

The New School for Savings

School Opens, Friday, May 22nd, and Closes Saturday, May 30th.

Daily Exercises in Economy--Object Lessons in Savings--Our Great May Sale.

Do you desire to learn the science of saving? Would you know how to spend and yet save? Would you be a wise investor--avoid waste and make your money work to its full capacity,

Then Read What We Have to Say--With Attention.

During this great May sale we are going to give instructions in saving. In our advertising we will quote offerings which will invariably mean savings to the purchaser. Every offering will be an object lesson in economy. We will teach you to distinguish true economy from false economy; today we print the first lesson in savings--scores of interesting examples of economy. Study them well. Investing in any of these May sale offerings is better than putting money out on interest. Nowhere can you get such a percentage of interest as we offer of savings. You can make money you spend pay you interest by shopping here. And every example of economy offered below is seasonable, desirable merchandise--fresh and new of the latest style and of the best quality. For you must understand first of all that an underpriced offering isn't any economy at any price unless it is desirable, seasonable and worth more than the price asked. Now for the object lessons. **EARLY CUSTOMERS SAVE MOST.**



The Prudent Housewife Saves on Linens and Domestics.

Economy is a salient feature of our Domestic Dept. We aim to supply standard qualities of household and fine table linens, bedding and towels, at the lowest prices quoted anywhere. Large sales compensate us for our small profit on each sale. Here are some lessons in household economy



well worth studying. Good yard-wide wall canvass 3 1-2c Hoosier brown domestic 5c Rag finish, yard-wide bleach domestic, 6c Hope bleach domestic, 7 1-2c 36-in. Indian Head domestic, 12 1-2c 63x90 Torn and Hemmed bl'ch sheets 50c 10-4 Bleached Pepperell sheeting 25c 9-4 brown Pepperell Sheeting, 21c Special bleached Table Damask, yard, 25c

Amoskeag Apron Gingham, 6 1-2c

Men Who Would Save in Clothes Buying.

Many critical men have become converts to ready-for-service clothing after seeing ours. After becoming satisfied that our styles were correct and our tailoring and fitting better than the average custom tailor's, the items of TIME and MONEY SAVED won us their orders.

25 two-piece Suits that sold formerly at \$10 to \$15, only one suit of a kind, for choice. **\$5.00**

10 2-piece suits, fine all-wool stripe flannels, sold formerly for \$15, single or double-breasted **\$10**

25 suits, all fine worsted, sold for \$18 and \$20, choice. **\$12.50**

Everyone of our fine hand-tailored and H. S. & M. suits will have a handsome reduction so that delayed purchasers will reap the benefit of some big "savings."



Sheer White Goods at Savings Prices.

At all times it is simple economy to seek us when you want any India Linens, Persian Lawns, French Lawns, Nainsooks, Dimities, Long Cloths, etc.--but during this term of our "School for Savings" we propose to make it more to your interest.

These items will indicate to you what you may expect:

20c values sheer Persian Lawn, 40 inches wide, at per yard **15c**
12-yard bolt of English Long Cloth, by the bolt only at **\$1.15**
20c Dimity, checked at **16c**
25c French Lawn, 45 inches wide, a beautiful wash material, per yard **21c**
65c Five Sheer Linen, 35 inch at **49c**

Special Items

We have done a wonderful business on our yard-wide black Taffeta at \$1.25. It is oil boiled and pure dye and is a serviceable silk in every respect. We propose to sell two bolts during this sale at 98c yd. It may all go the first day; we hope it will last longer.

You Save 27c yd

Our customers are familiar with the quality of our 36 inch colored dress linens at 25c yard. There are many colors--light blue, dark blue, sage, green, heliotrope, pink, gray, white, black and tan. During this sale at 20c yard.

You Save 5c yd

Teach The Boys to Save

on their necessities first; then they will learn the value of money quickly. Bring YOUR boys to this school for savings--show him how to save on his new suit by purchasing the "better kind" here at lower prices than ordinary clothes cost about town.

\$6.00 Suits for \$4.80
5.00 Suits for 4.00
4.00 Suits for 3.20
3.50 Suits for 2.80
3.00 Suits for 2.40
2.50 Suits for 2.00
2.00 Suits for 1.60

The woman who purchases her skirts, waists and jackets in this store enjoys that keen satisfaction which comes from distinctive fashions that cost her no more than her neighbor paid for ordinary apparel some where else.

Exclusive styles and superb tailoring accompany the very moderate prices we charge for Women's Garments.
\$1.25 Washable blue covert skirts for 75c
\$4.50 black and blue cloth skirts for \$2.75
\$4 Misses Panama skirts for \$2.98
\$5.00 value, all wool Panama skirts for \$3.48
\$6.50 Pleated and gored Panamas for \$5.00
\$8.50 Chiffon Panama skirts for \$5.50
\$10.00 fine Panamas, gored and pleated for \$7.50
White Serge and Mohair skirts at saving prices.
\$12.00 fine black Broadcloth Jackets for \$9.00
\$10.00 fine all-wool Covert Jackets for \$7.00
\$8.00 fine Aloner Lace Waists for \$5.75
\$7.00 fine Aloner Lace Waists for \$5.00
\$6.00 Ecu Net Waists over silk for \$4.50
\$5.00 Ecu Net Waist over silk for \$3.75
\$4.50 Ecu and white waists, Embroidered for \$3.25
\$4.00 Lingerie waists, elaborately trimmed for \$3.50
\$3.50 Lingerie waists, elegantly tailored for \$1.98
\$1.75 Lingerie waists, lace and insertions for \$1.49
\$1.50 Lingerie waists, very dressy, short sleeves, for \$1.29
\$1.25 Lingerie waists, Big assortment, for 98c
\$1.00 Lingerie Waists, long and short sleeves for 85c
75c Lingerie waist, made well of good lawn for 59c

Save on These

Articles that you must have and yet priced at a big saving.

25c Men's washable Four-in-hand ties, beautiful patterns, well made and summer necessity. We will put five gross on sale--buy as many as you want at... 10 cents each.

Boys washable Knee Pants, per pair 15c
Men's 15c Suspenders, per pair 10c
Men's \$1.00 Neglige Shirts, odd lots, some of all sizes for, each 75c
Lot Men's 50c fancy Socks, per pair 25c
Men's Balbriggan Underwear, ecru and Blue 25c
Save darning on our "Everwear" Hosiery. It is absolutely guaranteed. Per pair... 35c and 50c

How to Save on Dress Goods.

It means much in the cost of your made-to-order or made-at-home apparel to save on the cost of materials. This is a problem which is solved by such unusual Dress Fabric values as the following--positively unmatched about town: 75c value, 50 in. Secilian, black and color at per yard... 50c

75c all wool French Serge full range of colors, including white, per yard 59c
Special value in a 36 in. Black Voile, very crisp and wiry at per yard 50c

\$1.25 blk. Panama, 54 in. wide, for, per yard \$1.00

50c blk. and blue Panama for, per yard... 39c

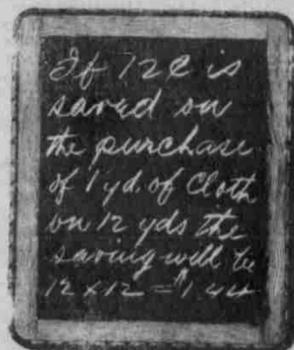
50c fancy Suitings light and dark, per yard... 33c

25c fancy Cotton Suitings at per yard... 15c



Wash Goods Pay 10 to 20 Per Cent.

--that is when bought here. One to two dollars on every \$10 worth of Wash Goods is well worth saving, especially when you secure the prettiest washable Fabrics loomed for so much less than the better kinds cost in most other stores. 15c fine Batistes in beautiful range of styles including the new sideband effects at per yard... **12 1/2c**



10c Sheer Lawns, all new 1908 styles at **8 1/2c**

SPECIAL!! Every piece of Lawn, Batiste and Organdie carried over from last season, ranging in price from 10c to 25c yard, will be on sale at per yard... **5c**

15c A. F. C. Dress Gingham, all new spring styles, at per yard **10c**

Cutting Down Your Shoe Bill

is simply a matter of being fitted here--and that brings something besides mere money savings--it means comfort for mind and feet. The irreproachable styles, glove-like fit and serviceable character of our Shoes will appeal as strongly to you as the low prices we ask for them.

Lot Ladies' Oxford patent and taus, \$1.75 kinds for... \$1.50
Lot Ladies' Wellworth \$2.00 Oxfords, light and heavy soles at... \$1.50
Lot Ladies' Tan Oxfords, light and heavy soles, \$3 kind for... \$2.50
Lot Men's Vici Oxfords, welt oak soles, blucher, \$3 Elite for... \$2.15
All Odd pairs Men's, Women's and Children's Shoes will be on tables at money-saving prices,

Special Items

Most stores buy embroideries and trimmings "regularly." We don't. Instead, our buyer goes into the open market and picks up many "snaps," guided always by our unalterable high standard of quality.

That is why we can and do sell the most exquisite new finery at saving prices.

Big lot of wide, showy edges and insertions at choice 10c yard. Worth 15c to 20c yard.

You Save 5c to 10c

During this sale we will sell \$2.50 black Heatherbloom petticoats, cut extra full, with a deep flounce; genuine label on each garment for 1.98

You Save 52c

Dulin & McLeod

Madisonville, Kentucky

Special Items

Competition has stood aside and wondered how we could continue to sell the best \$5.00 silk petticoat in town for \$3.98. We have ordered one more lot of these for this sale and it will be the last we will have. They come in black, navy and brown, and are the best ever.

You Save \$1.02

By securing the entire sample line of Back Combs of a big New York manufacturer we are able to sell fine heavy combs elaborately trimmed, 75c to \$2.00 values for 49c each.

You Save 25c to \$1.05