$1.50 Real Kid Gloves, bought from a large importer at our own price on Monday, introductory price, per pair, 69c
Ladies' \$2.00 best quality Real Kid Gloves, all sizes and colors, fitted to the hand; introductory price, \$1.39
Ladies' fine quality Silk Gloves, all colors, patent finger tips, the 7c quality; introductory price, 50c

White Goods Dept.

- 32-inch Striped Madras Shirting in a variety of patterns; introductory price 15c
Extra quality of French Batiste for confirmation dresses; introductory price, 40c
Mercerized Pique, soft finish and fancy scroll patterns; introductory price, 30c
100 pieces of Fancy Mercerized Waistings, 45c value; introductory price, 35c
32-inch Mercerized Oxford, 40c value, introductory price, 25c
68-inch White Organdie, for graduating dresses, 45c value; introductory price, 35c
Heavy White Figured Pique, for shirt-waist suits; introductory price, 25c

Linens.

- A clean, fresh bunch of introductory bargains at our Linen Counters this week.
27 pieces 61-inch Bleached Mercerized Double Satin Damask, in the latest and most brilliant designs; introductory price, per yard, 69c
20 pieces 70-inch All-Linen Silver Bleached German Damask, 5 distinct patterns to select from and Napkins to match; introductory price, per yard, 85c
200 dozen 1/2 size Silver Bleached Scotch Table Napkins, extra good warp and finish, \$2.50 is the usual price for this napkin; introductory price, per dozen, \$1.85

Bed Spreads.

- 1,000 full size, white hemmed Bed Spreads, in scroll and Marseilles patterns; introductory price, per spread, 98c

New... Spring Hosiery and Knit Underwear

- Introductory prices which nobody can beat in the World's Fair City!!
Ladies' Imported French Lisle Thread Hose, black and fancy colors; introductory price, 25c
Ladies' Imported English Lisle Thread Hose, fast black, lace ankle and opera length, all lace, pretty patterns; introductory price, per pair, 75c
Ladies' Imported French Lisle Thread Hose, a large assortment of patterns and styles; introductory price, 98c
Children's Fast Black Lisle Lace Hose, full fashioned, French feet; introductory price, per pair, 12 1/2c
Infants' Imported Lace, Lisle Thread and Mercerized Hose; also Mercerized Lace Sox, black and colors; introductory price, 25c
Ladies' Swiss Ribbed French Lisle Thread Vests, low neck, silk ribbon in neck and arms, domestic and imported; introductory price, 75c, 50c, 35c and 25c
Children's Jersey Ribbed French Lisle and Cotton Vests, low neck and no sleeves, ribbon in neck and arms; introductory price, 25c, 10c and 8 1/2c

Wash Goods

- And the Banner Stock!!
1,000 yards yard-wide striped and figured Madras, all of the latest designs; introductory price, a yard, 12 1/2c
500 yards Mercerized Satin Striped Madras, 22 inches wide; introductory opening price, a yard, 25c
A very fine over-lace Striped Batiste in all colors; introductory opening sale price, a yard, 20c
Silk Embroidered Linen colored Batiste, introductory price, 35c
200 pieces Woven Stripe Oxfords, just the ideal for shirt waists, 32 inches wide; introductory opening sale price, per yard, 35c
The celebrated Regent Cloths, in chaille designs, all colors and designs; our introductory opening sale price, a yard, 35c
50 pieces Mercerized Silk Stripe Oxfords, 32 inches wide, in all the latest colorings; our introductory sale price, per yard, 45c

New Black Goods.

- Our Pirate Is Still on the High Seas!! No Such Stock Elsewhere.
The very latest styles and newest weaves for the Spring season are now on sale at special Introductory Prices.
At 40c-50c All-Wool Canvas Etamine, Mistral, Whipcord and Granite Suiting, good 60c value; introductory price, 49c
At 50c-60c English Mohair Brillantine and 60-inch All-Wool Cheviot Suitings, 75c value; introductory price, 59c
At 75c-85c All-Wool Imported Mistral Etamine and Silk-Finished Luster, regular \$1.00 value; introductory price, 75c
At 95c-1.00 All-Wool London Twine Etamine French Voile, Silk and Wool Crepe de Chine and a grand variety of new weaves, good \$1.25 value; introductory price, 98c
At \$1.25-1.50 All-Wool Imported Canvas Etamine, Eolians, Crepe de Paris and Black and White Etamine Novelties, \$1.50 value; introductory price, \$1.25



Grand Opening OF THIS

'St. Louis' Greatest Store' (THE PRIDE OF THE CITY)

WILL TAKE PLACE ON Next Tuesday, the 17th, AND BE CONTINUED UNTIL Wednesday, the 18th,

When our ladies should turn out in full force and feast their eyes on the prettiest and choicest aggregation of New French, English and American Millinery they have ever beheld!! Particular display will be made of

Rich French Models, of Fine Tailored Effects, of High-Grade Ready-to-Wear Hats, of Nobby Street and Suit Hats,

of notably choice novelties, of rare collections of feathers, flowers, fruits, etc., producing an ensemble of exquisite beauty and unusual splendor!!

Especial interest attaches to this occasion through the wonderful creations of our own workroom, displaying helpful suggestions of our designer, manifesting her untiring interest in each and every customer, producing a various and extensive line of hats suitable to all, ranging in price from

\$5.00 to \$50.00

A feature that will commend itself to every lady eager to procure a stylish, inexpensive and attractive Spring Hat!!

At Same Time Will Be Shown in Our Suit Salon the Pick of the Market in

Suits, Jackets, Waists, Capes, Etc.

BEAUTIFUL FRENCH SOUVENIRS TO ALL PATRONS



Second to None! Will Be the Goods Put on Sale in the Morning at This BRIGHT-LIGHT STORE!

Colored Dress Goods.

The pick of the world's markets is now at your beck and bow in this St. Louis's Greatest Dress Goods Department.

- 32-inch Mercerized Canvas Cloth, white ground with black dots, figures and stripes of the latest weaves for waists and skirts; Opening Price, 15c
30-inch Etamine Bourrette, linen effects, in green, blue and tan colorings, an elegant fabric for skirts; Opening Price, 25c
36-inch All-Wool Scotch Flake Crash, gray effects; Opening Price, 29c
French Silk Striped Challes, all the new colorings, special value; Opening Price, 35c
All-Wool French Voile, Etamine and Mistral, the correct fabrics for spring wear, full line of shades; Opening Price, 48c
45-inch All-Wool French Twine Mistral, special value; Opening Price, 85c
46-inch Scotch Bourrette Crash, flake effects, one of the sweetest novelty spring weaves consigned to D. C. & Co.; Opening Price, \$1.25



New Silks

THAT SHOULD CAPTURE THE TOWN.



- 24-inch Satin Foulards, all new shades, this season's importations; Introductory Price, 59c
22-inch Princess Crepe, double warp, good line of shades to select from, will wear like iron; Introductory Price, 90c
44-inch Black Silk Etamine, new material for summer wear; Introductory Price, \$1.15
26-inch Shanghai Pongee, all natural silk, lunders well, a never-wear-out kind; Introductory Price, 79c
36-inch Black Taffeta, best silk made for all costumes and wraps, wear guaranteed; Introductory Price, \$1.25
36-inch All-Silk Black Beau de Soie, rich luster and good wear; Introductory Price, \$1.25
24-inch Crepe de Chine, all shades, black and white included, all pure silk; Introductory Price, 75c

Men's Furnishings.

- Become acquainted with this department and note our special introductory price. "GET YOUR MONEY'S WORTH."
Men's extra fine medium weight Cashmere Shirts and Drawers, all sizes up to 50; this weight is just right for now; Our Introductory Price, 50c
Men's odd Drawers, a small lot of last summer's odd Balbriggan Drawers, good sizes; now, 35c
An elegant new line of Men's Fine Woven and Printed Madras 50c
Neglige Shirts; Our Introductory Price, 50c
Boys' Fine Madras Shirts, 29c
Men's Fine Fancy Lisle Half Hose, newest importation; Introductory Price, 35c

PASTORS DRAW THE LINE BETWEEN BLACK LIE AND FALSEHOOD THE CHURCH WOULD EXCUSE.

St. Louis ministers have discussed with zest the sermon preached Sunday by the Reverend Charles F. Kloss of the Webster Groves Congregational Church, the subject of which was: "Is It Ever Justifiable to Lie?" Mr. Kloss took the position that it was always morally wrong, but said that there were conditions where he would tell an untruth. He would willingly defend his property by perverting to a highwayman, or would lie to save his own life or that of a friend.

OPINIONS ON EVIL OF LYING. BY THE REVEREND F. M. KIELTY, Pastor of Holy Angels' Catholic Church. "We may never tell a lie, but we certainly are not bound to tell the truth on all occasions. Everything like pretense or dissimulation, or any way of misleading our neighbor, however plausible it may appear, is to be avoided." BY MRS. SUE OWENS, Superintendent Central Mission. "I think all persons should be scrupulously careful about telling the truth, and yet there are times when I don't know what should be done. I remember one instance when I evaded speaking the truth, and it has never troubled my conscience." BY THE REVEREND GEORGE F. DELAMERE, English Wesleyan Evangelist. "There are times when an untruth is not a lie. A person who demands your money has no right to expect a truthful answer, and knows that any one will attempt to mislead him. We may theorize as much as we will, but until we are placed in such positions we cannot tell what we may do."

Central Mission thought that all persons should be extremely careful about the truth of their speeches, and yet said that there were times when it seemed better to use a little diplomacy. To illustrate her meaning she told of an incident that happened during the Civil War, while she was a girl near Independence, Mo. "There had been an unusually fierce skirmish between Federal soldiers and bushwhackers near our home, in which the Federals seemed to have gotten the worst of it. All the women in the neighborhood were standing in their yards seeing and hearing what they might, and I was among them. Presently we saw five Federal soldiers come running down the road toward us. "They were completely out of breath, and almost exhausted. They had run for two miles, and knew the enemy was after them. I motioned them to go into a deserted building across the road, and they did. "No sooner had they hidden than a troop of Confederates came dashing up, and singing out, asked if I had seen any Federals. I debated with myself just a moment and then said, "You don't suppose Federals could run this far, do you?" This seemed to satisfy them and they made no investigation. "A few hundred yards further down the road, they asked the same question of a woman there. She told them she had seen soldiers in her garden. Under the trailing potato vines they found one poor fellow. "Which of us did right? While my answer was not a direct lie it served the same purpose, and to all intents I suppose it was an untruth. But my conscience has never troubled me over it. I think I did right." The Reverend J. Percy Stuart, pastor of Compton Heights Baptist Church, said: "It seems that every person has an inborn desire to lie at times, just for the novelty of the thing, if nothing else. These persons will take anything a minister says and twist it and turn it until they imagine they make it excuse their evil. For that reason I do not think I would advocate from the pulpit lying in any circumstance."



THE REV. FATHER F. M. KIELTY.

THE REV. GEORGE F. DELAMERE.

THE REV. J. PERCY STUART.

The Reverend George F. Delamere is an Australian evangelist and a member of the English Wesleyan Church, now pastor of the Central Mission. He had read Mr. Kloss's sermon and expressed this opinion: "There are times when an untruth is not a lie. The highwayman who holds you up and after relieving you of valuables asks if that is all you have, has no moral right to ask that question and cannot expect a moral answer. A great deal of the fine-drawn distinctions can be done away with in this manner."