



GOOD NEWS!

FROM

The Busy Big Store



The liberal policy adopted by this store in maintaining the SPECIAL SALE SYSTEM and placing before the public First-Class, Up-to-Date Merchandise at less than the average merchant pays for them, has won for us hundreds of new customers, some of whom first came to our sales through idle curiosity but finding that every item advertised was backed up and substantiated, and EVERY REDUCTION A REAL REDUCTION, they too have become our customers.

This splendid rush of business has caused us to re-order and duplicate through our resident buyer, who is constantly in the market, until we now have almost a

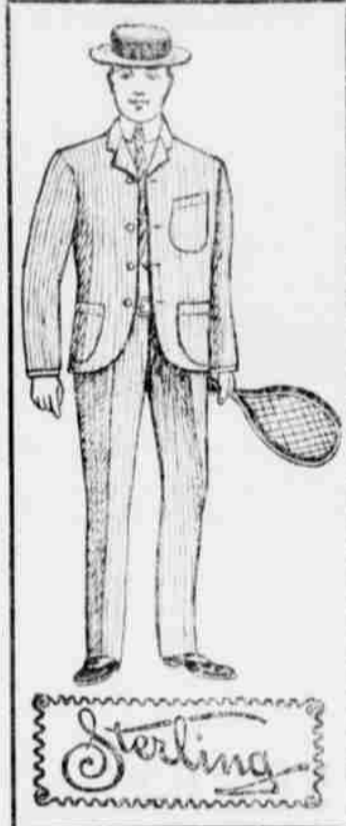
SECOND BRAN NEW SPRING STOCK

in nearly every department.

Of course, we are justly proud of the business already done, but we are not willing to sit down upon the stool of satisfaction and congratulate ourselves because of the success already attained; the Burton-Peel Stores don't do business that way, but with a stronger determination than ever we propose to wage a still fiercer war upon the stronghold of high prices.

CLOTHING DEPARTMENT

Our clothing is not the ordinary "hand me down" sort which the small dealer is compelled to handle and which fits like a sack, but every garment in our Clothing Department is made by experienced and competent tailors—made exclusively for the Burton-Peel Stores. This department is now complete in every detail.



Men's Clothing for Dress Wear, for Business Wear—Crash Suits, Flannel Suits, Worsted Suits, Fancy Cassimere Suits, Odd Coats, Odd Pants.

Youths' Clothing, in all grades for all kinds of wear.

Boys' Knee Pant Suits, from the wee tot of 3 to the school boy of 16. The well known makes, "Sterling," "Royal," "Dutchess," "Werner" and "Burton Peel's own brand."

All New—No last summer's styles.

500 Boy's All Wool Cassimere Knee Pants—ages 4 to 16, regular 50c grade, our price..... 25c

Extra values in Boys' Knee Pants—in fancy Worsted at \$1.75c and 50c

300 Pair Men's Corinth Jean Work Pants—worth \$1.25 and never sold for less than \$1. the entire line goes at 75c

Men's Wool Cassimere Pants—\$1.50 grade, while they last, per pair..... \$1.00

Men's All Wool Cassimere Pants other houses get \$2 for them, our price is only per pr \$1.50

Men's Bib Overalls and Jumpers, a genuine 75c article, we bought a big lot and they will go per garment..... 50c

GENT'S FURNISHINGS

Nothing in the Indian Territory to compare with this department. Occupying a shelving

space 6 feet high by 150 feet long, beside the enormous space occupied by duplicate stock—every inch of which is crowded with the RIGHT KIND of Goods at the RIGHT KIND of Prices.

Men's Pure White Balbriggan Undershirts honey comb weave, a 35c value everywhere, our price..... 25c

Men's Colored Balbriggan Shirts and Drawers—silk finish, full line Sizes, others get 35c for them, our price per garment 20c

Men's Work Shirts..... 25c

Boys' Work Shirts..... 25c

Men's Madras Negligee Shirts—collars and cuffs attached or detached, beautiful patterns, a genuine 75c shirt, our price only..... 50c

Lot "Lion Brand" \$1.00 Shirts, collars attached, will close out the entire line at each..... 75c

"Lion Brand" Linen Collars—a regular 15c Collar, will close out entire lot 3 for 25c

Men's Seamless Half Hose for..... 5c

Men's White Hemstitched Handkerchiefs each..... 5c

Men's Guyot Style Suspenders..... 15c

We will also show you all the New Novelities in Ladies' and Gent's Low Cuts, Patent Leather, Patent Vici, etc., at lowest prices.

Visit Our Ready-to-Wear Department. We are showing a beautiful line Ladies' Skirts in Walking and Dress Lengths, Genuine Man-Tailored, \$2 to \$25.



We want your trade whether you spend five cents or fifty dollars and are willing to divide the profits with you. Visit us whether you intend buying or not. We will convince you that your interest lies in trading with us.

ONE PRICE *Burton-Peel Dry Goods Co.* SPOT CASH

STAMPED ON AN ARTICLE, GUARANTEES STANDARD OF MERIT
JUST A LITTLE MORE AND JUST A LITTLE BETTER FOR YOUR MONEY



With Buying Advantages possessed by no other house in Ardmore we are in position to

SAVE YOU ACTUAL MONEY

on every purchase.

The People Say that it is a real pleasure to trade at our store. Every department bristles with newness. We have the roomiest, best lighted and best ventilated salesroom in Ardmore. Our salespeople are not only courteous and attentive, but each thoroughly understands his or her department.

Every transaction carries with it that high degree of satisfaction which guarantees future business. We Allow no Misrepresentation. Your Money Back If Unsatisfactory.

DRY GOODS DEPARTMENT

We are now in receipt of an almost entirely new line Wool and Cotton Dress Fabrics, the kind most suitable for this season of the year, and with trimmings adapted to each material.

This being the season for dainty Shirt Waist Suits our buyer has paid special attention to this class of good and we are showing a beautiful collection in this line.

Organdies are also here in great profusion, both in plain and figured, all grades and all prices.

Lawns are also here in abundance. In spite of 15c cotton we can give you last year's prices on this season's Lawns.

1,000 yards Scotch Lawn—worth 5c when cotton is 8c pound, we will put the price on this lot, 10 yds..... 35c

1,500 yards 28 inch Figured Batiste—a good value at 7½c, we bought it right and will make the price only..... 5c

Satin Stripe Batiste—10c value and very pretty patterns, goes at..... 7c

Better Grade Satin Stripe Batiste—good styles, 12½c value, goes at..... 8c

Extra Wide Plain Batiste—beautiful patterns, goes at only..... 10c

Be sure to see the beautiful Figured and Dotted Swiss, worth 25c yard, which we are selling at only..... 15c

Price our White Lawns and India Linens.

Large Shipment Zephyr Gingham—the 10c grade, in stripes only, we will sell the entire lot per yard at..... 7½c

Yard Wide L. L. Brown Domestic, others ask 7c, our price..... 5c

36-inch Sea Island Domestic—the 7½c grade, our price is only..... 6c

Yard Wide Bleached Domestic—soft finish, no starch, a 7c value but our price is only 5c

Calico—Indigo Blue, Calcutta Blue, Garner Red, Simpson's & Co., in fact all brands of Calico..... 5c

Cheviot Shirting—sold everywhere at 10c, good grade and easily washed, our price only..... 8c

Ladies' Black Hose—you pay elsewhere 10c, our price..... 5c

Ladies' Tan Hose—the 10c grade our price is only..... 5c

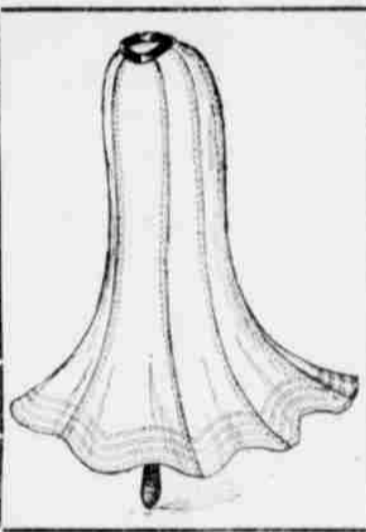
Ladies' Pure White Sleeveless Vests—10c value, our price 5c

Ladies' 15c vests—taped and nicely finished, a splendid value, go 3 for..... 25c

Ladies' Shirt Waists—broken sizes, white and colored, 50c grade, go at..... 35c

Ladies' Shirt Waists—Oxford and Madras, \$1 and \$1.25 at..... 79c

Ladies' \$1.50 Shirt Waists—Lawn and Oxford, while they last, at..... 98c



SHOE DEPARTMENT

"Hanan," "Bostonian," "Commonwealth," "Burton Peel's Own," "Ultra," Brockport." When such brands as these head the list you may be sure of getting the best. Our guarantee stands behind every pair: your money's worth or your money back.

We are closing out a line of Manly Bros.' Children's Slippers and you can buy them at these prices:

75c Children's Slippers go at 50c
\$1.00 " " " " 75c
\$1.25 " " " " \$1.00
\$1.50 " " " " \$1.25
\$1.75 " " " " \$1.47
\$2.00 " " " " \$1.50
\$2.50 " " " " \$1.98

Line broken sizes Ladies' Low Cuts, Burton-Peel brand as follows:

\$1 Oxfords, Sandals and Ties at 79c
\$1.50 " " " " \$1.00
\$2.00 " " " " 1.49
\$2.50 " " " " 1.98
\$3.50 " " " " 2.07

These are our own plain figure prices and will be sold at the above reductions while they last.