

Millinery

OF

Quality

New Creations For the
Late Spring and Mid-
Summer Season

The phenomenal success we have attained in this department since our early spring opening, has instilled into us a spirit of energy, a desire for greater deeds, and a feeling of



confidence which finds expression in the magnificent display of high grade head-gear in our millinery department, which is ready for those of refined tastes who are in search of fine millinery at reasonable prices for the late spring and midsummer season. Gorgeous creations, direct from the hands of the greatest designers of the country, combined with the beautiful and original designs

from our workroom, makes this the greatest display of mid-summer millinery ever shown in this city.

Bear This Fact Well in Mind

We combine the three essential features which go to make good millinery—*style, quality and workmanship*. You will find hats of style, but lacking in quality and workmanship. Hats of quality, but lacking in workmanship and style. Hats of good workmanship, but lacking in style and quality. But seldom will you find hats of all three qualities. We combine all three features and add to it our system of low prices, which is the secret of our success.

Gorgeous creations expressing the fashion's correct fancies, where style, quality and workmanship combine in making them the *acme of perfection*, at fully 1-3 less.

\$3.50, \$3.98, \$4.98
and up to **\$18**

One lot of beautiful trimmed hats of the earlier spring styles worth \$5, \$6 and \$7. Choice to close

\$1.69

Beautiful Lingerie Dresses for Warm Weather

Fine imported Gingham street Dresses, beautiful new patterns, handsomely trimmed and well make \$3.50 values, specially priced each..... **1.98**

Ladies' printed wrapper, \$1 value, specially priced.... **69c**



Fine street dresses of English rep, galatea and madras cloth, beautifully trimmed and made. Specially priced at

2.49, 2.98, 3.50, 3.98 and 4.50

Handsome assortment of fine lingerie dresses in all colors, well tailored and beautiful new models, actually worth \$5, our price..... **3.98**

Exclusive and attractive models in the very latest notions of fashion in white, pink, blue, tan, etc, our price only..... **4.49**

Fine quality percale house dresses, dark colors..... **1.19**

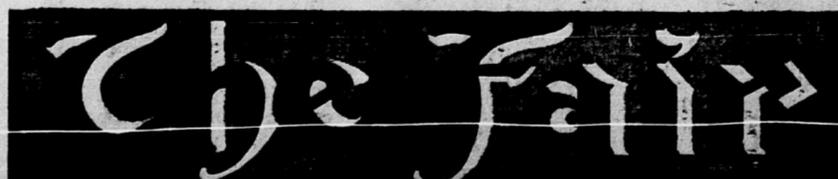
Wash Suits, Shirt Waists, etc., Under Priced

Striking models in wash suits, beautifully trimmed in self material, braids, buttons, etc., in all the latest colors and styles, splendid \$5.00 values. Our price..... **3.98**

Beautiful Wash Suits, elaborately trimmed and well tailored, direct from the fashionable centers of the country, in all the late coloring effects. Our price, only..... **4.50**

A magnificent line of wash suits, worth \$7.50 and \$8. Our price..... **4.98**

QUALITY THE HIGHEST—PRICES THE LOWEST



Milliner

OF

Style

At Prices Within Reach
of All

New and Attractive Models For the Late Spring
and Mid-Summer Season

The magnificent way in which the ladies of this vicinity have responded to our various announcements and have given substantial expression to the high standard of style and quality, and the courteous treatment they have received, by not only buying their own hat of us, but by urging their friends and relatives to do the same, is indeed gratifying to us. And we want to assure you of the fact that the same high standard of quality, style, workmanship, and the low scale of prices will predominate throughout this coming summer season.

You can not go wrong; you can not make a mistake if you buy your millinery at *The Fair*. A positive guarantee goes with every hat.



Keep the Quality Up.

A motto used by the great Hamilton Brown Shoe Co., of St. Louis, and one which we could well adopt to express the fundamental principle of our system of merchandising, not only in our millinery department, but in every section of the store. But we add another motto—"Keep the Prices Down," which adds double force to our trade-getting power. It will pay you to trade at *The Fair*.

Nifty Sailors. The latest effect shown in rolled edge, rough straw braid in burnt, black and white effects, in the medium size new roll brim and several other stylish shapes, beautifully trimmed in chantecler king blue, spangle effects, all way under priced.

Special
\$2.49, \$2.75 and \$2.98

Fine Lingerie Shirt Waists in all colors and sizes. \$4.50 values, special price..... **2.98**

Beautiful Embroidery waists, \$3.50 grades specially priced..... **1.69**

Waists for 98c. Fine batistes, Persian lawns, etc., embroidery or lace trimmed, regularly worth \$1.50. Sale price..... **98c**

A few more of these waists left at 49c. Come and get them.

LODGES.
NOTICES.
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