

# BIG DISPLAY OF SPRING GOODS!

Friday and Saturday, Mar. 26 and 27

**T**HROUGHOUT every department of this store stocks are replete with the choicest and most select showing of Spring Goods it has been our pleasure to offer you. This opening marks one of the most important events on the calendar of our business, for the various lines of merchandise represent the advance styles that will be most popular during the coming season. A visit to the leading markets enabled us to procure from prominent manufacturers their choicest offerings, which are now assembled throughout every section of our store, affording you a wide range of the newest goods from which to make your selections. Come in during this opening and examine the new and beautiful new lines of goods displayed in our store. To make your visit profitable as well as pleasant, we have marked special opening prices on many lines.

## Dress Goods



In this department is all the latest and up-to-date dress goods, such as Silk Crepes, in plain and fancy embroidered for waists and Dresses, prices 25c to..... **\$1.25**

Cotton Crepe, also in plain and figured, priced 12 1/2c to..... **25c**

Silk and Cotton Poplin, all new shades of Sand, London Smoke and Belgian Blue, priced 25c and..... **\$1.00**

Serges and all kinds of Fancy Materials for dresses

Silk Mulls, in mercerized and fancies, also the shades, priced 25c and..... **50c**

Plain and Fancy Voiles, priced 25c and..... **50c**

Irish linen, India Linon, Voiles, White waistings and every kind of soft fabrics.

Curtain goods and Scrim, in many fancy designs, priced 12 1/2c to..... **60c**

Table Damask, white and colored, in Panzy, Buttercup, Rose, Cloverleaf and Carnation Designs, priced per yard 30c to..... **\$1.00**

A big assortment of towels and toweling.

**Our Notion Department is brimming full of nice Belts, Neckwear, Tippetary Vells, Gloves and all kinds of Toilet Articles.**

**Ready-to-wear Dresses for Women and Children in Plaids and other Colors.**

## Gents' Furnishings

Every article in this department is right up to the minute in both style and quality.

**Arrow Collars 15c, 2 for 25c**

The Madras, Marbly, Standish and LaSalle are leading styles.

**Soft Neglige Shirts \$1.00 to \$1.50**

In many fancy and plain patterns that appeal to the tasty.

**Fancy Ties 35c to 75c**

Polkadot, Stripe, Old Rose, Lavander, Belgian Blue, Green and Blue Brocade, all leading styles and colors.

## The Famous Swan Hats



In the Stetson Block, Raw Welt edge Brim and are the latest creations known; The Felton, Ivory Keith, Climax, Vulcan and Blackstone are right in the front for only **\$2.50**

The Dainty, Decoe, Blackstiff are the latest for **\$1.50**

Many shapes in the fancy Straw Hats, high blocks, with narrow brims, wide fancy bands in all colors, also soft brim beach hats. To see them is to want them. Prices are right.

## Hosiery Department

Men's Hose in Fancy Lisle and Silk and of the quality that will give you your money's worth in wear. Priced from 10c to..... **50c**

Ladies' Hose of the style and quality to meet the approval of the most particular uses. Priced 15c to..... **75c.**

## When it Comes to MILLINERY

We have certainly got the goods. New, Nifty Shapes that will be all the go this season.



## Clothing

Clothing of the highest grade. Don't be buncoed by the other fellow's trick. Buy your clothing where you can see what you are getting, and that is backed by a firm that depends solely upon your patronage and who could not afford to bunco you.

We are offering the latest novelty Plaids, Stripe, Invisible Plaids and Serges in the latest and up-to-date styles and weaves and cuts that will wear and make you dressy.

**PRICED \$8.50 TO \$25.00**

## Underwear Department

**Ladies' Underwear  
Ladies' Knit Unions  
and Separate Piece  
Suits and Muslin  
Garments**



Priced  
**25c  
to  
\$1.00**



## Men's Underwear

Men's Balbriggan and Porus-Knit, for comfort and wear.

**Priced 50c to \$1.00**

## Shoe Bargains

Do not fail to visit this department and see the high-class line of nobby footwear we are showing, embracing the most comprehensive assortment and represent the correct styles that will be most popular this season.

Ladies' Society and Mayflower, patent and gun metal Colonial Pumps, Fancy brocade tops; priced from \$3.00 to..... **\$4.00**

Ladies' Greatest and Star Value, in Button, Lace and Pumps for \$1.00 to..... **\$2.50**

Men's Pilgrim and Pluck, in Russia Calf and Gun Metal and English Style; priced from \$3.50 to..... **\$4.50**

Nut Cracker and Pace Maker, in Kid and Gun Metal; priced from..... **\$3.50**



**Misses' and Children's  
Star Value and Foot Cul-  
ture, Priced from  
75c to \$2.00**

We are in this business to stay and it's to our interest to offer to you goods up to the standard in style and quality and that is what we are doing in this opening. It matters not if you do not buy a penny's worth that day, but we want you here, that we may prove our claims and convince you that you do not have to go to the city or send your money away from home to get the latest and up-to-date merchandise. *We Have It.*

**A Satisfied Customer is our Best Advertisement**

**B. F. BEARD & CO., : : : : Hardinsburg, Ky.**