The civilized world welcomes Easter in prilliant apparel. Nature sets the exam-de. Earth and air alike present a gay appearance. Trees, flowers and birds put on their choicest raiment. Why, then, should the loveliest of the world's crea-tions lag behind?

Ladies, indeed you have but one short week in which to prepare. You can do a great deal tomorrow. We will do our part. For example, we place on our

Silk and Dress Goods Counters

Twenty of the biggest bargains you ever saw, and what's more, all new, fresh and seasonable goods; but you must see them. You are welcome, whether you wish to

35e will buy all silk striped pongees,

really worth 75c.
47c will buy China and Shanghai silk, solid colors, street and evening shades. If you can ask for any color that we have not got we would be glad to hear it. These silks were bought to sell for 85c.
53c will buy handsome figured India

and China silks; \$1.00 a yard will buy no

mah and Rajpoor figured silks, elaborate designs, at \$1.48; they were \$2.00 and \$2.50.

Note of Welcome: Every lady is in-terested in Butterick's fashions. Tomor-row we open the May patterns. "Delineand large "Fashion Catalogue" sale; fashion sheets and

Regular Catalogues Given Away.

Spring Daysses-The dress is the first consideration. Without a handsome dress all other articles of wearing apparel go for naught. Tomorrow we show a dazzling array of new dress goods, and at prices onable beyond comparison. See and

Finst Lor consists of 32 pieces of assorted all wool Dress Goods, solid colors and mixtures, plaids and stripes, Eaglish tailorings, Ettamine and Camel's Wool cloths, all beautiful fabrics, worth 75c to \$1,25 a yard, tomorrow the entire line at 53c, no price for them considering their

New Shades French Henriettas.

Satures -- We claim a good deal for our Sateens. We claim that they are all of French make, we claim that the designs are exclusive and nearly all confined to our house; we claim that we show the housest variety and the handsomest patterns in the Prices, 35c to 45c.

New French Side Band Zephyrs.

to open our importations of fine white nwns, organdies and muslins, the propitious hour has arrived and tomorrow will disclose the hidden beauties. We open them with a boom and promise such an army of stunning bargains that none can elaborate patterns.

4 cases (about 300 pieces) that is, one case each of plain white India linen, colored striped India batiste, corded striped laws, lattice striped India mull, all tomorrow at 5 c a yard, 12 yards for \$1.00, about

50 pieces very sheer plaid and striped. mull, cheap at De, tomorrow only He a

FAST BLACK LAWN-This rare article can be had in our house only. You can't tic acid; water merely puts a finer gloss

Cruz Crapes, only 15c; Plaid On only 25c; Tennis Cioth Stripes and Plaids, 15c to 30c a yard.

AGAIN WE URGE THE LADIES

To select their Wraps, Jerseys and readymade goods while the stocks are complete Prices are now at rock-bottom—no going lower. Besides Wraps, Dresses, Jerseys and Corsets, we offer some special drives

Ludies' Muslin Underwear.

THE 75c TABLE has on it Gowns, Chemises, Shirts, Drawers, and Corset Covers that are worth \$1 and \$1.25. Warner's Health Corsets, \$1.35; French C. P. Corsets, only \$2 10.

Children's Shoulder Braces Only \$1.

LIST FOR THE HOUSEHOLD.

New Mattings 15c, 20c, 25c. Lace Curtains only 90c a pair. Baby Carriages, ele-gantly upholstered, \$7.75, worth \$10. Rocking Chairs only \$2.50. We wish to call special attention to our complete assortment of

IMPROVED BABY CARRIAGES, made of the best materials and warranted. We repair damages occurring in any reasonable time free of charge.

Japanned tin Water Sets, five pieces,

Large size Mocking-bird Cages only 98c. Hobnait diamond glass Water Sets, five pieces, at 68c; worth \$1.50. China Washstand Sets \$1.96; nine

pieces; worth \$3.50. English Berry Sets and Ice Cream Sets

Round willow Clothes Hampers 69c; were \$1.

12-inch Feather Dusters 18c; worth 50c. For a cent, round block tin Pans.

33c will buy all linen cream table damasks, worth 60c.
9c will buy checked all linen towels.

Soft bleached cambric, 13 yards tor

50 PRINGED VABLE CLOTHS, \$1.75 to \$2.50.

EASTER CARDS and novelties in great variety marked very low.

USEFUL ARTICLES north sisle: White toilet soap, only 3c; pearl dress buttons, only 3c a dozen; brass photo frames, only

bracelets (novelty), only 10c. NEW PARASOLS AND UNSHELLAS JUST GFENED.

Books: Everything received as soon as published. All the standard works alays on hand. Tomorrow we will sell DICKERS, complete, 15 volumes, for \$4.75.

THE J. S. MENKEN COMPANY.

HUNTER BROS.

SPRING ATTRACTIONS.

Our opening series of spring attractions represent everthing that is new and fash-ionable in either fabric or design, and a multitude of special bargains mentioned

BIG SALE OF DRESS GOODS

FOR ONE WEEK.

We have been successful in securing another lot of those pure English Mohairs.
25 Pieces Monday at 49c a yard. Also one lot of striped and plain double

width Beiges at 10c a yard.

Will close out the balance of our dark ground Chally Monday at 10c a yard.

The last lot of 36-inch Veiling Monday

at 10c a yard. Striped and checked Cheviot, 40 inches wide, regular price 371c, for this sale only

100 Pieces printed wool Challys, two lots, 174c and 25c, confirmed styles. 45 Pieces silk finish Henriettas, 42 inches wide, beautiful line colors, 674c, worth \$1 One lot of wool Dress Goods for this

sale, 27 inches, at 9c a yard. 21 Paris Combinations, with printed' borders in ten different colorings, repreenting flowers and wild grasses, at \$13.50 and \$17 a suit.

Don't pass this department. Genuine Our dressmaker, Mme. Huber, will be ready to receive orders Monday.

Attractive Sale of White Goods,

1 case colored large plaid Batiste, clairs at 9c per yard. se 40 inch India Linen at 10e.

100 large crochet Quilts at 98c each. 100 pieces double fold India Lawn at 7½c. Large plaid Linen, for children's aprons,

100 dozen knotted fringe Towels at 15c. 100 dozen linen Towels, 40x24 at \$2.75 a 150 different styles fancy weaves White Goods displayed in this department Mon-

Exceptional values in Black Dress Goods, We shall offer in this department 1 lot of fine Black Dress Goods, comprising Nuns'

Veiling, Albatros, French Serges, Henrietta and French Batiste, at the uniform price of 50c a yard. Great bargains,

Important Sale of Silks

Offered in this department Monday morn-

I lot of Black Silks, comprising Armure, Royal Surahs, Faille Francaise, Satin Luxor, Lyons Gros Grain Rhadamas and Moires at the uniform price of 98c a yard. 18 pieces left of our 43c China Silks. 1 lot figured India Silks, 24 inches wide,

I line plain India Silks, embracing all the new colorings, at 74c a yard.

Our Dremmaker,

We have been waiting for warm weather | Madame Huber, will be ready to receive orders Monday.

> Just received an elegant selection of printed Canton Silks in rich coloring and 98 pieces Surah Siiks, in all colors, at

Gingham Sale,

3 cases from the large auction sale of American Ginghams, dress styles, regular 12]c quality, on our counters this week, 7]c per yard: 100 pieces printed Cotton Challys, lovely styles, 740 per yard.

Hosfery Department.

100 dozen, our new ranitary dye, ladies' worth 50c.

One line of silk plaited Hose in black, navy and seal, never sold less than \$1.25, at 70c per pair. Misses' tull regular Ingrain Hose, job lot, at loc per pair. Men's regular made striped half Hose, fast colors, 7 pair for \$1, Monday only.

Bny Underwear Now.

Men's lawn tennis Overshirts 50c, 75c and \$1. Men's fancy French Lisle Thread Underwear \$2 per suit; worth \$4.

Men's brown Balbr ggan suits 90c; worth \$1.40. Great things in unlaundried shirts this week.

Ephoistery Department.

Lace Curtains-Having bought several cases Nothingham face curtains at a recent New York auction sale, we will, on Monday, offer some astonishing bargains in these goods. A 31 yands long Nottingham lace curtain, worth \$1.75; Monday's price 3) yards long curtains, wider a very pretty pattern, worth \$2.25; Monday's price \$1.25.

A 32 vards long lace curtain, taped edges, and very wide, worth \$2.75; Mon-day's price \$1.50. All better grades at the same portortionally low prices, Window Shades, almost for a song

1,000 Scotch Holland window shades, mounted on patent spring rollers, best fixtures and handsome pull (Monday only), 27 jc. These goods are well worth

175 opaque dado shades, odd, from 7 to 9 feet long, worth from \$1.25 to \$3.50; Monday's price 85c. Cornice poles in abony, cherry, mahog-

any or walnut, solid brass fittings, worth 50c; Monday's price 30c. Smyrna rugs, large size, worth \$2.50; Monday's price \$1.45. Larger size, worth \$3.75; Mondays price \$2.45. Largest size, worth 80; Monday's price, 83.73.

Paracols! Paracols! Parasols and Umbreilas-\$1.25 will buy

26 inch Gloria. \$1.95 will buy a black silk La Toses Parasol, long handle. \$2,75 will buy a beautiful La Tosca Parasol, long natural stick handle.

Our Dressmaker, Madam Huber, will be ready to receive

orders Monday. We are receiving new goods by every day's express. Monday morning express will bring us 100 beaded wraps, \$3.50,

\$4.50 and \$6.50. Nothing like them in the We have received the new Marie Stewart

and Lorrine ladies' collars and cuffs. Some thing entirely new. New Line Sa ceas Showa Tomorrow for the benefit of some of our customers who could not attend our sale last week. We will self another case Fruit of the

Loom Domestic Monday at 71c.

HUNTER BROS. Mammoth Establishment.

261 and 263 Mair, and 19 and 29 Court Streets.

GERBER & METTE.

267 Main Street. Ladies generally ask the question, Where shall I buy my spring dress; where must I choose? An easy matter, ladies, if you'll come direct to Gerber & Mette's,

we know what colors and combination best suit the complexion. Our assortment is one in which you will fairly revel, and from us you can select a stylish and ele-gant garment for the same price you pay for trashy goods in other houses,

Combination Suits, full lengths, 10 yards double width to each and every pattern. Price Price This is a clean Price cut of 20 per cent off Regular Prices Price

40 and 42 inch Roman striped Suitings at 47 lc, 57 lc, 75c and 90c. 40 and 42 inch Plaids from 87 lc to \$1.50.

10,000 yards 38 inch all wool Henrietta, latest shades, at 424c. 15,000 yards 6-4 English Cashmeres at

One case 36 inch Henrietta, new shades,

ings, plain, striped and fancy, at 18c. Sateens, Foreign and Domestic. Our assortment in this department is inrivalled by any house in the city; prices

12,000 yards Manchester mixed Suit-

range from 25c to 45c, which means a saying to the purchaser of 24 to 5c a yard. Slightly Soiled. Slightly Soiled.

45 inch Mull Skirting.
22 and 27 inch Mull Flouncings.
Slightly soiled but elegant patterns will will be offered on Monday regardless of cost or value. This is a rare chance; don't

miss a good thing.

Most complete line of Hemstitched Embroideries, beautiful patterns, at prices to suit the closest buyers.

Our Handkerchief Department the most complete in city. Ladies' Drawn work from 10c each to \$2.50 each. Gents' Handkerchiefs from 75c per

Children's Handkerchiefs 35c per dozen and up.
Ladies Undressed Kids \$1; Mosquetaire

Silk Gloves 35c to \$1. Mitts 25c to \$1.75 each, Ladies' Silk and Leather Belts, latest

White Goods. White Goods.

One case 40 inch India Lawn Sle.

One case 40 inch Lawn 10c. 48 inch French Nainsook 22je, 25c and be; great value. Special drives at low prices in Table

Linen, Napkins and Towels Ladies' Underwear. Gents' Underwear.

Our 21c and 33le Ladies' Ribbed Vests can't be matched. 50 dozen Genta' Yeager Underwear, light weight, \$1 each. Gents' Bolbriggan and Gause Shirts be-

ow all competition. Our 65c, small pleat, open front Shirt, best in the city. Open back Shirts 50c, 75c and \$1; the very best made. All our French Gingham's Monday only

GERRER & METTE.

267 Main Street.

A Thriving Institution of Learning. One of the best evidences of the popularity and unprecedented success of Led-din's Business College is the great changes which Prof. W. T. Watson has been forced to make during the last ten days in order to provide accommodation for the large number of students who are daily being added to the number attending his college. The two large rooms in the rear of the business college have been combined with the shorthand department, making one of the nestest, lightest and best arranged school-rooms in the South. This, together with the spacious room already in use, constitutes one of the largest institutions of the kind to be found in the South. The walls have been beautifully ornamented with bright, attractive paper, and the blackboards rearranged in a convenient manner. Prof. Watson is a teacher great merit, and the rapidity with which his scholars learn is the best evidence of his ability to impart useful knowledge. Every young man desiring a thorough business education should go and see address Prof. W. T. Watson, 238 Main street, Memphis, Tenn.

A Visit Will Repay You. A gentleman from Mississippi was in the city yesterday searching for bargains and finally strolled into the Armstrong Furniture Company, 272 Second street, and requested that he be shown some bargains in furniture. He was first taken to the elevator and carried to the top floor of the store, which he found packed with every description of beautiful goods, after which the elevator was lowered and the elegant furniture seen on the next floor seemed to surprise him, and he was heard to say that a visit to this mammoth establishment would repay anyone for their trouble. Each succeeding floor was carefully examined and his admiration became greater and greater, and before leaving he purchased a large bill of goods, which he said was the greatest bargain he had ever purchased.

Multord's Watch Club Awardings. Club No. 1, No. 8. Club No. 2, No. 54. Club No. 3, No. 20. Club No. 4, No. 41, Club No. 5, No. 40. Club No. 6, No. 28, Club No. 7, No. 20.

Madam Huber,

Hunter Broa'. dressmaker, will be ready to take orders for dresses tomorrow. New Parasols made from old frames at 31 Madison street.

Mitchell & Bryson, 308 Main Street. Are prepared to sell you all grades of fur-niture as low as any house in the South. Their stock is very complete, and they are offering special inducements for the next They have one of the largest stocks of mattings ever brought to this market,

The Largest and Best Sciented Stock of Shoes to be found in the city. J. M. Hill. & Co.

Do You Handle Baxter's Cigara? If not, order them i - mediately, for they are the best home-made cigar ever manufactured in Memphis and they always give entire satisfaction.

We do everything in our line at 31 Mad-

Remember the Popular Market of Sites & Ames, No. 39 and 41 Jefferson street, where everything to gladden the heart of epicures can be had at the very lowest prices. Vegetables, strawberries, can goods, etc.

SPECIALTY in repairing. 31 Madison.

BEJACH DRY GOODS CO.,

SUCCESSORS, TO THE

FIRE SALVAGE COMPANY. 400-Main Street-100

Our bargains for tomorrow will consist

of the following: 1 case beautiful Challies, 5c per yard. I case wool filled Bege, in striped and figured, 61c per yard.

1 case 4-4 book fold solid color wool dress

goods, 10c per yard.
40 pieces Surah Silk, every thread silk,
37 pieces Silk Plush, all colors, 40c,

worth 75c per yard.

1 case short end Sateens, 5c per yard.

50 pieces Moire Silk, assorted colors,
25c, worth 50c per yard.

400 two and three-ply Carpet Remnants

at 25c per piece. 10 dozen Ladies' Ribbed Jersey Vests in Balbriggan and high colors, 25c; worth 50c 10.00 per pair.

50 dozen Star Shirt Waists (unlaundered), the regular price is \$1.00, our price 50c each. Black Silk and Spanish Flouncing very, very cheap.
Gold handled silk Umbrellas \$1.35,

worth \$2.50 each. Ladies' white lawn Aprons 10e each. Positively the last time of obtaining the ollowing three grand bargains: Ladies' best French embroidered back Kid Gloves, the regular \$1.00 quality, 35c per pair.

Best Table Oil Cloth 10c per yard.

Shelf Oil Cloth, scalloped, only 2e per vard. Cornice Poles, in ash, ebony, rosewood and mahogany, with brass trimmings all complete, 25c.

30 rolls Chinese fancy Matting 124c, worth 25c.

White Goods. White Goods.

75 pieces large plaid, sheer white Mull, satin stripes, 7½c; worth 12½c per yard. 40 pieces checked Muslin, 5c; worth 7½c

25 pieces plain white India Linen, 6½c; worth 10c per yard.
25 pieces plain white India Linen, very fine, 84c; worth 124c per yard.

Marseilles Bed Sprends, largest size,

\$1.25; worth \$2.50 each. Fullsize Honeycomb Spreads, 50c; worth Serim Net, in beautiful new colorings, 5c; worth 10c per yard. 10-4 twitled Bleached Sheeting, 25c;

worth 35c per yard. Striped Linen, for furniture covering, 2 yards wide, 374c; worth 75c per yard.
15 pieces fancy striped Awning Ticking, 15c; worth 25c per yard. 100 pieces best cotton check, 5c per yard.

I case Bleached Muslin, soft finish, full yard wide, no dressing, 64c; 15 yards for \$1. 40 pairs Lace Curtains, odd single pairs, 75e; worth \$1.50 per pair, 50 pairs Lace Curtains, odd single pairs, very fine, \$1; worth \$2:50 per pair.

About 60 pairs Lees Curuins, finest quality, \$1.50; worth \$4 per pair.

Kid Gloves and Handkerchiefs. inches wide, all colors, 40c; worth 75c per 250 dozen ladies kid gloves, 4-button, 22-inch Satin Rhadames and Faitle

embroidered back, extra long, black and colored, sizes 51 to 71, at 50c; worth \$1 90c per yard. per pair.

Job lot finest quality French kid gloves, in 5-button and lace, embroidered back, dressed and undressed, black and colored, none worth less than \$1 to \$2 per pair; choice this entire lot 55c per pair, 25 dozen ladies' colored silk gloves, equal to 8-button length, 25c; worth 75c per pair, 35 dozen ladies' white hemstitched

handkerchiefs, with embroidered initial, 10c; worth 25c each. 20 dozen gents' white hemstitched handkerchiefs, with embroidered innial, 10e;

worth 25c each. One of our grandest bargains will be the offering of 150 dozen ladies' and gentle-men's all-silk hemstitched handkerchiefs per dozen. in plain white, solid red and solid blue, every thread silk, handkerchiefs that are worth 75c to \$1, your choice for 25c, 25c,

Mil inery! Millinery! Millinery!

If Ladies will take the trouble to come and see, they will find our assortment of Flowers, Tips. Sprays, Ribbons, Hats and Bonnets as complete as with any regular millinery house, at a saving of one-half

the regular selling price.
All Hats trimmed free of charge by ex perienced trimmers. Pearl Buttons 24c per dozen. 25 dozen Lace Splashers at only 15c

Hand-painted antique Tidies, 25c; worth Infants' Vests, 10c each. White Mull Infants Vests, for each. White Mull Ties, 10c each. Silk Tissue Veiling, 5c a yard. Steamer Caps, 40c; worth 75c. 1 lot Portieres, \$3; worth \$5 per pair. Ladies' Lisle Hose, full regular made, black and colored, 25c; worth 50c per pair. 50 draen misses and children's Ribbed Hose, extra length, full regular made, 8c; worth 40c per pair. Ruching—1 dozen worth 40c per pair. Ruching—1 dozen assorted ruches, all new shades, with gold and silver beads, 50c per box.

Ribbons! Ribbons! Ribbons!

2 grand lots of Ribbons, all new. Lot 1 includes satin-edge Moire Ribbon, No. 9, at 10c per yard. Lot 2 includes fattey satin-edge Ribbon, 5 inches wide, in all the late shades, 15c;

worth 40c per yard. One lot Ladies extra fine quality, strictly all wool, glove-fitting Jerseys, with Chemille and Beaded fronts, at \$1.25; worth \$3 each.

Carpets, Oil Cloths, Matting, Rugs.

We will offer choice 10 patterns Brussels Carpet at 50c, worth 75c per yard. Choice 50 rolls best double Ingrain Carpets 35c, worth 50c per yard. Choice 25 rolls best Ingrain Carpet at

25c, worth 40cper yard. Choice 40 rolls Fancy Matting at 124c,

worth 25e yer yard. Choice finest scamless Chinese and Japanese Fancy Matting 25c, worth 45c per 4-4 floor Oil Cloth 25e, worth 40c per

vard. 5-4 floor Oil Cloth 35c, worth 60c per 8-4 floor Oil Cloth 75c, worth \$1.25 per Window Shades, with patent spring

rollers, all complete, 50c. Best Hemp Carpet, 123c per yard, Smyrna Ruzs, in beautiful designs, all sizes, much less than elsewhere. Men's, Boys' and Children's Clothing. Men's all-wool cassimere suits, \$7.50;

Men's cassimere suits, \$5; worth \$8.50. Men's bine flannel suits, \$6.50; worth Hoys' cassimere sui's, \$1; worth \$6. Children's plaid suits, 21 per suit. Children's pants, 25c per pair.

shoes and Slippers.

Most complete line at cheap prices, 500 pair ladica' hand-sewed, French kid sample slippers, 75c per pair, at the BEJACH DRY COODS COMPANY.

400 Main Street 400.

BOSTON STORE. 227-Main Street-227.

Second week's sale of our grand purchase of the Samuel May stock of ladies', misses' and children's Hose, kid and silk Gloves, Fans, Collars, Cuffs, Handker-chiefs, etc., etc. at half price. We offer the following

- Unapproachable Bargains:

All the 4-button Kid Gloves, in black and colored, embroidered back, we will sell at 40c. May's price \$1 per pair. All the 5-button real French, embroid-ered back Kid Gioves, we will sell at 50c.

May's price \$1.50 per pair.

One lot ladies' embroidered Handkerchiefs 10c. May's price 25c each.

One lot ladies' embroidered Handkerchiefs, pure linen, very finest quality, choice 25c. May's price 50c, 75c and

One lot Ladies' Lace Handkerchiefs, 0c. May's price, \$1, \$1.50 and \$2 each. The entire stock of hemstitched Silk Hankerchiefs at 25c. May's price, 50c,

75c and \$1 each.

The entire line of Ladies', Misses' and Children's Hosiery that were sold by May at 35c we will offer at 15c per pair.

The entire line of Ladies', Misses' and Children's Hose that were sold by for 50c, including Lisle Hose, we will offer

at 25c per pair.

The entire stock of finest Hosiery that was sold by May for \$1, \$1.25 and \$1.50 we will sell at 50c per pair.

The entire stock of Ladies' Collars, all oure linen, all and every style, choice for se each. The entire stock of Ladies' Linen Cuffs,

4-ply, 10c per pair. Fans! Fans! Fans!

Imported feathered and hand painted at 50c, \$1.00 and \$2.00. May 8 p. 85 \$1.50 up to \$5.00 each. La Tosca Silk Umbrellas \$1.50 each. Gold Handled Silk Umbrellas \$1.35

Gold and Silver handle Silk Umbrellas \$2.50, worth \$6.00. Portieres! Portieres! Portieres! 25 pairs finest Silk and Wool Portieres,

with elegant wide Chenille border, \$5.00, worth \$12.50 per pair.

Silks and Dress Goods. 25 pieces China Silks 35c, worth 75c per vard. 50 pieces Moire Silk, all colors, at 35c,

worth 60c per yard.
40 pieces Surah Silk, all the latest shades, 45c, worth 75c per yard. Satins in all colors 35; worth 50c per yard.

Black Silk at 75c, \$1, \$1.25; worth double. Elegant line of Beige mixtures and figured and striped Debieges, all yard wide, at 25c; worth 40c per yard.

Henrietta Cloth, 40 inches wide, 25c; worth 40c per yard. French Beige, 38 inches wide, 50c; worth 75c per vard. Regatta Cloth, 46 inches wide, 65c; worth 90e per yard.
All-wool silk finish Henrietta Cloth, 40

Francaise, in the leading spring shades, at

White Goods! White Goods 1 case fine sheer check Muslin at 81c, worth 121c per yard. 1 case satin striped extra fine muslins at 10c, worth 15c per yard. 10-4 Crochet Bed Spreads, 65c, worth \$1.00. 11-4 Marseilles Bed Spreads. fine and heavy, at \$1.25, worth \$2.00. 40 pieces checked and plaid Muslin 4jc, worth reces checked and plaid Musin 44c, worth 7c per yard. White India Linen at 44c, 5c, 64c and 10c. Challies, fresh and new designs, 5c, worth 84c per yard. 10 pieces red and white table Damask 25c, worth 40c per yard. 50 dozen red Napkins 25c, worth 50c per dozen. 10 dozen white Napkins farce, bester 50c worth \$1.00

Cornetal Cornetal Cornetal

Job lot fine Cornets, all styles and sizes,

Corsets that sold for 75c, \$1, \$1,25, all go at Embroideries and Flouncing. One grand lot of fine Embroideries, all widths, costing 15c to 25c per yard. Choice

of lot at 10c, 10c per yard. Very finest Swiss Embroidery at 5c, 74c and 10c, worth 10c to 25c per yard. Our assortment of Swiss Flouncing is unsurpassed, and at 50c, 65c and 75c per yard cannot be dupli-

Bended Wraps and Mantellets An elegant assortment of styles and prices from \$4 to \$10, worth \$7.50 to \$15,

227 Main Street, 227. Go to Goodman & Churchill's. 341 Main street, for fancy groceries of all

kinds. New goods, lowest prices.

BOSTON STORE.

Go to the Old Reliable Shoehouse of J. M. Hill & Co., corner Main and Union streets. Parasons made from La Tosca sticks, 31



TO ORDER,

F. Lavigne makes a specialty of fine rench Millinery and Hair Goods to order. The crowds that visited our store the past week testify to the many great bargains that are being sold every day, Adlitional help has been secured to meet the mands of the trade and every effort will be made to enter to the wants of the ladies.

To select from. No such stock of low prices in Memphis. The past week has been a busy one; more new goods have been received by us last week than by all other concerns combined for the season. This week we will excel all for magnificent seasonable bargains. Tomorrow we will inaugurate the most gigantic sale of French Millinery and Hair Goods ever at-Our Palace Store has been crowded with

customers during the past week, going away delighted with their purchases, giving complete evidence that our prices and styles must be right. We safely lay claim, and without ego-tism, to the fact that we have the most beautiful storeroom and the most com-plete stock of French Millinery and Hair Goods ever offered in Memphis.

F. LAVIGNE, 317 1-2 Main Street, Memphis, Tenn.

KREMER'S

PUBLIC ATTENTION HANDS DOWN!

OUR ENTRIES FOR THE WEEK---BAR-GAIN MATINEES EVERY DAY.

NEW ATTRACTIONS --- FIGURED INDIA SILKS!

10,000 Yards "Real India," Soft and rich, in light and dark grounds; bought at a great sacrificing sale and worth

KREMER'S BARGAIN PRICE 75c. New High Grade India Silk.

50 single patterns, all new designs, individual suits, worth \$1.50. KREMER'S BARGAIN PRICE \$1.00.

New Dresses for Races and Easter. Alpaca Lusters, embroidered Robes, nobby Plaids, light weight Bayonnaise, silk warp Challis, Henriettas, new effects in black and white India Silks, Foulards and Shanghais. diately 50 New Shades in Surahs.

Heavy, handsome goods, worth \$1.50. Just eccived new shades Reseda, Old Rose, ream, Lettuce, Gobelin, Cadet, Steel Gray, \$1.00 a yard. 25 Handsome Embroidered Henriettta

Robes,

Suitable for Ten Gowns and Carriage Wear BARGAINS—Prices from \$18.50 to \$27.00.
Beautiful, new light weights in Black Goods,
Challis, Silk Warp Henriettas, Cachemere
D'Inde, Glorias, Tamise, and an endless variety in lovely light fabrics.

Special Reduction in Separate Individnal Suits. \$10.00 Sults now \$7.50. \$15.00 Sults now \$10.00. \$17.50 Suits now \$12.50. \$20,00 Suits now \$13.50. \$25,00 Suits now \$17.50.

\$35,00 and \$40,00 Suits now \$25,00. Kremer's New Sateen Department. Only the genuine French Sateens quoted.
"Koechlin Freres." celebrated the world
over. Prices 25c, 30c and 35c.
In same department lovely Batistes; cool
and useful; prettier than Organdies, at 40c a

Nobby White Boating Flannels, double fold, all wool, at 65c s yard. Feathers. Feathers. Exquisite qualities Ostrich Tips, worth \$2.50; stylish in the Directoire designs, at

Flowers. Flowers. An infinite and beautiful stock, of course, all the newest ideas and prettiest qualities. Our facilities and the quantities we handle enable us to submerge competition.

Hats. Hats. Hats.

Everything known in the Style World is represented in our stock of Head Wear. Paris, London, New York have contributed. We feel that we could please any woman in

the world in this particular, and very par-

ove a bunch.

Fauntleroy. Lace Wraps. -Light, airy, artistic Connamaras, Killar-neys and Pelerines. Bargain in Beaded Pelerines.

Bought lately, and must be closed imme-\$2.99 for a \$4.50 Pelerine. \$9.25 for a \$15.00 Pelerine.

The New Sailors.

The latest "fad" are the Knox and Dunlap Sailors for Ladies and Misses. These arrive during the week, and are the "proper caper" for the Races and Summer Wear. For the Children see the "Little Lord

\$14.50 for a \$22.50 Peterine. \$14.50 for a \$22.50 Peterine. Pompadour Parisols, \$1.95. Tosca Parasols, \$1.95. Empire Parasols, \$1.95. Collars! Collars! All New Styles, including the latest,

Marie Stuart," be each. All-Silk Moire Sash Ribbons. Two lines beautiful qualities, newest tints: 75c, Sash Ribbon worth \$1.50; \$1, Sash Ribbon worth \$2.

Laces, Lace Flounces, Lace Nets and Dra peries.

A wonderful and indescribable lot of Plain and Fancy Goods in this stock—the most comprehensive assortment ever shown in the South: Some Lace Bargains: New All-Silk Net, 54 inches wide. \$2 per yard; good value for \$3.50. Exquisite Chantilly

65c a yard, worth \$1,9%. 3-Striped Veilings, 22c a yard, worth 35c.

deep rich, black Fringes for the skirts of elegant dresses? Mention the new buckles in the Directoire and Empire designs that help give tone to a costume. Kremer's Trimming Department has all the newest

75c a pair. A Special Importation Of German stamped leather, wall pockets, paper racks, match boxes and "sich" bric-a-brac. Really very precty things.

3 Lots. 3 Prices—te, 19c, 23c. orac. Really very pretty things.

3 Lots. 3 Prices—Sc. 19c, 23c.

Look like they might be worth dollars.

R. H. W. GODWIN

BARGAINS FOR MONDAY!

35c buys Surah Silks, spring shades, worth 48c buys solid color Shanghai Silks, worth

49c buys figured Shanghai Silks, worth

15c buys solid color Wool Challies, worth 15c buys figured Wool Challies, worth 25c 5c buys figured Spring Challies, worth 12%c. Sie buys 48-inch black sitk-finish Henri-

10c buys double-width spring shade Dress Goods, worth 23c.
123c buys 35-inch, double width, Gray
Plaid Dress Goods, worth 25c.
25c buys all wool 40-inch new shades Dress Goods, worth 60c. 47c buys choice of all 65 to 85c Dres Goods Monday.

63e buys choice of all 90e to \$1.25 Dress Goods Monday.

70: buys %-yard wide Shanghai solid-solor Silk, worth \$1.50. \$3.75 buys Combination Suits. 10 yards. Dress Goods, 136 Trimming Persian Silk, sold formerly for \$8.50. \$4.75 buys Combination, the newest shades,

\$6.75 buys Combination, the newest shades,

worth \$12.50, 33½c buys all-wool gray Debeige, 35 inches We have called our stock, and all remnants, from 2 to 8 yards, go into the rem-nant pile, at 25c on the dollar. Don't miss D. ess Goods sate Monday. 25c buys Persian Band, all new, sold for

50c buys Persian Rand, all new, sold for \$2.00 buys Antique Persian Band, all new, sold for \$3.50. 40c buys Steel or Pearl Dress Buckles, orth 75c. 20c buys Ladies' Hemstitch Handkerchiefs,

Fans! Fans! All New!

Silk Gloves or Mitts, just in. 25c buys Point de Genion Laces for Sat

50c buys wide Point de Genion laces for 15c buys new French Sateen, sold for 30c. 5c buys Spring Challis, sold for 10c. La Tosca Parasols. \$1.50 buys La Tosca Parasols, sold for \$2.50, \$2.25 buys La Tosca Parasols, sold for \$3.50, \$4.00 buys La Tosca Parasols, new handles,

sold for \$6.50.

10e buys White Mult Ties, sold for 25c.

10e buys four-ply Gents' Linen Collars, sold for 28c. blue, and worth 1256 Remnant White Goods 4c, 5c, 6c, 7c, 5c.

good value for \$3,50. Exquisite Chantilly Flouncing, 42 inches wide, \$1.25; good value Tosca Veling,

Open Embroideries, Persian Fringes and 'such as that' in endless profusion of prices, colors and qualities. Then "why don't you mention" those

A Great Kid dove Bargain. 5-Hook Foster, worth \$1.25,

WIDE AWAKE

\$1.00

THE VERY BEST VALUES ON RECORD. Collars and Cuffs. the buys four-ply Gents' Linen Cuffs, sold

> 20c buys E. & W. Collars, 30c buys E. & W. Cuffs, 15c buys fancy British Half Hose, sold for \$1,00 buys Gents' White Dress Shirts, sold 50c buys Gents' Percale Shirts, sold for

40c buys Boys' Percale Waists, sold for 75c.

35c buys Gents' Jean Drawers, sold for 60c.

\$1.00 buys suit genuine Balbriggan Under-wear, sold for \$2.00 suit. Special prices on all Linen Lace. Special prices on all Hamberg Edgings. Special prices on all Swiss Embroideries. Special prices on all Veilings. Bended Capes at \$2.50, \$3.50 and \$4.50, to

Huckings at new prices and new satterns.

25c buys dozen Pom Pon, fine; sold else-15c buys Bangle Drops; sold clsewhere for 50e bnys 6-button embroidered back Glove; sold for #1.25. 75c buys 5-hook Foster embroidered back

Glove: sold for \$1.23.

sold for 25c

25c for ladies' Indelible Black Hose; sold 20e for children's Black Ribbed Hose; sold for 30e. 05c for 3 pairs ribbed Jadies' fast Black Hose; sold for 40c. \$1 tor 5 pairs fancy Lisle Striped ladies' Hose; sold for 50c, 10c buys 43-inch black pure Silk Chantilly

1214c buys No. 9, or two tone all Silk Rib-

founcing: sold for \$1.50. \$1.20 buys 43-inch Black Chantilly Flouncting: sold for \$2. \$1.40 buys 43-inch Black Chantilly Flounc-ing: sold for \$2.50. 60c buys ladies' Hemstitched Muli Flounc-ing: worth \$1. 55c buys ladies' Hemstitched Swiss Flouncolack corners, sold for 40c. 10c buys Ladies' Hemstitch Handkerchiefs, embroidered, sold for 20c.

ing worth \$1.23.
the buys-adies' Hemstitched Swiss Flouncing worth \$1.50,
50c buys misses' Hemstitched Swiss
Flouncing worth \$1. 6)4c buys Colored Plaid India Linen; sold Sige buys Sheer Plaid India Linen; sold for 20c. 10c buys Sheer Swiss Plaid; sold for 25c. 656c buys 40-inch India Linen; sold for 256. de buys White India Linen; sold for 756. se buys White India Linen; sold for 1256. 856 buys Check Organdies, in pluk, light

R. H. W. GODWIN

279 MAIN STREET.

5c; new shape pocket books, only 17c; sugar corn whisk broom, only 7c; bangle