

Nothing Succeeds Like Success

Dress Goods.

It is a well known fact that BURTON, PEEL'S Dress Goods Department is the pride of Ardmore—if you cannot find it here it is not the correct thing—has become a common saying with the well informed. This season finds our shelves laden with the fashion's Newest Fancies everything new which has real merit can be had at our Dress Goods counter.

We are showing an elegant assortment, not only in the staple weaves, but also the rare and fancy importations.

50 in Brilliantine in Navy and Black per yard	50c
Wool Voile in Black and Colors per yard	50c
Embroidered Voile, in Black only, per yard	50c
Voile Noppe, the new weave, all colors per yard	75c
Hair line Mohair, Navy and Black, per yard	50c
Embroidered Mohair, Navy and Black per yard	75c
Fancy Mohair, Navy only, per yard	50c

Silks.

Here, too, you find a grand array of beauty and elegance—our Black Dress Silks are the admiration of every beholder. Splendid line of Waist Silks.

Genuine Jap wash Silk, per yard

Try "Antheria" the only reliable lining Silk, only

We are also showing a beautiful line Silk Crepe De Chine, the regular \$1.00 value, but we bought them at a bargain and will sell them at only

Cotton Dress Fabrics.

Never in our Dry Goods experience have we known goods to be more beautiful nor better values than those comprising this department. In spite of the fact that cotton has gone higher than for 20 years, we are placing before our trade Cotton Dress Fabrics at equally as low or lower than when cotton was 5 or 6 cents a pound. The weaves in our Cotton Dress Goods are exact imitations of the woolens, but carry with them that crisp, snappy freshness which woolens do not possess. The Bourette effects which are so popular this season are indeed very swell. We have these in all the new shades, ranging from

per yard

Flaked Voiles, Embroidered Voiles and Flaked Etamines are also among the popular new cotton weaves and range in price

from

We are showing a beautiful assortment of Zephyr Gingham, the 12 1-2 cent value but we are letting the entire lot go at per yard

WHITE WAIST MATERIALS are very much in demand and we have an elegant line in Imported Madras, Oxford and Vesting just think of a waist pattern of Imported White Madras for only

Shirt Waists.

We again call your attention to this especially attractive line. Many ladies have already bought them and are very much pleased. You should secure your share. All have the 1904 design and the price is the only cheap thing about them. We also have a nice line of last season's styles in wash waists. These were bought at a bargain and will be sold regardless of real worth.

50c grade will go at 35c
\$1.00 and \$1.25 grade will all go at 79c
\$1.50 grade will go at 98c
\$2.00 grade will go at \$1.49

These prices are while they last.

The grand fall rush of business which this store enjoyed, coupled with our special discount sales of January and February has virtually cleared our house of all heavy goods in every department. We believe that dividing profits with our customers and thereby cleaning up our stock at the end of each season, is far better, both for ourselves and customers, than the old method of carrying over goods from one season to another.



Larger Sales and Smaller Profits

Is our motto rather than fewer sales and larger profits. We now place before the public one of the grandest arrays of new spring goods ever shown in our house. In fact we firmly believe that our different departments are better equipped for the spring campaign than of any previous season. A full description of what we have is utterly impossible—it is our intention to touch here and there throughout our mammoth stock to give you an idea of the savory values which are found only in this store.

Clothing.

The fame of the "Burton-Peel" brand of clothing has spread all over this entire country—it is known, not only for the elegant fitting qualities, but also because there is neither shoddy material, nor poor workmanship used in this line.

We fit the best dressers of Ardmore and surrounding Territory. Our garments are strictly tailor made, yet at about one-half the price usually paid for tailor-made clothing.

We are sure our new spring line will favorably impress those who appreciate first class up to date clothing at reasonable prices.

200 pair Boys' Knee Pants for school wear, ages 5 to 14, usually sold at 40c we put the entire line down to per pair

300 pair Men's Scotch Cassimere Pants, worth anywhere \$2.00 to \$2.25, we have marked the entire line, comprising many different designs in plain figures, per pair

The best line of Men's and Boy's Overalls ever shown in Ardmore, including the very best Union Made Brands. We can fit any man or boy, it matters not how large or how small.

Men's Jumpers and Bib Overalls, usually sold at 75c a garment, our price

The Best Union-Made Overalls for men "the working man's friend," no rip, no losing buttons, your money's worth



Gents' Furnishings.

We pride ourselves in this department. No time nor pains is spared to keep up the reputation already gained here—a constant stream of new things are continually pouring in.

Small Neckwear, Pretty Hosiery, New Collars, New Suspenders, New Neckwear.

Here you will find the finest Manhattan Shirts, everything that goes to make up the highest class Gents' Furnishing Department in Ardmore and at the most reasonable prices.

Men's and Boys' Hats.

All of the shapes for spring are here—Strictly up to now 1904 styles. All well known reliable brands, "Stetson," "Youngs," "Burton-Peel."

Shoes.

Our Shoe Department is complete from every point of view:

COMPLETE IN VARIETY because we handle all shapes for all feet.

COMPLETE IN PRICE because we can fit any sized purse.

COMPLETE FOR MEN because we sell "Hanan," "Bostonian" and "Commonwealth."

COMPLETE FOR LADIES because we handle the "Ultra" and the "Brookport."

COMPLETE FOR CHILDREN because we handle the kind which combine Service with Neatness.

COMPLETE FOR THE OLD FOLKS because we have those good, easy and comfortable lasts that make walking a pleasure.

Shoes.

Be sure to examine this department—here you will find all of the new ideas in Patent Leather, Patent Enamel, Patent Vici, Velour Calf, Box Calf, Russia Calf, Kangaroo and French Vici.

All the new shapes in low cuts for ladies and gentlemen. See the styles in Tans. Ask to see.

The 75 and \$1.00 Children's Shoes going at 50c

Those Ladies' \$1.50 value Dongola, patent tip shoes, which we are selling at \$1.00

Ladies' every day shoes for which you pay \$1.50 elsewhere, but our price is \$1.00

Those Ladies' Vici Kid Shoes, the best value ever shown for \$1.50

Men's Solid Leather Oil Grain Shoes in Congress and Buckle, the \$1.50 value, now \$1.00

Staples.

Regular 7 1-2 cent Apron Gingham, nice colors	5c
Yard wide Brown Domestic, worth 7 cents, 20 yards limit, our price per yard	5c
Best Calico, worth 6 1-2 cents our price per yard	5c
Yard wide Bleached Domestic, no starch, the 7 1-2 cent grade, 10 yards to customer	5c
Ladies' Cambric, 36 inches wide, our price	8 1/2c
Double fold Dress Percale, our price per yard	5c
Regular 7 1-2 cent Lawns and Batistes go at	5c
The 10 cent figured Lawns will go at per yard	7c
The 12 1-2 cent figured Batiste goes at per yard	8c

Notions.

Nice Cambric, Hemstitched Handkerchiefs go at	5c
Garter Elastic, Black and colors, at per yard	5c
Rubber Hair Pins, 10 cent grade, per dozen	5c
Genuine Brass Pins, 3 needle 5 points paper	5c
Talcum Powder, perfumed, 10 cent grade go at	5c
Nice Pearl Buttons to go at per dozen	5c
San Silk, highly mercerized to go at per spool	5c
Best Ball Thread, 30 balls to box, per box	10c
Duplex nickel plated Safety Pins, per dozen	5c

Ladies' Skirts.

You can buy a beautiful man-tailored skirt of us in the new spring materials, a real \$3.50 grade, for only \$2.50

Our line walking skirts from \$2.50 to \$10.00 represent a saving of at least 25 per cent. We have no old skirts to offer, and you will not find an old style here. Our full length dress skirts simply beggar description. You must see them and wear them to fully appreciate the points of elegance and true value. They range in price from \$5 to \$25.00

Embroideries and Laces.

We are direct importers and our prices will convince you that the "middle man's" profit has been eliminated, our assortment was never better, to see them is to buy them, from 2 1-2c to \$1.50 per yard, with a collection of designs from which the most fastidious can select.

Hosiery.

Next in importance to shoes comes the important question of good Hosiery.

The "Burton-Peel" brand hose have stood the test of WEAR, and have built for themselves an enviable reputation, among the lovers of good hosiery.

The "Cow Boy" Hose for boys and girls is unsurpassed and unequalled. We have the only genuine.

In fact we handle goods for all classes, being by far the Largest House in Ardmore we are able to carry so much larger and varied lines of goods that our store has become the popular store for people in all walks of life.

We advertise nothing which we cannot produce and never exaggerate the values quoted. Your best interests will suggest that you make your Spring bill with us.

ONE...
PRICE

Burton-Peel Dry Goods Co.
STAMPED ON AN ARTICLE GUARANTEES STANDARD OF MERIT

SPOT
CASH