

We like our new name

HOVLAND-SWANSON CO.

Do you like it?

Announcing for Monday Morning, 8:30

Our Sixteenth Annual Anniversary Sale!

1910 **Sardeson Hovland Co** 1926
 SMART WEAR FOR WOMEN
 1222-1224 O STREET

The Oldest ——— The Largest ——— The Best Women's Shop ——— Lincoln's Fashion Center

\$6.95

Will buy odds and ends in Silk Dresses that were up to 19.50.

All Suits at 1-2 Price

Our Anniversary Sales Occur in May

THEY have become an event for us—and are looked forward to by thrifty, economical shoppers; also coming at a time when you want Spring Garments. This is house cleaning time for us on all Cloth Suits and Coats, odds and ends, also all slow selling garments—all will be priced for quick selling. The Hovland principle is:

- the Most in Quality
- the Most in Value
- the Most in Style
- the Most in Satisfaction

"Trade Where Your Dollar Buys a Dollar's Worth."

\$9.95

A quick selling price on special group of regular 19.50 and 24.50 Dresses.

All Suits at 1-2 Price

All of Our Wonderful Coats and Dresses Discounted

There will be no exceptions whatever. During this Anniversary Sale week our Spring and Summer Dresses will be on sale at 1-3 off, this week only.

Over 750 Wonderful

Dresses

In This Sale at

1/3 off

All Dresses under 39.50 are in special groups. That means you get our specially selected fashion outstanding style at 1-3 off. The price range is from 45.00 to 195.00 at one-third the regular marked price.

No Discount on Beaded Dresses.
 All Sizes 14 to 44—2nd Floor.

Over 400 Splendid

Coats

In This Sale at

1/2 Price

Just half the marked price

These Coats range in price from 19.50 up to 129.50. Silk Coats 1-3 off.

Get your Spring and Early Fall Coat now.

All Sizes from 14 to 44—2nd Floor



Anniversary Sale of

Lovely Dress and Sport Hats

\$1⁰⁰ \$2⁹⁵ \$4⁹⁵

These are remarkable Hat values for immediate wear, they will be sold out quickly.

\$5.95 Corduroy

Bath Robes

To Close at

\$2.95

\$2.50 genuine and original

SMOCKS

in this sale at

\$1.95

Please note, choose carefully as this store does not exchange, take back or credit sale garment—We put on sale for final selling only. None sent on approval, C. O. D. or lay-away. All Sale Final alterations extra.