



SPRING OPENING

Formal Presentation of Authentic Spring Fashions---An Event of Supreme Style Importance.

The Spring Opening is the formal introduction of Fashion's favorites in this city by this store, and as such is a happening of great interest to every woman.

We have tried to include in this display every prominent Fashion and style modification; how we have succeeded you will be better able to judge as the season progresses and styles become more fixed. But we can state with decided emphasis, that every article of merchandise we have assembled for this season, has been most carefully selected from eastern and other recognized style and trade centers. The dominating idea in mind when making these selections was to assemble such merchandise as would meet your preferences, as well as being in accord with prevailing Spring Fashions.

The lovely freshness of every garment, the crisp newness of the styles and above all the high standard of quality up to which every article of merchandise we have gathered measures—all combine to make this Spring Opening a notable style-event that you should bend every effort to attend promptly.

The exhibition and our special store decorations will be maintained at its height two weeks, April 13th to 27th.

You are cordially invited to attend and we earnestly desire your acceptance of our invitation

Lightweight Spring Coats in an Interesting Display.

The styles of the new Spring coats are now fixed and definite and you'll readily admit that they're well worth the most flattering admiration. Serges, Whipcords and fancy mixtures are the chief materials. Broad collars will be noted on nearly every style; while "set-in" sleeves pretty generally prevail. As for colors, you'll find most any one you desire represented in our assortment.

You can see "Spring" in every line of these waists.

We haven't attempted to feature any one line, but all sorts are amply represented. White waists, of course, are here in a profuse array, comprising an endless variety of models and styles. Every taste preference will be easily suited in this splendid gathering. Surely your Spring wardrobe demands many new waists, so you cannot help but be interested in this comprehensive assemblage. Be sure to come during opening days while the showing is at its best and newest.

New Corsets that Mould the Figures Into Proper Lines.

Here's a corset display in which every woman is certain to be even more than usually interested. The fashionable garments demand the graceful "straightline" figure—extremely narrow hips and a general absence of "angles." The corsetier has anticipated these styles, and our corsets are designed to mould any figure into the fashionable lines, without discomfort. Many new appliances make for greater comfort, hygiene and durability than corsets have ever before possessed. Let us demonstrate how satisfactorily we can fit you in a new corset. There's a model here for every shape and a size for every figure.

Sheer, Crisp and Dainty New Muslin Wear.

Special attention is directed to this display, for it is one of the largest and most attractive ever seen hereabout. A vast assortment of fresh, new undergarments is here in a host of different styles and models to conform with prevailing fashions in outer garments. Qualities are all of the most dependable, fit is flawless and workmanship is of the highest calibre. As for the prices—well, we only ask you to come and see for yourself. You cannot help but concede that such superlative muslinwear has seldom, if ever, been exhibited here for such reasonable prices.

Dress Goods and Silks---A Display Without a Peer.

You'll not be able to resist the appeal of this marvelous array of handsome dress fabrics. It's by all odds the largest we've ever shown. Serges, and mixtures promise to be the favorites, so our assortment is replete with them. In silks, chiffon taffetas, messalines, etc., have the call, and they are here in broad array. We have chosen these dress fabrics with the utmost care, so that only the good, dependable qualities are represented. Yet prices are notably reasonable.

Trimnings---An Exceptionally Fine and Extensive Showing.

If you seek the latest information on what will be popular for dress trimmings, then you assuredly want to see the assemblage displayed for this opening exhibit. Especially prominent are beads, fichus, etc., while fancy braids, buttons, fringe ball trimmings are here in abundance. As is usually the case, spring colorings are more subdued and quiet than the brilliant fall hues. There's such a vast choice offered you here for selection that a detailed description is well nigh impossible, we urge you to come on a personal tour of inspection.

As Airy as Spring Zephyrs are These Wash Fabrics.

And there's such an immense diversity, too, from which to make selection that even the most critical woman will have her individual taste preferences appealed to over and over again. There are many novelties represented—clever and original weaves, the like of which have not been seen before. And then all the desirable staple wash fabrics are represented, though the designs and colorings are mostly new. There's a freshness and cleanness about this showing that makes it irresistible. You are sure to be deeply interested in it, so don't fail to come.

New Spring Styles are Here a Plenty In These Laces and Embroideries.

There doesn't exist the woman who can lightly turn her back upon such a brilliant assemblage of laces and embroideries as we've gathered for this season. There's such a multitude of lovely styles—more than we've ever before offered in a single showing. The workmanship and needlework of these dainty materials are flawless, while the patterns are so new and attractive. To give a detailed description of the most desirable styles would be impracticable. You must see this display personally in order to realize its extent and scope. Come! You'll find that prices are as tempting as the laces and embroideries are beautiful.

Particularly Fashionable Neckwear for Women.

The new Spring styles are here in a bountiful profusion. Small flat pleated and side jabots have already shown a marked demand, while bows with lace trimmings and innumerable other novelties make strong bids for your favor. No small dress accessory so adds to the freshness and attractiveness of a woman's appearance as a dainty well chosen piece of neckwear, and in an assortment so comprehensive as ours, you will find many novelties that will precisely strike your fancy. Come and see for yourself.

Gloves and Hosiery a Notable Spring Showing.

One would hardly expect such an elaborate gathering of new styles in gloves and hosiery as will be found in this important opening display. In hosiery the new assortment is especially unusual, for it comprises a score of entirely new lines light in weight, dainty, filmy and gauzy stockings made particularly for spring and summer. Gloves are here in light weight kid and fabrics, the assortment being broad enough to permit every woman finding her exact size in the very glove or stocking she desires. The price range is broad in its reach, and covers a wide range of moderate costs.

Little Folks Have Been Remembered.

Here you will find every sort of apparel for young people and styles change are just as distinct in these lines as in the apparel for older folk. Many of the suits for instance, are modeled precisely after popular new fashions in suits for women, although a few deft artistic touches give them the grace and charm of youth. We are catering especially to the mother who cares as much for her children's apparel as for her own, and we have therefore gathered an exceptional stock of children's apparel—exceptional from the standpoint of style and quality as well as from the equally important standpoint of moderate prices. We urge you to come and judge for yourself.

Our Spring Footwear Is All You Could Ask of It.

As dainty and shapely as these models are, not a jot of comfort or serviceability has been sacrificed to make them so. Foot-ease, durability and graceful style are combined in a way that nearer approaches perfection than any shoes you've ever worn. A host of new and chic models are represented, in every popular new leather. We ask you to take especial notice of our showing. Every style, width and size represented. As for prices, you'll find them uniformly moderate.

A Lavish Gathering of New Suits.

So charming and so becoming are the new models that you will be sure to be delighted with them. Distinctively different from all that have gone before, they still bear many characteristics of last season's fashions. The jackets are for the most part straight cut though many nobby cut-away styles figure prominently in the list of favorites. They are short in length—24 to 26 inches being the most approved. The skirts show novel tunic effects, while some are embellished with trimmings on the sides. Serges, Whipcords, Bedford, Novelty Fabrics, Etc., are among the predominating materials, while the most popular new shades are blue, white and tan.

Wilcox Department Store.