

The Vital Question

What is it? What every day problem worries you most and sets you almost at your wits end? THE VITAL QUESTION OF HOW TO MAKE BOTH ENDS MEET--the ever widening gulf between income and the cost of living. There's no use denying the skyward course of necessities. Carefully compiled statistics covering a wide territory demonstrates incontestably that it takes

\$9.00 TODAY TO BUY WHAT \$6.25 DID IN 1900.

65c Fancy Silks

All Silk Louisine in small and large checks and neat stripes, 19 inches wide and worth 65c a yard. Displayed in our windows at **??**

What to do? How to economize? Where to save? It's a problem worthy of the master mind of a genius. Here's temporary relief! During this event we narrow profits and cut down to a basis that allows a presentation of prices like those of the "Good old days." Come yourself and discover what startling low prices obtain. Ask the prices on everything but buy only such merchandise as you require. The saving thus effected will allow you to forget for the time being the high "Cost of Living."

40 and 50c All Silk Ribbons

300 pieces of all silk Taffeta ribbon, 6 and 7 inches wide in white, pink, blue, grey, old rose, and black, 40c and 50c values, a yard **??**

\$29.50 New Spring Tailormade Suits

A very special offering in this unique sale is about 100 new spring model suits at a very low price. The most favored styles are shown in serge, novelty worsteds and fancy Panama cloths, perfectly tailored, well cut and extra well made. The coats are in the new Russian effects, from 30 to 34 inches long, the skirts are the plain tailored or pleated styles. The real values are \$29.50, Specially priced **????**

House and Lingerie Dresses

Special lot of neat house dresses in gingham and percale, and fancy lingerie dresses, some of which are a little soiled. The real values are from \$3.00 to \$5.00 each and you'll find them a splendid **???** bargain Monday at **????**

\$10.00 New Spring Tailormade Skirts

This week you should select the skirt you need for wear with the shirt waist. All of our newest models, tailored skirts are underpriced in this sale and the saving is enough to pay for a pretty waist. The skirts are made of serge, voile, Panama and novelty worsteds in blacks and all colors. The skirts we sell are famous for their perfect fit and hang as well as their wearing qualities. \$10.00 styles are **???** priced **????**

\$25.00 New Spring Silk Dresses

Here's a splendid silk dress chance: The dresses in this lot are remarkable for their smart styles as well as for their exceptional value. New spring models, all of them, made of all silk taffeta in pink, blue, black, brown and grey with white in even stripes. There is a variety of styles, many of them with pretty lace yoke. Every dress in this lot should sell \$25.00, we price them **????** for **????**

Linen Tailormade Waists

Special lot of all linen tailormade waists in the newest spring styles. Some are the severely plain styles, some hand embroidered, some trimmed with hand made Irish lace insertion. We include **???** \$5.00 and \$5.50 styles in this lot at **????**

\$7.50 Japanese Silk Kimonos

A surprise awaits you when you come to inquire the price of these beautiful garments. It is sufficient to say that the value is far greater than you will anticipate. These kimonos are made of high class Japanese silk in very pretty colors and artistic designs, full length, amply wide and in a variety of new and pretty models. In this sale **???** we price the \$7.50 styles for **????**

So Remarkable Are the Prices That We Purposely Omit Quoting Them--See the Offerings--Ask the Prices

Silks and Spring Woolens

- Novelty dress woolens, in the newest spring weaves and colors, special lot, values up to 75c a yard **??**
- Special lots of novelty woolens in good colors. Regular values up to \$1.50 **??**
- 54-inch all wool suitings in grays and black and white stripes; suitable for tailored suits. Regular \$2.00 qualities **??**
- 55c Foulard Silks, new colors and designs **??**
- All wool French Challies, regular 75c values **??**
- 27-inch Tussiga Silk, a 75c value, displayed in windows **??**
- 27-inch Satin Jersey in evening and street shades, 65c value **??**
- Fancy Silk Waistings, regular \$1.25 and \$1.50 values, a yard **??**
- All Silk Crepe de Chine in all shades, 75c and 85c values **??**
- Yard wide all silk black Taffeta, \$1.25 quality **??**
- Semi-rough Auto Silk and Tuscan, \$1.50 values **??**
- 27-inch Tussah Silks, newest colors, \$1.00 values **??**



\$1.50 Muslin Undergarments

An Opportune Bargain at an Astonishing Price

Beautiful muslin, cambrie, nainsook, plain and checked, and batiste garments effectively trimmed with laces and embroideries. This special lot consists of Night Gowns, Skirts, Drawers, Corset Covers, Combination Garments and Chemise worth 1.50 each. The vital question sale price, **???**

- 85c fine lace trimmed Nainsook Gowns **44c**
- 50c Muslin Night Gowns, full sizes **25c**



White Goods and Linens

- French finish linen suiting in all the new and very desirable colors. Full 46 inches wide and a very special 75c quality. Our extra special price **??**
- Linens, a full yard wide and in a perfect linen finish. We offer the quality in all shades for **??**
- White madras, mercerized, in designs for waists and child's dresses; values to 30c **??**
- Madras shirting in a variety of good patterns and colors, 25c and 30c values **??**
- 15c quality Persian Lawa, sheer and very good **??**
- 90-inch all linen sheeting, worth \$1.00 a yard **??**
- Broken lines of French Gingham, worth 25c a yard **??**
- 58-inch mercerized Table Damask, worth 65c a yard, for **??**
- 72-inch linen Satin Damask, regular \$1.25 quality **??**
- Napkins to match above, regular \$3.50 quality, a dozen **???**
- 5c round thread Linen for suits or waists, a yard **??**

Wherever You See a Question Mark in This Advertisement You Will Find a Bargain in Reliable Merchandise

Toilet Articles

- Colgate's Castile Soap, 10c cake **7c**
- Colgate's Talc Powder, 25c box **14c**
- Hair Brush, 15c value **10c**
- Tooth Brush, 25c value **13c**
- "Eversweet" neutralizes and prevents odors from perspiration, 25c jar **19c**
- Tetlow's Swan Down, 25c box **15c**
- Java Rice Complexion Powder, 50c pkg. **33c**
- Nail Enamel, 25c value **19c**
- Nail Bleach, 25c value **19c**
- Nail Tint, 25c value **19c**
- Comb and Brush set, 65c value **33c**
- Colgate's Toilet Water, 75c bottle **49c**

Women's Hosiery

- Samples of women's cotton and lisle thread hosiery in black, and all colors, values to 35c, a pair **??**
- Samples of women's cotton and lisle, plain and fancy hosiery, black and colors, values to 65c **??**

75c to \$1.50 Women's Hosiery

Manufacturers' samples of women's lisle and silk hosiery in plain, lace and embroidered styles, black and colors; worth up to \$1.50 a pair **??**

A Dollar a Pair Discount on all Women's High Shoes

Worth \$3.50 to \$5.00

Here's an instance where you can reduce the "high cost of living." Shoes are a necessity and a saving of a dollar on a pair is quite an item. This reduction does not apply to slippers, pumps and oxfords, but you have the choice of all the new high shoes for spring at one dollar less.

The Vital Question In The Basement

- Genuine Fruit of the Loom Muslin, worth 12 1/2c; each customer limited to 10 yards at **??**
- Standard Apron Check Ginghams, in blue and white only, an 8 1/2c value, for, a yard **??**
- 27-inch Book fold Percales in all fancy designs and in solid colors, 10c value, a yard **??**
- American Shirting Prints for house dresses, etc., fast colors and worth 7 1/2c, a yard **??**
- 17-inch Cotton Huck Toweling, an extra value for roller and face towels, a yard **8 1/3c**
- Cotton Huck Towels, 18x36 inches, in plain white or with red border, each **9c**
- Bleached Turkish Towels, large and heavy, worth regularly 20c each, at **15c**
- White lawn Shirtwaists, neat new styles in lace and embroidered effects, values to \$1.00; each **48c**
- Bagdad stripe Couch Covering, 50 inches wide, a regular 50c value, a yard **39c**

Men's \$1.00 White Shirts

Men's shirts made of good quality fancy white madras, with bosom of wide or narrow pleats, **??** a regular \$1.00 value at **???**

The Popular DRY GOODS CO. INC.

Women's Underwear

- Women's Swiss ribbed vests, full length and full sizes, taped neck and arms, a regular 20c value **??**
- Women's lisle finish ribbed vests, full sizes, fine gauge, silk taped neck and arms. Regular 25c and 35c values **??**
- 35c Women's Union Suits
- Lisle finish union suits, low neck and sleeveless, wide knee, drawers, lace trimmed. A splendid 25c value--Guess our special price **??**

Boy's Department

- Boys' Spring Suits made by Ederheimer, Stein & Co., of new and very desirable worsteds. Two pairs of knickerbocker trousers with each suit. Monday we place on sale suits in the \$7.00 values for **???**
- BOYS' HEADWEAR--Usually it is hard to find just the right hat or cap for the boys of 2 to 15 years of age. We are making a special feature of very handsome novelties this season **98c** special, \$1.25 values for **???**
- BOYS' BLOUSES--A splendid line in every style and material. Extra values at **75c** and **???**

American Made Val. Lace

- French and German valenciennes lace in 12-yard bolts of lace and insertion, to match or in odd patterns. Values to \$1.00 a bolt; are specially priced **48c**
- Point de Paris and Normandy val. laces and insertion, 2 to 6 inches wide; regular values to 25c **8c**

Handkerchiefs

- Women's linen lawn hemstitched and lace and embroidered edge handkerchiefs, regular 12 1/2c value, each **??**
- Pure linen initial handkerchief, hemstitched, regular 20c value **??**

EMBROIDERIES

- Special lot of embroidered edging, insertion and flouncing up to 18 inches wide; regular values up to 50c **??**
- Embroidery and insertions from four to eight inches wide, values to 15c; a yard **??**
- Special lot of embroideries and insertions in a variety of widths, values to 7 1/2c **??**

75c Embroideries

Embroidered nainsook and swiss flouncings, 24 inches wide, in new and handsome designs. Not a piece worth less than 75c; many **??** are worth more **??**

\$1.50 Kid Gloves

The "Elite" one button walking gloves in tans and browns. A glove possessing good wearing qualities; \$1.50 values **??**