

OLSON'S BIG STORE (AND ARCADE) SECOND WEEK OF THE GREAT Semi-Annual Mid-Season Sale

MAIL ORDERS FILLED FROM THIS ADVERTISEMENT.

Our Weekly New York Fashion Letter.

New York, Thursday, April 25.

Never was the spring parade on street and in shops finer than this of the opening up of the century. The women are gowned with a taste and liveliness in color and material which characterizes the beginning of the last century, and a perfection of fit which has never been equaled.

It is not a new thing more than another that is needed in spring attire it would seem to be softness of texture, not necessarily fineness but something that can be made with clinging effects. This should be borne in mind in all spring and summer shopping. Manufacturers have in the main provided for this sort of fashion, but now and then there is displayed in the shops some fabric of varying degrees of stiffness, but so delicately colored as to cheat the unwary into believing it may be used with good effect. Such an opinion is a fatal mistake; even the plainest of gowns demand soft materials to give the desirable stamp of modernity. The most glaring of the semi-stiff materials are those of soot as to crush easily in the hand but when worn with the coarse fibers or without of warp. These will do for particular occasions and for women with long purses. They belong in the category with the alpaca and poplins; for the best clinging effects the desired softness to be compared with the finer materials.

Clinging materials this year are not all silk, there are now varieties of wool goods suitable for all occasions than ever before. Women with limited purses have discovered that wool is one of their best friends. A color goes considerably farther in purchasing fashion in wool than it does in silk and, entire nous, the wise woman will make the wool goods which she purchases this spring, answer for some occasions throughout the year. She will wear it rather steadily for some weeks, then lay it aside save for occasional wear till fall, when she will do it again for steady use and in the winter with a heavier drop skirt it may be worn for informal occasions for afternoon and evening.

For such gowns, all sorts of materials have been provided. There are the broad-cloths, always good. This year they are finished with a harder surface than heretofore, which gives them a thinner appearance and makes them more agreeable than ever to wear. They retain all their good qualities and have gained that shedding dust well. They are in all the new shades; one of the stunning calling gowns turned out by a fashionable modiste this week, was of "Hole" and gowns over poplins and soft taffetas of the same color. The cloth drop-skirt was fashioned in three pieces with graduated plaits on the circular sides, the plaits fastened at short intervals with embroidered French knots of dull gold. A clever and perfect of applique in which a dull gold edged the hem of the skirt, extended up the back, breasted in simulated flounce effect, and trimmed the bodice. The gown above the corsage was of white cloth heavily embroidered in dull gold. A high collar of

the cloth and embroidery finished the costume. Madam assures me that the same costume made in greens, blues or browns with appliques of gold and colors to match, or in gold and black were quite as correct. Use no longer has to go to Henry Harland and a novel to find "Madam Kessed" she is in evidence everywhere. Gowned in the exquisite green which her name indicates, she is certainly one of the most gratifying figures that meet the eye. She may be in broadcloth, or some of the other new wool fabrics, stammas, velvets, which is the sheers of wools, or some of those desirable wool crepes which are the newest things in the market. All these fabrics may be had not only in the Reseda but in the standard colors and also in Cyano, Dracena, Mexic, two or three tones of each, all of the same and numerous others. The Rembrandt blue is one of the restful colors for summer and the Evelyne blue is equally restful. No one can never make a mistake in choosing them, provided of course the complexion will admit it.

For trimmings, as has been hinted, passe-montre and applique are the most fashionable. They wear well and are at once elegant and inconspicuous. Harmanette has a fine example of the gown, or contrast them well if a more striking effect is desired. One of the prettiest of these embroideries was used on a broad-cloth of Alpine green, for vest and a touch on collar and sleeves. It was in oriental brocades and copers with touches of dull red and dull gold. The whole effect was that of lovely autumn tints. The particular gown, which was worn with soft taffeta or with some of those sheer cottons, plait soft dimples to match the goods. The vest and gowns look well for summer over the latter, they hang well and have the merit of being cooler than anything else except the linen silk.

I went into a studio the other day; it was a down town studio, and by the way belongs to one of the few artists who know how to dress themselves as well as to paint pictures. This particular young woman has had pictures hung on the walls of her studio. Of course she is a unique creature with her crown of Titan hair, her straight nose and her mouth full of pearls, but that is neither here nor there, what interested me was her costume. She said she was going abroad again this summer and that street car fares were very saving, so she had planned what she chose to do her "economy combination costume." It was of Alpine green velvet, fashioned with perfectly plain skirt, circular, cut in three pieces with a few flat tucks about the hips. The waist was a perfectly plain shirt waist, let open in front to wear vest and stock of whatever suited the occasion. For ordinary wear there was a vest and collar of the velvet, but open in front to wear vest and stock of whatever suited the occasion. The skirt was a soft bias strip of the goods, fastened in front with an Egyptian plait with a "rill" and a crown of Titan hair. The gown was made over soot on account of "street car fare."

Margaret Brown

Magnificent Showing of New

Colored Dress Goods

None but the most reliable goods; every yard sold with a guarantee that the fabric is as represented; should the goods for any reason prove unsatisfactory, bring it back and we'll make it right.

All wool nuns' veilings in beautiful evening and street shades; all wool batistes; all wool Venetian cloths; all wool silk finish henriettes; all wool French serges; all wool granite cloths in an endless variety of choice spring colorings, at per yard **48c**

Bicycle Cloths—In oxfords, medium grays, blue mixtures, brown mixtures, etc.; extra heavy weight—require no linings; also 46-inch pebble chevrons in light grays, rose, new greens, tans, navy, cadet, cardinal, wine, etc.; 50c value, at per yard **39c**

French Voiles—44 inches wide, very fine and sheer, make beautiful clinging costumes, they come in all the latest pastel colorings; also 50 pieces silk warp Lonsdale cloths in every scarce and desirable shade shown this season, at per yard **\$1.25**

Etamine Cloths—The most fashionable wool fabric shown this season; we are showing them in cream, French grays, national blues, cadet, tans and reseda greens, special display Monday, at per yard **87c**

Venetian Cloths—50 inches wide for tailor made suits, this is a splendid heavy \$1.50 quality and comes in the new reseda green, steel grays, tans, mode, brown, navy, national blue, cadet, heliotrope, etc., also 50 pieces 54 inch heavy all wool cloths for rainy day and bicycle skirts in oxfords, tans, browns, medium grays, reg. \$1.50 quality, on sale on Monday, at per yard **\$1.00**

Satin Stripe Challis—In all the choice Persian and Oriental designs, in new pinks, all rose, French grays, cadet blue, violet, heliotrope, tans, etc., over 100 pcs. to select from, at per yard **29c**

Linings

3,000 yards waist linings in silsesias, French percales and fancy stripes silsesias, well worth to 20c, Monday, **3 1/2c** at, per yard.

Silk Cloths—In black and 50 choice colors, best quality with an extra bright silk finish, sells regular at 20c, at yard **10c**

Linen Canvas Facing all pure Irish linen in black, gray, natural, 17c quality at **12 1/2c**

Remarkable Silk Bargains

These are in a splendid color line and the lot includes the latest Faconal effects, stylish braided effects on taffeta grounds and new Persian liberty satins in rich Oriental colorings. There are are only 75 pieces in the lot. We wish there were double the quantity, for they are most wonderful values. But be prompt and have unrestricted choice at—

Black Japanese Silks—Full 27 inches wide, a splendid firm quality that will give entire satisfaction in the wear. Also 50 pieces all silk figured black Taffetas in neat, small designs, very desirable for waist or entire dresses. On sale Monday at, per yard **69c**

Black Japanese Silks—Full 27 inches wide, a splendid firm quality that will give entire satisfaction in the wear. Also 50 pieces all silk figured black Taffetas in neat, small designs, very desirable for waist or entire dresses. On sale Monday at, per yard **37 1/2c**

Combination Sale of plain colored Taffeta Silk and fancy Taffeta Weaves.

In the plain taffetas which is a regular 75c quality, you will find the pinks, light blues, rose, light grays, tans, reseda modes, brown, myrtle and 50 other desirable shades. The fancies consist of stylish taffeta stripes, checks, plaids, crystal cords, heavy corded taffetas, hemstitched taffetas, in beautiful evening and street coloring, worth to \$1. Per yard **50c**

Black Taffeta—36 inches (one yard wide), oil boiled, extra heavy weight, very bright and lustrous, worth \$1.50, at, per yard **\$1.12 1/2**

Black Dress Goods

Don't let it escape you. \$1.50 and \$2.00 Dress Goods for 98c. They are the finest imported French novelties and heavy plain 54-inch Chevots, Prunellas and satin Luxors, black English Crispins, silk wool Paris Novelties, Mohair Grenadines and sheer Voiles and Etamines. All on sale Monday at, per yard **98c**

50-inch heavy all wool Chevots, 52-inch all wool Storm Serges, 46-inch Grand Cloth, 50-inch French Serges, Crepe de Chenes, French Veilings, etc. Values to \$1.00, at per yard **75c**

Wash Goods Dept.

3,000 yards of 36-inch Percels in short lengths, all light grounds, value 10c and 12c. Sale price, per yard **3 1/2c**

200 pieces Best Prints, all new styles, fine cashmere finished, goods sold always at 7c. Sale price, per yard **5c**

75 pieces fine Domestic and Imported Zephyr Gingham, all good styles, value from 12c to 35c. Sale price, per yard **10c**

Fine Printed Dimities, a sheer beautiful grade, imported cloth, in pretty designs and shades, a 10c value. Sale price, per yard **12 1/2c**

Immense assortment of fine printed hemstitched Dimities, embroidered Swisses and worked Batistes, values 20c and 25c. Sale price, per yard **15c**

Great Drive in Hats

Drop into our Millinery Department Monday and we will show you the best bargains in Hats you have ever seen. Our Metropolitan Millinery is the "talk of the town," and we are very proud of the wonderful success we have achieved, all due to showing the largest assortment and best styles at less prices than other dealers can afford to sell for.

About 300 handsome and stylish trimmed Hats (no two alike) equal in style to any Hat ever sold for \$5.00 or \$10.00. They go on the Table Monday at **\$5.00** Each.

Sale of High Class Suits, Costumes, Skirts, Extraordinary

It's our determination to close out all that remain of our high art opening pieces of fine suits and costumes. They have served their purpose with us and now we are willing to take the loss. We offer them to you as fresh as they were the day they arrived, at less than the cost of making.

One of a kind—\$125 Costumes now for **\$65.00**
 One of a kind—\$100 Costumes now for **\$55.00**
 One of a kind—\$85 Costumes now for **\$48.50**
 One of a kind—\$75 Costumes now for **\$37.50**
 One of a kind—\$50 Costumes now for **\$29.50**

Suits—Astonishing Values at \$18.50 and \$10.00—The materials, styles and workmanship are the same put into suits worth from \$18.00 to \$25.00. Fully 300 pieces to select from at these prices. In black and all popular shades. No suits in these assortments that are not big values up to \$18 and \$25.00; at choice **\$18.50** and **\$10.00**

The New Tub Suits—The task here is to get them fast enough, as the sales are increasing beyond our expectations; many beautiful styles in these dainty costumes made especially for us in rich exclusive patterns and ideas; trimmed in neat designs of embroidery, insertions and tucking, from lawns, madras, tissue, dimity, percale; at **\$1.85 \$3.75 \$5.00 \$8.75 \$10** And Up

Our \$7.50 Black Cheviot Skirts—At these prices we offer some of the greatest values ever shown in Minneapolis; give you choice of many styles at **\$7.50**



Greatest Waist Offerings of Season 1901

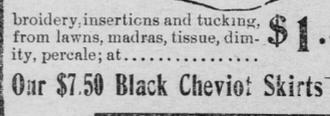
Greatest Department! Greatest Assortment! Greatest Reductions!

Waists of pretty striped percales; all new; worth 39c. For this sale, at only **25c**

Waists of best Garner percales, fast colors; full blouse, pearl buttons; good values at 75c. For this sale at **45c** only

Chambray and Percalé Waists, tucked front and back; we know they are good at \$1.00. For this sale **75c**

The best showing of new white lawn, colored chambray or allover tucked percale Waists, styles the latest; some values to \$1.50. For this sale, **98c** only



Just received about 300 new taffeta Waists, black and colors, bishop or puffed sleeves, very pretty styles; fitted without extra charge; worth up to \$7.00. Choice **\$4.75**

Upholstery

Our stock of Furniture Coverings consists of over 100 styles, from the low to the high grade materials. Whole stock included in this sale.

50-inch Damasks in a variety of choice colorings, 50c and 60c qualities. Our special price on this lot, yard **39c**

Corduroys for upholstery or heavy drapery, our regular price \$1.00, all colors, none reserved, yard **75c**

Upholstery Damasks for fine furniture covering, 50 inches wide; ten patterns among which are many \$1.50 qualities. Your choice **85c**

Rugs

Wool Smyrna Rugs—Size 9x12 feet; sold usually at \$22.50 and \$25.00 each. Your choice, while they last, each **\$17.50**

Body Brussels Rugs—Size 9x12 feet. The most satisfactory rug made. Have sold hundreds of them this season at \$25. Will close balance of this lot, at each **\$21.00**

Jewell Ingrain Rugs—Are a very popular low priced Rug. We have 200 on hand and shall reduce this number if price will do it.

Size 2x3 yards, regular price \$2.10. This sale **\$1.75**

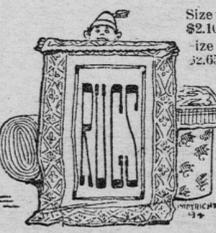
Size 2 1/2 x 3 yards, regular price \$2.65. This sale **\$2.25**

Size 3x3 yards, regular price \$3.25. This sale **\$2.70**

Size 3 1/2 x 3 yards, regular price \$3.75. This sale **\$3.15**

Size 3x4 yards, regular price \$4.25. This sale **\$3.60**

Fibre Rugs—30x60 inches, fringed, double faced, durable. These should bring \$1.00 each. Monday to Saturday, each **59c**



Draperies

For the second week of our great sale we are able (on account of some recent shipments just received) to offer a larger array of bargains than ever last week.

Portieres for double doors, heavily fringed top and bottom, just in, and \$2 would be a fair price for them. This week, per pair **\$1.45**

Cheney's Drapery Silks, 15 different styles, regular price 70c, your choice for this sale **45c**

Art Denims, plain colors, one yard wide, regular value 20c for Monday and balance of this week, yard **14c**

Couch Covers, 50 in. wide, with heavy fringe all around, oriental colors, this sale, each **98c**

Lace Curtains—500 pairs very fine Laces which you can buy this week at less than jobbers' prices: Battenburg—Irish Point—Brussels—Arabian; our regular prices: \$12 to \$15, \$7.50 to \$9, \$5 to \$7, Our Sale Prices, **\$8.75 \$5.75 \$3.75**

Screens—3 panel—antique oak filled with best Silkolene—oriental colors, should bring **98c**

Window Shades made to order. Can furnish any color or width of the very best makes; for only **18c**

Window Shades made to order. Can furnish any color or width of the very best makes; for only **18c**

Carpets

We have shown the past week to hundreds of eager Carpet buyers most extraordinary money saving opportunities, and the coming week in this respect will be no less remarkable. In many instances prices have been cut deeper.

Agate Ingrain Carpets are not all wool, but are very serviceable, and we have them in a variety of brussels patterns. For this sale **25c**

China Mattings—These make a very desirable low priced floor covering. We offer one lot, 40 yds. for **\$4.50**, or, yard **12 1/2c**

Amxminster Carpets—We have about 40 rolls of this beautiful fabric; will sell you your choice of the entire lot this week, with or without borders at, yard **85c**

All wool Ingrain Carpets—We have set aside 10 rolls, not the latest styles; to be sold at a price, and here is the price for this sale only **37c**

Brussels Carpets, in short lengths for rugs, hundreds of styles. They run up to 1 1/2 yards each. For this sale, per yard **40c**

Hemp Carpets—Make a very good low priced floor covering for hall, dining room or bedroom, What you want Monday, yard **9c**

Photo Studio

—4th Floor.—
 (Take Main Floor Elevators.)

An opportunity to have your long felt desire gratified. Your friends delighted and yourself pleased.

12 Cabinet (antellos) and 1 Oval Shape Platino-Type, size of mounting 9x11 inches, for **\$3.00**

This Under-Price For One Week Only

Women's Hosiery and Underwear

Four special bargains in Women's Hosiery and Underwear, special price Monday only.

Women's black and colored fancy cotton Hose, with high spliced heels and double soles, all the new patterns and colorings worth up to 25c per pair. For Monday, **15c**

Women's Imported Fancy Cotton and Lisle Thread Hose, also a lot of Manufacturers Samples, worth from 35c to 75c per pair. For Monday **25c**

Women's jersey ribbed, light weight Vests and Pants, beautifully finished and covered seams, well worth 25c, for Monday, per garment **15c**

Women's low neck and no sleeve vests with drawing tapes, ecru and white, straight 15c quality, for Monday, each **10c**

Laces

We are showing a very large assortment of Normandy Valenciennes Lace Sets, ranging in price from 5c to 50c a yard. These we consider exceptionally good values.

50 pieces Cream Mouseline de Soie, 42 inches wide, worth 50c special, yard **25c**

Black Serpentine Bands, all new patterns, prices range from, per yard, 5c to **\$1.50**

Embroideries

The most extensive line of Allover Embroideries, in Cambric, Nainsook and Swiss Cloth. Also the Batiste and Grass Linen Shades with bands and insertions to match. We have no hesitation in saying that this is the finest collection of Allover Embroideries ever shown in this city. Prices range from 75c to \$6.75 a yard.

3,500 yards Manufacturers' Remnants of Cambric Flouncings, mostly 4 1/2 yard lengths, value up to 50c a yard. Special Monday, yard **19c**

25 pieces Cambric and Nainsook Allover Embroideries, values 85c and \$1.00 per yard. Monday, per yard **50c** only

Dress Trimmings

The greatest line, the most beautiful and exclusive assortment of patterns and designs at under-prices.

Applique Gimps, white and black, beautiful designs, per yard, **\$1.25**

Applique Gimps in colors, new designs and colorings, per yard, **\$2.00**

Applique Gimps, in new shades of brown and blue, 4 inches wide, yard **\$1.50**

Taffeta Applique Gimps, white and black, best values ever offered buyers, yard, 50c to **\$1.25**

Notions Small Wares—Little Price.

Dress Shields, rubber lined, all sizes, each, pair warrants a pair **10c**

Spool Silk, black and colors, spool **2c**

Dress Stays, 2 to the set, black and colors, set **5c**

Corset shirt binding, black and colors, also Brush Binding, yard **3c**

Furniture for Summer Use

This week's offerings will appeal to economical buyers. The articles are the very best of their kind. New in design, stylish, exceptionally low in price and of a kind likely to be sought. Besides the few items given below we have many other like price-attractions on the newest, best and most seasonable class of goods.

Lake Bedroom Outfit—Consisting of a small maple Dresser and Commode, white Iron Bed with brass knobs, Cotton Top Mattresses and Woven Wire Spring, for only **\$18.00**

An ordinary oak cane seat Sewing Receiver and Chair, extra **\$1.50**

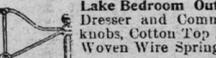
Large Arm Rocker—Made of quarter-sawn roden oak, highly polished, leather tufted back and plain leather spring seat; one **\$11.75**

Same Rocker—With tulip back in-destined for leather upholstery, for only **\$9.75**

Golden Birch Wash Stand with mirror top, for only **\$2.45**

Kitchen Tables—With drawer, **\$1.25**; 95c without drawer **95c**

Wood Seat Kitchen Chairs, bow or straight spindle back; for only **45c**



Hardware Department

Refrigerators, The Defender Dry Air Refrigerators, the best made, warranted to keep any and everything perfectly tasteless from each other.

Medium size, regular price **\$9.48**, \$11.98, special price **\$9.48**

Large size, regular price **\$11.48**, \$13.98, special price **\$11.48**

Household Gold Paint for regilding, complete outfit, regular price 25c, special **15c**

Scouring Brick—the good old fashioned kind, regular price 5c, special **3c**

Drinking Cups—tin 1 pint size, nicely decorated, regular price 10c, special **3c**

Traveler's Razor Strip—Automatically rolls into a round case, regular price 40c, special **35c**

Tack Hammer and box of carpet tacks, complete, only **5c**

Clothes Lines—High grade 30 foot lines, braided cotton or sisal, regular price 18c, special **12c**

Glass Cutters—Carbonized disk, regular price 10c, special **7c**

Metal Polish—"Gilt Edge," the best for cleaning brass, copper, zinc and nickel, regular price 25c, special **15c**

Pure Food Grocery Dept.

Monday Prices that Every Housekeeper should take advantage of.

Dried Peaches, fine large halves, special, per pound **3 1/2c**

Evaporated New York apples, fancy, per pound **8c**

Arbuckles Ariosa Coffee, special, per pound **12 1/2c**

Kirk's Standard Laundry Soap, 11 bars for **25c**

Uncolored Japan Tea very fine (50c tea) per pound **35c**

Flour Olson's XXXX Patent, per 98 lb sack **\$1.85**

Cream Sugar Corn, Special for, per can **6c**

