

# A Bargain Sale Extraordinary

Will Be Inaugurated at

## THE LADIES BAZAAR

317 Broadway, Paducah, Ky.

Beginning Monday, May 16, and Ending Saturday, May 21

Every item on this page is of extraordinary value. A very careful reading of these offerings will aid you in saving heavily in the purchase price of your spring and summer needs. We never have been able to offer stronger values than those represented in these columns.

Ready-to-Wear Department Second Floor—Take Elevator

| SUITS   | Lot No. 2x.   | SHORT COATS   | CHILDREN'S COATS  | SILK DRESSES  | WASH SUITS  |
|---|---|---|---|---|---|
| Well tailored, made of the latest materials, styles and shades. These include pongees and white serges. Coats are from 32 to 36 inches long, light and medium weights. We beg to announce that the coat suits for next fall will be 36 inches long. We have separated our suits into lots and will offer them as follows: | Misses' Suits, regular price \$15.00 and \$17.50. Sale price ..... <b>\$9.95</b>  | Made of light weight coverts, black and white checks, taffeta or serge, lined or unlined. We are also showing a full line of embroidered and braided coats. Prices range from \$18.50 to ..... <b>\$4.50</b>          | Sizes 2 to 14. Made of red, blue and white flannel. Trimmed in brass buttons, very pretty. Just the thing for spring and summer wear. Prices range from \$5.95 to ..... <b>\$3.75</b> | Made of taffeta and changeable silks. Latest styles and effects. Special reduction, all \$13.50 ..... <b>\$14.50</b>  | Made in the latest styles, trimmed in lace, soutache braid or embroidered. All these have been reduced specially for this sale. Prices range from \$19.50 to ..... <b>\$2.98</b>  |
| Lot No. 1.  | Lot No. 3.  | LONG COATS  | CAPE  | LONGERIE DRESSES  | WASH SKIRTS   |
| Ladies' Suits, regular value \$12.50, \$14.50 and \$16.50. Sale price ..... <b>\$9.45</b>   | Ladies' Suits, ranging in price \$27.50, \$30.00, \$32.50. Sale price ..... <b>\$18.50</b>  | Made of pongee, linen, serge, Remy cloth or taffeta. Trimmed or plain effect. We also carry the maternity coat. All these have been reduced specially for this sale. Prices range from \$19.50 to ..... <b>\$5.98</b> | Worn as much as ever. Don't hesitate in buying one. Made of light weight broadcloth, military effect. Special for this sale each ..... <b>\$4.50</b>                                  | Made in the latest tucked and tunic effects, trimmed in lace and insertions. These dresses are creations from New York's best manufacturers. You can buy a dress for less money than you can buy the material and trimmings. Be sure and look over our splendid line of dresses before purchasing. Prices range from \$25.00 to ..... <b>\$3.98</b> | Made of Linene, Repp and Pure Linen in the very latest styles, shades pink, natural, white, blue and tan. Prices from \$4.98 to ..... <b>\$1.98</b>   |
| Lot No. 1x.   | SKIRTS  | LACE COATS  | SILK PETICOATS  | WASH DRESSES  | CRAVENETTE AND RUBERIZED COATS  |
| Misses' Suits, regular value \$12.50 and \$15.00. Sale price ..... <b>\$7.50</b>  | Made of Chiffon Panamas in new tailored-made models, the latest shades. Regular value \$6.50. Sale price ..... <b>\$4.50</b>  | 36 to 38 inches long in white and ecru; very handsome. Prices from \$15.00 to ..... <b>\$5.00</b>   | Made of the well known "Reliable Silk" in all colors, sold everywhere at \$4.50. At this sale we have reduced them to ..... <b>\$3.48</b>   | Made of French Gingham, German Linens, Lawns, Linenes, Pure Irish Linen and Soisette. Prices range from \$9.95 to ..... <b>\$2.48</b>   | Just the thing for this time of the year. Made of Satin, Cicilian and Cravenette Cloths. We have only a few of these coats on hand and to close these out we are giving you extra special prices. \$7.50 reduced to ..... <b>\$5.45</b> |
| Lot No. 2.  |   | SILK KIMONOS  |   |   |   |
| Ladies' Suits, regular price \$19.50, \$22.50 and \$25.00. Sale price ..... <b>\$12.50</b>  | We are showing the very latest models in skirts, new materials and shades, double tunics, chancelier and pleted effects. Our values are guaranteed fast sellers. We carry a full line of little women's and misses' skirts, and will give a discount of 10c on the dollar on all skirts. Prices range from \$19.50 to ..... <b>\$1.99</b> | Made in the latest styles in Turkish and Japanese designs beautiful shades. Our \$5.98 kimono reduced to ..... <b>\$4.75</b>  | "Money Back" guaranteed silk petticoat in black only, worth \$6.00. At this sale ..... <b>\$4.95</b>  | All our \$8.50 and \$9.50 form fitting petticoats reduced to ..... <b>\$6.95</b>  | \$13.50 coat reduced to ..... <b>\$10.45</b>  |

### A FEW OF THE MANY EXTRAORDINARY BARGAINS ON FIRST FLOOR

| LAWN  | PERSIAN LAWN  | CURTAINS   | SHORT KIMONOS  | CHILDREN'S DRESSES   | MUSLIN UNDERWEAR FOR LADIES' AND CHILDREN   |
|---|---|--|--|--|---|
| All our 5c and 6c Lawns in light and dark shade, figured, only 10 yards to a customer, ..... <b>35c</b>           | Extra fine quality, sold regularly at 25c per yard. Sale price ..... <b>21c</b>                                 | 3 1/4 yards long and 54 inches wide round linen thread, designs of the latest patterns. Special at this sale ..... <b>97c</b>  | Made of good quality lawn in flowered effects. Special for this sale, each ..... <b>9c</b>   | Made of Madras, Gingham, Linene and Lawn in the very latest styles, perfect fit, sizes 4 to 14 years old. Prices range from \$2.98 to ..... <b>98c</b>   | As the qualities and different grades are too numerous for us to quote prices, we are just listing a few specials:  |
| CALICO  | UNBLEACHED SHEETING   | LACE CURTAINS  | LONG KIMONOS   | HOUSE DRESSES  | 50c Drawers ..... <b>39c</b>  |
| In light and dark shades, special 10 yards to a customer ..... <b>45c</b>   | 10-4 width, regular price 30c. At this sale, price per yard ..... <b>22 1/2c</b>                                | 2 1/4 yards long and 36 inches wide, suitable for kitchen or bed rooms. Special for this sale, per pair ..... <b>49c</b>   | In flowered effects extra good quality lawn. Worth 79c. At this sale ..... <b>49c</b>  | Made of Gingham, Cambray, Pareale and Linene. All colors, marked specially for this sale. Prices range from \$2.98 to ..... <b>98c</b>   | 25c Corset Cover ..... <b>19c</b>   |
| HOPE DOMESTIC   | BLEACHED SHEETING   | BLACK SILK TAFFETA   | PETICOATS  | BABIES' CAPS   | 75c Gowns ..... <b>49c</b>  |
| This well known brand sold everywhere at 11c per yard. At this sale 10 yards to a customer only, ..... <b>89c</b> | 10-4 width, regular price 39c. At this sale, per yard ..... <b>32c</b>  | Yard wide guaranteed taffeta, extra fine quality, regular price \$1.50 per yard. Sale ..... <b>\$1.29</b>  | Black Sateen and Gingham, made full, worth 75c. At this sale ..... <b>49c</b>  | We offer you as a special a regular 19c cap, made of good quality lawn, tucked or embroidered. For this sale we have marked them 2 caps for ..... <b>25c</b>   | 75c Skirts ..... <b>49c</b>   |
| PERCALES  | WHITE, RED AND BLUE TABLE DAMASK  | SLIPPERS — SLIPPERS  | PETICOATS  | WASH SKIRTS  | 98c Chemises ..... <b>79c</b>   |
| In light and dark shades, regular 10c quality, at per yard ..... <b>8c</b>  | 62 inches wide, sold regularly at 35c per yard. Sale price ..... <b>25c</b>                                     | An item we can save you money on. Ask for the May Manton Shoe, the shoe that fits women's feet. Every pair guaranteed. We offer special for this sale all \$2.00 slippers at ..... <b>\$1.48</b> | Extra good quality Sateen in black and fancy colors, embroidered or cordian pleated ruffled, worth \$1.50. Sale price ..... <b>97c</b> | Made of French Gingham, German Linens, Lawns, Linenes, Pure Irish Linen and Soisette. Prices range from \$9.95 to ..... <b>\$2.48</b>  | \$1.49 Combination Suits ..... <b>98c</b>   |
| LINENE  | LINEN TABLE DAMASK  | All \$3.00 slippers made in the latest lasts in vel and patent leather ..... <b>\$2.48</b>   | WASH SKIRTS  | SILK GLOVES  | CORSETS   |
| In all colors, regular 15c quality, per yard ..... <b>10c</b>   | Extra fine quality 72 inches wide, worth \$1.25 per yard. At this sale, per yard ..... <b>89c</b>               | All \$4.00 slippers, sale price ..... <b>\$3.48</b>  | Made of good quality linene, worth \$1.50 to \$2.00. Sale ..... <b>98c</b>   | Double tips in all shades, also, the well known chemisette, worth 75c to \$1.00 per pair. Special for this sale ..... <b>49c</b>   | We have made a special reduction on our Madam Crosby Corsets. The corset that fits and is worn comfortably. To advertise this corset, we will offer you \$5.00, \$4.00 and \$3.50 corsets at \$4.00, \$3.25 and \$2.95 and ..... <b>50c</b> |
| LINGERIE  | READY MADE SHEETS   | MISSSES' AND CHILDREN'S SLIPPERS   | BABIES' PIQUE COATS  | WAISTS   | HOSIERY   |
| Extra fine quality, worth 19c, per yard ..... <b>12 1/2c</b>  | Size 72x90, good quality Indian head, worth 75c, at this sale, ..... <b>49c</b>                                 | \$1.25 grade in vel gun-metal ..... <b>98c</b>   | Lined and trimmed with ribbon and lace, worth \$1.54. Sale ..... <b>98c</b>  | Made of linen, lawn and lingerie, made in the latest effects, high neck, low neck and square neck, also the new Middy waist trimmed in val lace and tucks, button front or back. Also tailored effects. Prices range from \$4.98 to ..... <b>49c</b> | The well known Gold Medal brand, made of fine gauze hose, double heel and toe, equal to any 50c hose in town. Special at this sale, per pair ..... <b>25c</b>   |
| WHITE AND FANCY LAWN  | PILLOW CASES  | All \$2.00 slippers, nifty styles ..... <b>\$1.73</b>  | BOYS' WASH PANTS   | MILLINERY — MILLINERY  | 50c quality in black only ..... <b>39c</b>  |
| 12 1/2c and 15c quality offered special at this sale per yard ..... <b>10c</b>                                    | To match the above sheets, regular price 12 1/2c. Sale price, each ..... <b>10c</b>                             | We carry a full line of Babies' Soft Sole Shoes and Slippers, all colors. Prices per pair 30c and ..... <b>25c</b>   | In heavy material, regular price 25c. At this sale, per pair ..... <b>15c</b>  | You can save money by buying your hats from us. Ask to see the new chancelier hat. Prices range from \$4.98 to ..... <b>\$1.48</b>   | We have a full line of ladies' and children's hose in all colors. Price range from 19c to 3 pair ..... <b>25c</b>   |
| DIMITY  | TOWELS  | BABIES' MOCCASINS  | WHITE WASH BELTS   | LADIES' VESTS  | BOYS' WASH SUITS  |
| 15c quality at this sale ..... <b>12 1/2c</b>   | Good quality huck, special, 6 for ..... <b>25c</b>  | Per pair ..... <b>9c</b>   | Odd and end sample belts, none worth less than 25c. Special for this sale ..... <b>10c</b>   | Made of good quality lile, sold all over town at 10c. At this sale we offer you 4 vests ..... <b>25c</b>   | Made of good strong material in sailor, Russian Blouse, and plain effects. Price ..... <b>\$1.98 to 49c</b>   |
| CROSSBAR MUSLIN   | TURKISH AND HUCK TOWELS   |  |  |  |   |
| 10c quality per yard ..... <b>8c</b>  | Extra quality, sold regularly at 19c each. Sale price 2 for ..... <b>25c</b>                                    |  |  |  |   |
| WHITE MADRAS  | BED SPREADS   |  |  |  |   |
| Figured, suitable for waists 15c quality per yard ..... <b>10c</b>  | Special at this sale. Ask to see our No. 5 extra heavy bed spread, worth \$1.50. At this sale, ..... <b>98c</b> |  |  |  |   |
| DRESS GINGHAM   |   |  |  |  |   |
| Very good quality, worth 10c per yard. At this sale we offer it to you at, per yard ..... <b>8c</b>               |   |  |  |  |   |

It is impossible for us to list everything that we have marked down for this sale; as always, The Ladies Bazaar never disappoints you. Out-of-town customers please buy their return ticket, as the Merchants' Rebate Association will not rebate fares unless return ticket is shown. Ask us for your rebate sheet after making purchase. Don't forget the date—Monday, May 16, to Saturday, May 21, inclusive.

**BERGMAN & GERSTENSANG, Proprietors**