

Japanese Toilet Preparations

Perfumes and toilet preparations from Japan are quite the fad now—a-days, and we feature a complete line of the best—Yan Times. The scents are unique—a little different from those you have used for years, and the quality of the preparations is the best. Toilet water, perfumes, talcum, soap and face powders are shown in the following colors: Geisha Flower, Corylopsis, Hi Yang, Pagoda, Sandalwood, Wisteria, Portugal Azuma, Violette, Oul Beazee, Nile Lily.

Embroideries New Color Effects in Matched Sets

One of the most delightfully pretty of the new "fashion fancies" that have come to us is the color effects in embroideries. A rarely handsome line of these is shown—the skirt length and twenty-seven-inch flouncings with the bands to match. Artistic designs are shown in richly combined colors. Nearly all of these are exclusive designs. Several of these matched sets are now displayed in our windows.

EMBROIDERIES, 29c
A special lot of swiss and nainsook embroidered edgings, insertions, flouncings, bands and galloons (widths from 3 to 18 inches) in qualities regularly sold up to 85c. Special Monday and Tuesday, a yard **29c**

EMB. FLOUNCING, \$1.29
Twenty-seven-inch flouncings of fine quality swiss and nainsook, in a big variety of handsome designs. Styles regularly worth to \$2.00, a yard **85c**

"ELYRA" LACES
"Elyra" French and German valenciennes lace edgings and insertions, in matched sets and odd pieces. Suitable for trimming any kind of garment, and washes perfectly. Bolts of twelve yards, worth \$1.00; specially priced **59c**

Crepe Veiling 50c Value 35c

Extra quality all silk crepe-chiffon veiling with one and one-half inch wide border of crepe, in all popular shades. 22 inches wide and sold regularly for 50c; special, **35c**

Auto veils of all silk chiffon, hemstitched, and hat veils of sewing silk veiling with wide border. A big variety of colors, in the regular \$1.35 styles. Special, each **95c**

Auto bonnets, very pretty shirred styles of heavy silk chiffon, with long, wide ties. All colors are shown in this. A very special value, each **\$2.00**

Fancy Ribbons 50c Values 27c

All silk taffeta Ribbons, five to eight inches wide in Persian, pompadour and stripes, light and dark effects, and many plain colors. A quality regularly sold for 50c, offered Monday and Tuesday, a yard **27c**

ART NOVELTIES 50c VALUES, 29c
Art linen and Russian crash, 22 inch center pieces, stamped for embroidery, and 27-inch centers of art cloth stamped and tinted for outlining. Regular 50c kinds, each **29c**

Art scrim pillow covers, ready to use, ruffled, tinted and embroidered in pretty designs and colors, and art scrim table covers and centers. Regular **38c**

Notion Sale Little Things, Little Prices

Savings on the small items is a matter of just as much importance as saving on the big ones. These "little less" prices are made on many things that you use every day.

- 15c "Silko" dress braid, piece.....3c
- 5c Duplex Safety pins, doz.....21-2c
- 10c Cubes toilet pins.....5c
- 25c "Gem" dress shleids, pair.....17c
- 15c Bias seam tape, piece.....3c
- 25c "Hookon" hose supporters.....17c
- 5c Asbestos iron pads.....21-2c
- 5c Atlantic hooks and eyes, card.....21-2c
- 5c Cubes toilet pins.....3c
- Cotton tape, 3 pieces for.....3c
- Finishing Braid, piece.....3c
- 50c "Kazo" misses' Supporters.....35c
- 50c piece Silk Soutache braid.....25c
- 20c "Tryune" Collar supporter, set.....15c

Advance Sale of Cheney's (Shower Proof) Foulard Silks

A Splendid Assortment of New Designs and Colors Offered to Monday Shoppers at a Price Which Should Induce Early Purchasing



F OULARDS have lost none of the prestige they enjoyed last season—in fact, they are in higher favor than ever before. And they well deserve it, too, for there's no fabric better adapted to the graceful styles of dress which the spring season brings us. Cheney Brothers' Foulards are famous the world over for their splendid qualities, their superb finish, their perfect coloring and excellence of design. One hundred pieces of these Foulards will be placed on sale Monday at a lower price than they really should sell for, merely to induce you to select yours early. Your advantage in buying now is not only in the matter of price, but in having the choice of these while the assortments are complete. Every color is shown in this grand lot and a host of attractive designs and the ever popular dots. The quality which will sell in season for a dollar will be priced Monday and Tuesday, a yard..... **85c** (Notice the window display of these.)

Spring Suitings
Monday we offer a very special value in one of the most popular of the woolen materials for spring suits. It is a 54-inch cream serge, with black hairline stripes. All wool and should never be sold for less than \$1.50. Monday, a yard **\$1.25**

Hairline Stripes
Striped effects are much favored for spring suits and we show several excellent qualities in the black with white, white with black, and navy with white, in all wool serges. These are 54 and 56 inches wide and very good values at, a yard, \$1 to **\$2.00**

Shepherd Checks
Black and white shepherd checks of various sizes, all wool and forty four inches wide. Monday and Tuesday we place on sale several pieces of these, a regular 75c quality, suitable for children's or "grown folks" garments, at, a yard..... **49c**

\$1.25 BLACK MESSALINE, 98c
Extra special Monday, we offer all silk messaline, a full yard wide, of beautiful quality and finely finished. We can recommend this as one of the best ever sold for the price. Regular \$1.25 value, a yard..... **98c**

\$2.00 DRESS WOOLENS, 98c
To thoroughly clear the department of all remaining wooleens from the winter season, we have made one grand lot of plain and fancy styles which sold up to and including \$2.00, at a most attractive price. A yard..... **98c**

The New Garments for Spring are Coming In

Authoritative Styles for the Season are Now Shown in Coat Suits, Silk and Lingerie Dresses, Waists and Skirts

G ARMENTS for spring wear are fast finding their way into this store. Every day some new thing, a fancy suit or dress perhaps, which shows Fashion's most whimsical notion, or a plain one planned to suit the more conservative taste, comes to us. Whatever the garment may be, a fancy one or a plain one, it can be depended upon to be a perfect example of the season's prevailing mode.

Silk Dresses at \$19.50

Foulard, taffeta and messaline dresses in very clever models for Spring. These are all made of excellent quality materials—the taffetas in neat striped effects, the messalines in plain colors and the foulards in a big variety of neat designs and in many colors. They are admirably adapted to early spring wear and are extra **\$19.50** good for the price.....

Wool Dresses at \$17.50

This very special lot of dresses is made up of a number of garments which are of weight and texture suitable for early spring. To be sure they are the remaining ones of the winter stock, but are most desirable in style. They are made of French serge, panama, eolienne and messaline. Just because they are winter garments; **\$17.50** we price the \$42.50 ones at.....

Newly Arrived Dresses

Clever Models in New Modes
Among the new arrivals are many handsome dresses made of the very much favored foulards, taffetas, messalines, marquisettes and dainty lingerie styles. All these are excellent illustrations of the styles which will prevail this season. The prices marked on these are not extravagant—the silk ones selling for \$17.50 to \$49.50, and the lingerie dresses for \$6.50 to \$39.50.

Dress Skirts \$7.85

We've a number of good style skirts for street wear and dress, broken lines which we want to close out quickly. All of them are good styles which came in late in the winter, in the plain gored, and pleated effects. Voiles, serges, panama and worsteds are used in black and a variety of plain colors and novelties. Some of the styles are handsomely braided. Skirts which formerly sold for \$12.50 are shown in this special lot, at..... **\$7.85**

Our Special Feature Waists

This season we feature strongly extra good waists at popular prices. These are in both lingerie and tailored styles and we are positive that their equal in value cannot be found, no matter where you go.
Lingerie and tailored waists.....95c
Lingerie and tailored waists.....**\$1.45**

Tailored Linen Waists

More popular than ever this year and our showing is equal to every demand. The variety of styles is unusually large, including in addition to the plain pleated styles, many in the hand embroidery, and other handsome styles trimmed with hand made cluny edging, Irish crochet and embroidery insertions. These are all made of extra quality pure linen with laundered collar and cuffs. The sizes include all from 34 to 46 and the price range is from \$2.45 to \$8.50.

First Showing of Gage Hats in Spring Styles

The first of the new models of the Gage Hats are now being shown in the Millinery Section. In each one is "Gage" individuality and smartness of style, and each is distinctly different from those of last season. All of these are exclusive models which we will not duplicate.

Washable Dresses \$3.95

Neat for Street and House Wear
Very pretty dresses in styles for street or house wear, made of extra quality gingham in stripes, checks, plaids, and plain colors, and of percales in neat figures, in light and dark colors. Some of these are made with the dutch neck and short sleeves. Others are made in high neck styles with long sleeves. Pippings, plain bands and braids are used for trimming. Also, white line dresses with "middy" collar, piped with light blue. All sizes from misses' 16 to women's 42. Special value..... **\$3.95**

Fancy Linen Waists

Beautifully designed waists of pure linen, some hand embroidered and others trimmed with the hand made cluny and Irish crochet lace. These we show with both the high or dutch neck, the long or short sleeves. The variety of styles is very great and the size range is comprehensive enough to enable us to fit everyone. We have priced these beautiful waists reasonably, giving in each the very best value possible. Prices range from \$3.45 to \$4.95.

The Popular Basement

T HE "little less" prices which you always find in our basement mean the saving of many a dollar to you. It may be only a few cents now and a few then, but it quickly counts up to the dollars. There's extra value in each of these four items.

- CHILDREN'S DRESSES, 50c**
Very neatly made dresses of percale and gingham of good quality in plain colors, checks and small figures, piped with plain color. Sizes from two to twelve years..... **50c**
- CHILDREN'S DRESSES, 75c**
Pretty style dresses of gingham in plain colors, checks and plaids and percales in light and dark colors, with neat small figures. Sizes from two to twelve years..... **75c**
- CHILDREN'S ROMPERS, 50c**
The complete line for Spring and Summer is here and you should select now the size your little fellow needs. Plain and checked gingham, all sizes..... **50c**
- WHITE WAISTS, 69c**
Women's lingerie waists, made of good quality white lawn with embroidered and lace trimmed fronts. Several very pretty styles are shown in unusually good quality for..... **69c**

Men's Dept.

The clearance sale in the Men's Dept. means a saving of a full third on Suits and Overcoats, and a fourth on Furnishings. All next week.



I F THE mothers of little girls would take time to see the hundreds of pretty little dresses we show, it would mean to them the saving of many a tiresome hour's work over the sewing machine. They're prettily made dresses, with amply wide skirts, neatly trimmed and in the prettiest styles you ever saw. And best of all the prices are very low—so low that you can't afford to make them.

- These Are Very Special Values:**
- Very pretty styles, made of good quality gingham, percales and chambrays in light and dark colors, plaids, checks and plain, with long or short sleeves, high or Dutch neck..... **95c**
 - Unusually pretty dresses for girls of two to fourteen years, high or Dutch neck styles, with long or short sleeves, and several with the "Middy" collar. Made of Scotch zephyr, chambray and percale..... **\$1.95**
 - French and Scotch gingham, chambray and percale dresses in a big variety of pretty styles for girls of two to fourteen years..... **\$2.45**
 - Zephyr gingham, in plaids, checks and stripes, percales in neat light and dark small figures, and chambray in solid colors. Many of these are prettily trimmed. For girls of 2 to 14 years..... **\$1.45**

New Styles in Dress Trimmings

The effectiveness of the Spring gown will depend very largely upon the trimming scheme. The new Trimmings are arriving and even now we are showing a world of beautiful things—new ideas which find their place among the fashions for the first time. Among those which have recently arrived, particularly worthy of mention, are: Matched sets of flouncing, allover and bands in the "Gold Margot," Fillet, point de Venise, Chantilly, flat Venise, and pearl dot net. These we show in black and white, ecru and white, white, cream, ecru and black.

Underwear Broken Lines are Priced Half and Less

All broken lines and odds and ends of undergarments for women and children have been culled from the regular stocks and placed on special tables at prices that represent in the aggregate much less than half the former prices.

- One lot consists of children's and misses' union suits and separate garments, and women's vests, tights and pants, in plain and swiss ribbed cotton, some plain, others fleeced, in white and ecru. Garments in this lot are worth..... **19c** up to 50c. Each.....
- Women's, misses' and children's vests, pants and union suits, plain ribbed and fleeced, broken lines of sizes in quantities worth up to and including 75c. Each..... **39c**

"Popular Special" The Best 25c Hose

We make a very special feature of good stockings for a quarter—absolutely the best that can be bought anywhere for the price. For women we have them in heavy and medium weight cotton and medium and gauze like finish. All sizes, in black and many colors. Very special value at..... **25c**

Cadet stockings for children are the best for all kinds of wear. Black and tan, all sizes the same..... **25c** price, a pair.....

Special lot of women's imported fancy like hose in lace embroidered and plain styles, in black, tans and many fancy colors. Our special 50c quality, a pair..... **39c**

Chamois Gloves \$1.00 Styles 69c

Genuine chamois skin gloves, in the one-clasp length in the natural color only. There are perfect fitting, washable and very serviceable. Our regular dollar quality on Monday and Tuesday, a pair..... **69c**

Muslin Wear White Undergarments Lowly Priced

That the "Popular's" prices are always a little lower is a fact which we want to forcibly impress upon your mind. Quality considered, every muslin undergarment bought in this store means a saving of at least a few cents to the buyer. On our special tables we are showing the grandest values ever offered in this line.

- Night gowns, trimmed with embroidery or lace, chemise of fine nainsook, untrimmed; drawers with deep tuckled flounces, full length skirts with deep tuckled flounces; a dozen or more styles of lace and embroidery trimmed corset covers..... **45c**
- Night gowns, in pretty high and low neck styles; drawers trimmed with lace or embroidery; skirts with deep flounces of lace or embroidery, corset covers of long cloth and nainsook in many pretty styles..... **75c**
- Combination corset cover with drawers or short skirt; full length skirts with embroidery or lace flounces; short or skirt chemise; drawers in a variety of styles; corset covers, in dainty designs; night gowns in many excellent styles..... **95c**
- Combination garments in two or three piece styles; very handsome night gowns daintily made corset covers; drawers with lace or embroidery flounce; full length skirts with deep flounce trimmed with embroidery..... **\$1.45** or lace, skirt chemise.....

White Goods, Linens

T HE fact that all these goods are bought direct from the mills tells you the reason why this store's prices are always a "little less."

- FLAXONS, 19c**
The most perfect of white materials for waists and dresses. Thirty-two inches wide, permanent linen finish, plain, checks, crossbar, and stripes. A 25c value, a yard..... **19c**
- NO. 875 NAINSOOK**
White, soft finish Nainsook, a quality suitable for undergarments and infants' wear. Thirty-eight inches wide, twelve yards in a box, for..... **\$1.39**
- LINGERIE BATISTE, 35c**
Beautiful sheer white material, forty-five inches wide. For lingerie dresses, waists and infants' garments. Very fine but washes perfectly. A yard..... **35c**
- WHITE MADRAS**
Fine quality white mercerized madras, figured and satin stripe effects, for tailored waists. A quality regularly sold for 35c, a yard..... **25c**
- LINEN SUITING, 15c**
Pure linen, suiting, twenty-seven inches wide, in the natural color only. Very desirable for dresses, waists, skirts and children's clothes, a yard..... **15c**
- TABLE DAMASK, 50c**
Extra quality, cotton damask, two yards wide, with perfect linen finish. Wears well and washes well. A 75c quality, a yard..... **50c**

Mail Orders

Send us your mail orders for spring goods and save from five to ten days' time. Orders are filled and forwarded the day of receipt.

The Popular DRY GOODS CO. INC.

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