

Spring Openings

BENNER & BEGG
The Store Accommodating

The first big event of the Season which presents the correct styles in Millinery and Apparel for Spring '16

Spring, according to the calendar of fashions, will be inaugurated March 23. In honor of this occasion, we present our annual Spring review of fashions, an elaborately prepared event, featuring the handsomest and best developed styles for the new season. This Spring, plans have been made on a very generous scale, so this will undoubtedly prove the most interesting occasion of the season. Never before in our history have fashions been more beautiful, and we extend a cordial invitation to all to attend this style event and benefit by the style knowledge it will give you on these days.

Thursday, Friday, Saturday NEW MILLINERY



EACH model presents an independent thought. No two closely resemble each other, and yet at the same time all are equally attractive.

High Bonnets, with ribbons which branch out in all directions, are favored by some; also Spanish sailors. These novel creations are adorned with a wreath of spring blossoms or a novelty band.

To sum it all up in a few words—we can truthfully say "if it's new, we have it"—and we want you to survey this remarkably complete assemblage, on opening day—to come as our guests.

Smart Spring Suits

BE SURE to see the new suits—for they are really beautiful—unquestionably the smartest garments presented for several seasons. The silhouette, or outline, has changed decidedly. The coat is, in many instances, quite short and has a natural waistline. The skirt is short too, but the shortage is made up for in fullness.

The materials are excellent in the new suits while the new shades this season are exceptionally pleasing. Your visit in this section, we know, will be an enjoyable one.

Superb Collection of Coats

WHATEVER your taste or fancy may be you are sure to find a style to your liking in this splendid collection. There are wraps for dress occasions, for every day wear, dashing sport models, etc.

The fabrics and mixtures, too, as well as the solid colors are as numerous as the styles.

That is why we feel safe in saying that every individual taste will be suited here.

Our display of Spring coats was never larger or more varied than it is during this spring opening event.

Dresses for all Occasions

THE wonderful dresses fashion artists have designed for spring are truly delightful. The Bouffant effect of civil war times, and "before the war" has never been so cleverly interpreted as in the modes for 1916. Our line embraces dresses for every occasion.

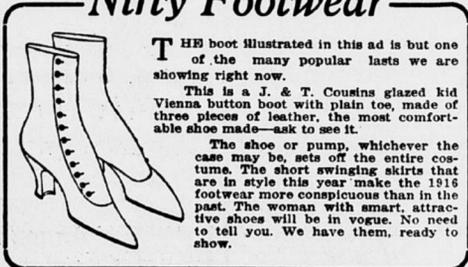
Charming Blouses

THE Blouse this spring seems to be more popular than ever. The group composed of fine laces and chiffons are favorites in the dressy Blouse. While the novelty group is even more favored, white lingerie blouses as usual are always good and we have an exceptionally fine assortment from \$1.00 up.

New Silk and Dress Fabrics

SILK fabrics are being used very extensively for spring apparel and many frocks, suits and dresses are of silk, plain colored. Taffetas, novelty stripes and checks are some of the popular fabrics. There are also numerous others that should be seen by every woman. We are showing some splendid patterns in woolen coatings, suitings, skirtings, etc.—materials that are being featured in the ready-to-wear department.

Nifty Footwear



THE boot illustrated in this ad is but one of the many popular lasts we are showing right now.

This is a J. & T. Cousins glazed kid Vienna button boot with plain toe, made of three pieces of leather, the most comfortable shoe made—ask to see it.

The shoe or pump, whichever the case may be, sets off the entire costume. The short swinging skirts that are in style this year make the 1916 footwear more conspicuous than in the past. The woman with smart, attractive shoes will be in vogue. No need to tell you. We have them, ready to show.

Gloves and Hosiery

YOU'LL perhaps need new gloves to wear with your Spring Clothes, and the new arrivals we have in this department embrace all colors and lengths, in a number of different qualities.

Any desired shade in silk hosiery to match either the gown or shoes can be obtained and that naturally includes black, which is quite scarce.

New neckwear, too, will play an important part in this display.

Wash Goods, Linens, Laces, Corsets, Etc.

THE assortment of wash materials includes white grounds that bring out dainty and larger floral designs and figures in the various pastel shades, also delicately tinted grounds, etc. A great variety of patterns.

The importance of your spring corset can hardly be overestimated. The front lace "La Camille" The Royal Worcester and Bon Ton are all to be found here in fashion's newest styles.

Linens are scarce, but our supply is up to the usual high standard.

For the Home Beautiful

EVERY housewife is planning on rugs, something new in the line of curtains, or draperies to beautify her home this spring. While visiting other departments opening days don't fail to see the special display in this department.

New Art Goods

THE Art Department will have to show these opening days a wonderful array of dainty fancy work articles of every description, also complete lines of wearing apparel for baby. We want you to visit us in this department.

