

# SPRING STYLING

A Comprehensive and Instructive Exhibit of the Season's Modes---Special Displays in Every Dept.

**M**ONDAY morning will find our store in holiday attire. Spring's most beautiful garments and fabrics will be displayed with a lavishness which will forcefully emphasize this store's supremacy in fashion leadership. From the world's great fashion centers have we collected these splendid garments—the rich fabrics—the beautiful millinery creations—all perfect examples of the season's most approved modes.

All this week will be devoted to this exhibition of Spring Fashions—an event which will be not only a source of pleasure, but instructive as well, to all women interested in the matter of right styles.

A most cordial invitation is extended to all.

## The Garments, Ready to Wear--An Unrivalled Showing <sup>Second Floor</sup>

**A**LMOST bewildering is the variety of style shown in this section of our store—a variety which includes garments which will meet the requirements of every woman. Whether the garment wanted be a simple dress for morning, a tailored suit or dress for the street, a pretty, dressy costume for afternoon or an elaborate costume for evening, that garment can be found here.

Exclusiveness of design is an important feature in this department—as often as is practicable only one, or at most, two garments of a kind are purchased, thus insuring the customer individuality in the garment chosen.

We suggest that selections for Easter wear be made now, to allow ample time for satisfactory fitting. Later our alteration rooms will be crowded.

### Tailor-Made Coat Suits

Smartness of style is a characteristic of the coat suits shown this season. The coats are all in the short lengths and many Eton and bicolor effects are shown. The skirts are nearly all plainly tailored styles in the fashionable widths. Novelty woolsens, serges, chevots and worsteds are used, in plain colors and mixtures. Nearly all the suits shown, excepting the cheaper qualities, are exclusive garments, which will not be duplicated. The prices range from \$12.45 to \$75.00.

### Linen Coat Suits

A splendid showing is made of the very popular coat suits made of linen. The materials in these are all pre-shrunk and are of the best quality. Many of these are handsomely trimmed with heavy laces, hand embroidered designs and fancy bands, while others are in the plain tailored styles. These are shown in plain white and colors, natural linen and several very pleasing combination effects. The prices are from \$12.50 to \$139.50.

### A World of New Designs Shown in The Spring Style Waists

**W**HEN you buy waists in this store you'll be impressed by the wonderful variety of styles shown you—and every one a good one, too. Waists for dressy wear and waists for every day, in the new models and most attractive in design. Dainty lingerie styles, tailor-made linen ones and those made of plain and novelty silks. Truly, if you have need of a waist, you'll find the right one here, and that in unusually good value. The price range is from 95c to \$25.00.

One of the especially good styles is the waist made of white marquisette, embroidered in the "jewel" designs in colors, and the very effective Bulgarian embroideries. Many pretty styles are shown in these, priced from \$1.45 to \$9.50 each.

### Easter Gown Materials

**A**S appropriate materials for the Easter costume we suggest the following silken fabrics, which we shown in the full range of colors:

- 24-inch All Silk Crepe de Chine.....\$1.00
- 26-inch Satin Cashmere.....\$1.50
- 22-inch Satin Francaise.....\$1.25
- 27-inch All Silk Messaline.....\$1.00
- 23-inch Palm Crepe.....\$1.50
- 21-inch Chiffon Faille.....\$1.00

**SUMMER SILKS**—Half silk fabrics, printed in real foulard designs, in all colors. An excellent material, 27 inches wide. Extra special, a yard.....**39c**

### Specials

**CHALLIE**—All wool, French finish challies, in a large variety of floral and dot designs, in light colors. Quite suitable for children's dresses. 65c and 75c qualities, a yard.....**49c**

**TUSSORAH SHANTUNG**—Extra quality, heavy weight pongee suiting, in the natural color only. A full yards wide and worth regularly \$1.50. Extra special, a yard.....**\$1.29**

### 85c Foulard Silks 55c

Fifty pieces of good quality, satin finish Foulard silks, in the most desirable of the new spring designs and in all fashionable colors, will be a very attractive item for Monday customers. Regularly we sell this for 85c a yard. On Monday.....**55c**

**Demonstration of American Lady & Lyra Corsets By Mrs. Lucille Russell**

Will continue throughout the week. We earnestly request every lady to take advantage of this opportunity to learn the good features of these very good corsets.

### The Season's Novelty The "Harem" Dress

Each season brings out some extreme novelty style in women's dress and this season it is the "Harem" dress. This garment is a French production, unique in design, introducing the "trouser" or "harem" skirt with the one-piece waist. The model we show is of handsome black satin, with hand embroidered collar and cuffs of white.

### Silk Costumes

There's wonderful variety in design and material in the silk costumes of this season. Foulards are the prime favorites, with many taffetas, pongee, rajah, tussah and messaline being shown, in styles for street and afternoon wear. Also many handsome "dressy" costumes are shown in the net over satin messalines and taffetas, trimmed in the beads and hand embroidered designs. Every new color for spring can be found among these. The prices are from \$12.55 to \$250.00.

### Dainty Lingerie Dresses

Most beautifully designed dresses of fine sheer materials for summer wear. These are effectively trimmed with embroideries in the French, eyelet and hand work styles and hand made Chuny and dainty Valenciennes laces. Also many unusually good models are shown of marquisette, white embroidered in the "jewel" and Bulgarian effects in the fashionable colors. These are garments suitable for evening and summer wear. The prices are from \$6.50 to \$75.00.

### Never Were They So Attractive--

### The Beautiful Hats for Spring

**S**OME of them are from Paris—some of them come from New York—and some of the cleverest and prettiest of them are the products of our own workrooms. A hat for every occasion can be bought here—a stunning Parisian model or a simple hat for street wear. In this spring exhibit a special display will be made of imported patterns and high class dress hats, in styles appropriate for Easter wear.

All these are exclusive and will not be duplicated. Your attention is also directed to our very complete line of tailored hats for street wear. These are shown in all the new shapes, many of them the "Gage" and "Fisk" hats, in black and all colors. Extra good styles are featured in tailored and semi-dress styles at \$5.00 to \$7.50.

### Everything for Little Folks' Juvenile Dept. 2nd Floor

**G**ARMENTS for little folks will be one of the interesting displays made in the spring exhibit—little dresses pretty and dainty enough for even your baby—neat little cloaks—straw and embroidered hats—infants' caps. Everything that the baby or the little girl wears can be well bought in this department.

**DRESSES**—White lawn, nainsook and batiste dresses, for children of six months to five years, dainty styles, prettily trimmed—50c to \$11.50.

**DRESSES**—Pretty styles of white lawn and batiste for girls of six to fourteen years, excellent values are shown at 95c to \$7.50.

**COATS**—Spring style coats made of black silk pongee, white mohair, navy and white serge and white with black hairline, for girls of two to twelve years. Very pretty garments—\$2.50 to \$10.50.

**HEADWEAR**—Very pretty styles have just come in, in the straw and embroidered hats for little girls and embroidered bonnets for the babies. The hats range in price from \$1.00 to \$5.00. The infants' caps from 25c to \$6.00.

### Embr'd Dress Patterns

**A**MONG the many pretty new things shown in the Embroidery Section, none are newer or prettier than the dress patterns of natural linen, embroidered in colors—lavender, pink or light blue. With these is the banding to match the embroidery. Prices are \$15.00 to \$18.00.

**EXCLUSIVE PATTERNS**—White, bordered marquisette, embroidered with "Sida" floss, in tan, coral and black, in most effective designs. Each \$14.00 to \$25.00.

**FINE EMBROIDERIES**—Beautiful new designs, especially for fine lingerie gowns, the skirt length flouncings with bandings to match. Flouncings 27 to 45 inches wide, yard 98c to \$7.50.

**BANDINGS**—A remarkably handsome line, suitable for trimming marquisettes, foulards, etc. the net and chiffons embroidered in the popular king's blue, emerald and coral. All prices.

**DRESS TRIMMINGS**—Newly arrived are gold, black and white tassels and "Cordelliers" in all shades. Bandings and fringes in gold, silver and turquoise beaded effects. Very stylish—a yard, 50c to \$3.50.

### Monday and Tuesday Specials The 'Popular' Basement

- FANCY CRETONNES** 9c. Good quality art cretonnes, 27 inches wide, in floral and Persian designs. Suitable for porch pillows, box covering, etc. A yard.....**9c**
- STENCILLED SCRIM** 17c. Full yard, both sides alike, in many new designs and colorings. Special value, a yard.....**17c**
- CURTAIN NETS** 19c. Hanging in width from 36 to 45 inches in a variety of good designs. Regular 25c and 40c.....**19c**
- CREX RUGS**. A full line of all sizes, small and room size, from 49c to \$9.50.



Mail Orders Filled Promptly

### Dress Accessories

In the Spring Fashion Exhibit special displays will be made of the Fownes Kid Gloves, Kayser's Silk Gloves, Fancy Neckwear and Ribbons, New Veilings, Fine Hosiery, and many novelties which find their origin in the season's new styles.

### Some of Our Stylish Shoes

**WOMEN'S PUMPS**. Fancy dress pumps in suede, velvet and satin, some handsomely beaded, others trimmed with the flat bow. Made on the new "stub toe" last. Perfect fitting, comfortable and stylish, a pair, \$2.50.....**\$4.00**

**MISSES' PUMPS**. We are showing excellent styles for the young miss—equal in quality and style to those for women. Made over stylish lasts, of suede, velvet and cravenette, sizes 2 1/2 to 6. Prices are from \$2.50 to.....**\$3.50**

### "Boy Scouts of America"

"The Boy Scouts of America is an organization, the purpose of which is character-building for boys of twelve to eighteen. It is an effort to get boys to appreciate the things about them and to train them in self reliance, manhood and good citizenship. The movement is not essentially military, but the military virtues of discipline, obedience, neatness and order are scout virtues."

We have taken the exclusive agency for

### Boy Scout Outfits

and will receive them in about ten days.

**BOYS' SUITS \$5.00**. New spring styles made of pure woolen suitings, in neat styles, with two pairs of knickers, and the "Indestructible" suit with one pair of double seated, linen lined, taped seam, knickers — "Indestructible" suits are absolutely guaranteed not to rip. Dress and school styles which commonly sell for \$6.50 and \$7.50 are priced.....**\$5.00** (Monday and Tuesday only.)

**BOYS' SUITS \$3.00**. Good style, well made suits, equal in style, quality and material to any sold anywhere for.....**\$3.00**

**WASHABLE SUITS 95c**. Buster Brown and sailor blouse suits for boys of two to nine years, made of good quality percales, gingham and chambrays, \$1.50 values.....**95c**

Wash suits in styles worth up to \$2.00.....**\$1.35**

**KNICKERBOCKERS**. Well made trousers of woolen materials in spring colors and weight. Special lot, including many dollar values, a pair.....**48c**

**NOTICE THE WINDOW DISPLAYS IN MEN'S CLOTHES & FURNISHINGS IN NEW SPRING STYLES.**

**The Popular DRY GOODS CO. INC**