

1910 SPRING OPENING SALE 1910

10 Days
Wednesday,
March
16th
to
Saturday,
March
26th
Inclusive



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16th
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Saturday,
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Larger Stocks, Greater Varieties and Bigger Values than ever. Make your purchases at The Fair and the "high cost of living" problem will be solved at once and to your complete satisfaction as far as wearing apparel is concerned. Greatest Values in Ladies' Suits, Skirts, Cloaks, and Millinery in this part of the state.

Attractive Ladies' Suits \$10

In a beautiful assortment of new styles and colorings. Every garment strictly all wool and equal to the best 16.50 suit in the market. Our opening sale price..... **10.00**
Extraordinary values in ladies suits for the opening sale. \$18.00 values for 12.50; 22.50 values for 16.50; 25.00 and 27.50 values for 19.00. "All alterations made free."

Bargains in Beautiful Shirt Waists Silk and Net Waists \$2.98

In all colors, actual 5.00 values, most striking values at **2.98** the price.....
A very neat and attractive line of white lawn and batiste waists, embroidered trimmed, regular \$1 value, sale price..... **69c**
Elegant embroidered and lace trimmed waists, nicely made, good 1.50 values, sale price... **98c**

Black Lawn Waists \$1.19
Fine black lawn waist, tucked and embroidered, 1.50 value, sale price..... **1.19**
Beautiful Waists \$1.69
Fine Persian lawn flax-on and batiste, beautifully trimmed, 2.25 value..... **1.69**
Embroidered Waists \$1.98
Fine embroidered waists, regularly worth up to 5.00, sale price..... **1.98**

Money Saving Prices On Domestic Cotton Goods, etc.

Best quality dress prints..... **4 1-2c**
Best L. L. muslin, yard..... **5c**
Good quality bleached muslin, yard..... **7c**
Double fold percales, dark colors, 12 1-2c goods, yard..... **8c**
Staple apron check gingham, yard..... **5c**
36-in. madras waistings, light colors, 15c quality, yard..... **9c**
34-in. light percales, 12 1-2c grade, sale price..... **7c**
Light shirting print, yard..... **4c**

Table Linens, Towels, Etc.

60-in. bleached table damask, per yd..... **19c**
64-in. heavy unbleached table damask, yd. **42c**
70-in. extra heavy German table linen, cream, 1.00 grade, yd..... **79c**
72-in. bleached Irish satin damask, all pure linen, 1.50 grade, per yd..... **98c**
Large huck towels, 18x42, sale price, each... **10c**
Large Turkish bath towels, 25c grade.... **17c**

Glove Bargains

A guarantee ticket placed in each glove to insure the wear of the tips.
Best quality lisle gloves, two button, all colors, per pair..... **49c**
Good quality Lisle gloves, all colors, specially priced for this sale..... **24c**
Silk Gloves
Kayser two button silk gloves, tip guaranteed, all shades, sale price, per pair..... **69c**
Kid Gloves
Two button, all colors, regular 1.00 quality, specially priced for this sale..... **69c**

Our Great Millinery Department Presents Extraordinary Opportunities for All.

Our efforts to make our millinery department the largest, most complete and most attractive millinery store in this part of Iowa has succeeded beyond our expectations.



Hundreds of beautiful new creations are constantly being turned over by our force of designers and trimmers, which makes it possible for us to satisfy every one, no matter how moderate or elaborate a hat is desired.

OUR MILLINERY IS OF THE HIGHEST TYPE AND QUALITY, AND OUR PRICES ARE WITHIN THE REACH OF ALL. WE DO NOT CHARGE THE EXORBITANT PRICES USUALLY CHARGED FOR MILLINERY. WE PLACE THIS DEPARTMENT ON THE SAME BASIS AS ALL OTHER DEPARTMENTS, LARGE SALES AND SMALL PROFITS.

Chiffon Panama and Voile Dress Skirts \$4.95

A handsome assortment in all colors, newest models, regular values 7.50 and 8.00, for the spring sale we give you the **4.95** choice of the lot, each.....
A splendid stock of fine dress skirts in all materials and weaves. All new, spring styles specially priced for the opening sale at 3.98, 6.98, 9.00 and 11.00.

Dresses, Capes, Etc., at Saving Prices Broadcloth Capes \$4.98

Beautifully trimmed and made in all colors. Great values **4.98** for the price.....
Lingerie dresses in all colors, newest styles for opening sale. **2.98, 3.49, 3.98 and 4.50**
Fine dresses of poplin, galatea, English Rep, plaza cloth. All colors **3.50, 3.98, 4.98 and 7.50**

Unparelled Values in Our Men's Section



Men's Suits \$7.98
Dark colors, well tailored correct styles, \$12 values sale price..... **\$7.98**
Men's Suits \$10.
Fine worsted, new spring models, \$15 values, sale price..... **\$10**
\$16.50 Suits \$12.
Beautiful patterns, fine material, worth \$16.50 sale price..... **\$12**
Knickerbocker Suits \$2.98
Boys' fine Knickerbocker suits, plain or fancy mixed, \$4 grade, sale price..... **\$2.98**
Youths' long pants suits..... **\$4.98**
Best quality work shirts..... **.37**
Men's blue denim overalls..... **.39**
Jackets to match, all sizes..... **.39**
Men's 25c sox..... **.13**
Men's balbriggan shirts and drawers, each..... **.19**
Men's heavy Rockford sox, pair..... **.03**

Men's genuine box calf shoes, all solid leather, sale price..... **\$1.98**
Men's gun metal and box calf shoes, blucher style..... **\$2.49**
Men's oxfords, patent colt and gun metal, great values... **\$2.98**
Men's patent colt and gun metal oxfords, sale price..... **\$3.98**
Men's satin calf shoes, plain or cap toe, blucher style, sale price..... **\$1.19**



Boys' vici kid shoe, blucher style, \$2 value, sale price..... **\$1.49**

Ladies' Shoes and Oxfords

Ladies' Kid shoes, blucher cut style..... **.98**
Ladies' patent colt oxfords, special prices..... **\$1.98**
American Lady Oxfords in patent kid and gun metal calf, blucher cut style, \$3.00 value, sale price..... **\$2.50**



Silk Petticoats \$3.49
In black or colors, good 5.00 quality, reduced for the opening sale to..... **3.49**
Percalé Dresses 98c
Fine quality percales, dark or light colors, great values sale price... **98c**
Petticoats 69c
Hyde Grade petticoats, 1.50 values, for this sale..... **69c**

Wash Fabrics

Fancy dress ginghams, 12 1-2c quality, sale price..... **8 1-2c**
Fine silk finished zephyr gingham, beautiful new designs, 35c grades, sale price per yard..... **22c**
Flaxon, the popular fabric for waists and dresses, in all colors and grades, specially priced up from..... **15c**
Poplins, in silk or cotton, in all colors, priced for this sale up from..... **24c**

Ladies' Knit Underwear

Very fine quality Swiss ribbed union suits, regular 45c grade, each..... **25c**
Ladies' very fine elastic ribbed union suits, 60c value, sale price..... **39c**
Ladies' fine ribbed vests, regular 25c grade, sale price, each..... **19c**
Ladies' Swiss ribbed vests, good 15c quality, each..... **10c**
Children's vests or pants, lace trimmed... **15c**
Ladies' fine ribbed pants, 50c grade.... **39c**
Ladies' vests, silk front, sale price..... **15c**

Hosiery Values

At saving prices during this sale.
25c hose 12 1-2 cents per pair.
Ladies' or children's lisle hose, Eiffel dye, 25c grade, sale price pair..... **12 1/2c**
Children's Hose
Regular 25c grade, slightly imperfect, but will not hurt the appearance or wear... **13c**
Fast black hose for children or ladies, in all sizes, the best values we have offered **10c**
Ladies' very fine lisle hose in plain or fancies, black or colored..... **19c**

LOW PRICES OUR CHIEF ATTRACTION



6 and 8 WEST MAIN STREET, (Two Floors) MARSHALLTOWN, IA.