

Boys' Style Exposition

on our Great 2d Floor



Children's clothes are usually sold by virtue of penny-splitting prices. This store is just as proud of its ability to outfit the youngster in "classy" clothes as it is to outfit its men patrons—because the sales do not run into such large sums is no reason for being careless. We are mighty particular about the kind of clothes we sell for little fellows and mighty particular how we sell them—that's why our Boys' Dept. is in such high favor by parents who know clothes styles and clothes values.

OVER 5,000 SPRING SUITS FOR CHILDREN AT \$1.50 AND UPWARDS

While you are looking at other things take a peep at our Juvenile Haberdashery and Headwear Dept. on the second floor. This store thinks the little fellow is entitled to an exclusive department where the selling of waists, hosiery, neckwear, caps, hats, etc., is of prime importance.

THE NEW STORE King-Swanson Co. 16TH & HOWARD STS.

THE HOME OF QUALITY CLOTHES

While our immense showing of spring clothes comprises every feature of

Genteel Stylishness

that a high class store could commend to an appreciative public it is not upon the stylish appearance of our garments that we lay the most stress, but rather, upon their quality, and the extreme moderation of their pricing.

A suit or overgarment may be extremely stylish when new but if it is deficient in quality of fabric and making the stylishness is soon transformed into shabbiness

Quality clothes never become shabby and the style is a lasting attribute—we are "sticklers" for quality.

Our clothes possess permanent style and we invite you to see them

You'll like them, you'll like our store, you'll like our prices; you'll like our assortment and you'll like the way we treat you whether you look or buy—You'll never regret the day that made you acquainted with this store—Try it!

MEN'S SPRING SUITS

The suits we show for spring are all 1909 models—they range from aluminum grays, through greens, modes and tans to beautiful plain and fancy serges. The fabrics are both imported and domestic weaves and the styles are above criticism—not at all like those shown by the average clothing store.

\$10 to \$35

MEN'S SPRING HATS

Lots of men wonder why our hats appear to so much better advantage than those of other stores at similar prices. We sometimes wonder at it ourselves, although it is probably due to the extreme care used in their selection and to the fact that we price them to gain large patronage rather than large profits.

\$1 up to \$12

OUTER GARMENTS

The overcoats we show are unusually attractive—they are stylish yet unobtrusive and they are shown in a variety that will surprise any who has ever sought a similar garment in stores of lesser magnitude and of course every store has some raincoats, but they are not the kind we show, besides all the staples we've many novelties quite ordinary.

**Rain Coats \$10 to \$35
Top Coats \$10 to \$28**

SPRING HABERDASHERY

This store's Haberdashery Dept. leaped into immediate favor among men who are a bit "finicky" about the little things. Our Spring lines add to the prestige gained with our fall showing—our Manhattan Shirts at \$1.50 up and our E. & W.'s at \$2 up are as near shirt perfection as it is possible to procure, and our Neckwear at 50c and \$1 is calculated to please men who want things exclusive. Lots of Handkerchiefs, Hosiery, Underwear and Fancy Vests, too!

YOUNG MEN'S SUITS

Young men—boys who have passed the knee pants age—should see how well we have looked after their wants. Usually the young men's dept. is considered a side issue—most stores seem to think "loudness" is the essential feature to attract young fellows—we taboo "loudness" but we emphasize "youthfulness" in our selections for the big boys.

\$5 to \$33

MEN'S AND BOYS' SHOES

In no one dept. of this store has our effort to offer superior merchandise met with more hearty approval than in our Shoe Dept. Every day we hear laudatory remarks about our footwear and never a word in disparagement excepting, of course, remarks by persons interested in selling shoes in other stores. We've the "niftiest" oxfords in town at \$2.50 to \$5.50, shoes too, and shoes for the little fellow offer sure savings to the parent.



Half Minute Store Talk

"Come-Back" is a name sarcastically used by some salesmen in referring to a customer they couldn't sell. It originated as the result of the difficulty experienced in many clothing stores by customers trying to evade buying what the salesman insisted on selling. To escape from such stores, customers sometimes resort to various pretexts such as "I'll look around a bit and come-back," hence the name "come-back." Our salesmen don't use it. The only "come-backs" we hear of are the ones who bought Fall clothes here and are now coming back for Spring clothes. Lots of these "come-backs," however.

Fashion's Tendencies

General Aspect in the Drift of Styles for Women Folks Indicates Changes in the Mode of Dress Along Lines Less Complex in Detail but Effective in Appearance.

THE practical fashions for spring, 1909, will show the decided change either in garments or fabrics from those that were the vogue at the beginning of last season. The outlines of garments will remain practically unchanged. Makers have introduced certain innovations, of course, for no stronger reason, seemingly, than to try to supply a different touch to style or design, but as far as radical or even important changes is concerned, there is none. The basic idea of the season's fashion is the classic or Directoire style, which have ruled during the last season, to which is now being added a new note in the adaptation of the Mediaeval styles. In garments, styles that so strongly brought out last fall are still holding sway. It is true that numerous changes and decided innovations have been introduced, but in all lines of new merchandise the influence of the picturesque Directoire and Empire periods are still felt. Much has been done in eliminating the undesirable and extreme features, which the extremists of fashion attempted to popularize last season, and the styles now being developed from the basic Directoire are at once practical, generally becoming and pleasing to the eye. The garment fashions for spring, 1909, are all built on the slender figure outline. All curves and roundness are still banished. Shoulders are narrow and square, backs are straight and flat and hips are hidden under cleverly designed and made garments. Outer garments hang loosely, but gracefully from the shoulder, and skirts, whether cut high or in normal fashion, have the effect of falling in straight lines from the bust. The most pronounced feature is the close-fitting long sleeve, which either falls over

trate: One has only to note the care with which the fine serges are woven and the beautiful construction of the veils and the wavings, with their crisp and resilient qualities, to get a fair idea of the spinning triumphs which the Directoire mode has accomplished. Serges were never as perfect in construction as they are today, and this is directly due to Directoire styles. The distinct chevron weaves, satin effects and plain colors constitute the available construction; the prominent favorite being the plain and self-stripe satin effects. Fashion's influence is also seen in the wide use of such diaphanous fabrics as fillet nets, voiles and velvings. Voiles and velvings are a staple place in dress fabrics and their usefulness is largely increased in the introduction now and again of new constructions. Mohairs are a factor to be considered in dress goods, but they have adapted themselves because of their beautiful finish and flexibility to the prevailing fashions in tailored garments, and they will be seen this season with less of luster than they had before.

In compliance with the modes, silks, of course, largely carry a satin finish, even when the fabric itself is of rough construction. Satin is fundamentally a Directoire requirement. Fouillards, for example, find their popularity due in largest measure to the Directoire idea. Shantung is light in construction and satiny, and taffetas are useless unless in chiffon finish, except such as will be used for suits of tailored construction. When we say that the wash goods of the season look like the silks in make, pattern and finish, we tell the whole story. Silktungs, fouillards, poplins, chiffons, messelines, etc., are all limited in wash goods to meet Directoire needs, and the heavier weaves are used for the tailored suits.

Summing up the situation insofar as dress goods, silks and wash goods are concerned, plain and semi-plain fabrics are fashion's favorites for dressy wear, and beauty of finish and durability are their prime requisites. The many yarn-dyed, woven and printed novelties give unusual interest to the lines that will enter into the construction of street suits. Perhaps nothing emphasizes the season's novelties as much as the new trimming. The popular laces are the heavy linen cluny and Irish varieties, which form a bold and effective contrast to the fine textiles and nets with which they are used. In trimming there is more than a suggestion of barbaric design and coloring. Bold color contrast, the wide use of metallic and jeweled effects are pronounced features of the new trimmings for spring. No special period seems to have been drawn upon, but all ages and climes seem to have supplied the designer with ideas. Besides the crude Bulgarian and Hungarian embroideries there are the bright coloring and much use of gold and silver of the more oriental designs.

Austria, Turkey, Persia and India have contributed their peculiar designs and oriental coloring to the new trimmings. With all this trimming there is no danger of next season being an inartistic, overdecorated one, for these trimmings are used in touches on coat collars, cuffs and here and there a bit of ornamentation on the costume and dress.

In millinery this same barbaric trimming is also to be seen, but a great deal of skill and art is displayed by designer and trimmer in handling this trimming. Cabochons and other ornaments and here and there a bit of hanging will show these designs and high colorings.

Corsets and Accessories

Corset Models Made on Lines to Accentuate the Slenderness of the Light Figure and to Correct and Suppress the Large Figure—Corset Accessories Employed.

AS THE foundation of the costume, the corset receives more than passing attention at the opening of a new season. Fashion still holds to its dictum that the figure for the coming spring should be slyph-like; therefore is the corset called upon as a "first aid" to accentuate the graceful lines of the slender woman and to correct the faults of the woman too generously endowed with embonpoint.

The slender woman is still built on the same lines that have become popular the last few seasons, with exception of the lower bust. The high bust corset has not found much favor, for the full bust woman's figure shows better lines when a low bust corset is worn, and when the bust is too large, the brassiere corrects that fault. The slender woman, for whom the high bust corset was intended, finds it much more comfortable to wear a low bust corset, with some accessory to correct the flatness over the chest.

Long Hip and Flat Back Models.

The long hip and straight, flat back models are the correct corsets for spring. The length of the model is left to individual taste and need. Some models are cut extremely long in the back, while other models, in connection with the long back, are cut low over the hip, so as to hold in the front and sides of the limbs. The lace front models are especially adapted to flatten the back and distribute the flesh evenly over the abdomen and hips. Back lace corsets, however, are holding their own for general popularity. Corset models with special combination appliances for reducing and holding superfluous flesh in subjection are shown in limited numbers, for most of the models are so made now that they can easily correct an ordinary fault.

Battiste is the popular material for the summer corset, although the light weight French coutil is worn all the year round. In large sizes especially are the coutil good for summer, as they will stand the strain of lacing much better than the sheer batiste materials. There is also a wider showing of the brocaded materials, which are always favored for summer wear. So well are the new corsets made, boned and cleverly gored, that for ordinary wear there is very little strain on the material. Whalebone and whalen are the boning mostly used; only the cheapest of corsets are stayed with steel.

Brassieres and Other Accessories.

To be well corseted, the up-to-date woman must also buy the numerous corset accessories, without which the corseting is considered incomplete—the numerous brassieres for the too full bust, extra hose supporters to hold the corset flatly over the abdomen and hips, and the various bust pads for the too slender woman. No other part is used now that the slender woman holds the center of the stage. The bust, however, must be full and well rounded, and while the numerous bust frills were good when bodices were bloused, the

ness in, the bust forms are padded and shaped to correct the flatness of the chest. Among the novelties of the accessories of dresses are the colored embroideries and wash trimmings, the wide use of the heavier laces and the wider showing of hair ornaments. The severely cut garments also call for a greater demand in jewelry. Long neck chains, curiously designed scarves and other ornamental pendants, bracelets and drop earrings are shown in numerous metal and jeweled effects and are favored by votaries of fashion.

GOT THE NECESSARY CALL

Clever Boy in Search of a Job Makes the Boss Come Across.

Walter Biller tells the following story of a hardware store in St. Louis, which advertised for an errand boy. As it happened, the boss was talking to a customer when a boy came in. Thinking he wanted to buy something he excused himself, and going over to the boy asked him what he could do for him. The boy told him that he came in answer to his advertisement and asked for the job. Well, of course, the boss got mad by

being disturbed while he was talking to a customer. He said to the boy: "You go outside and walk a block. If I call you back, why, I will hire you; if I don't, why, you just keep right on walking."

The boy did as he was told, but, going out, he picked up a shovel that was standing near the door, put it on his back and started down the street.

Before he had gone ten feet away the old man was after him yelling: "Come back! Come back!"

The boy came back, took off his coat and asked where he wanted him to work, downstairs or upstairs, or where.

The man took one good look at him and said: "I guess I'll hire you. Never mind putting your coat on. Start right in!"—Judge.

Joe's Mistake.

Little Joe's knowledge of natural history had been acquired mostly indoors, and when in one of his earliest excursions to the outdoors he discovered a small box tortoise he excitedly made a capture. "Mamma, mamma!" he cried, "look here; I've found a wooden box!"

Easter Flowers.....



We have a nice lot of potted plants in bloom for Easter such as Lilies, Azalias, Lilac, Bongenvillia, Stocks, Cineraria, Hydrangeas, Primulas, Hyacinths, Lily of the Valley, etc., pretty Ferns and Palms—Cut flowers we have the largest assortment such as Roses, Carnations, Lilies, Hyacinths, Daffodils, Jonquills, Tulips, Sweet Peas, Violets, Lily of Valley, Freesia, Daisies, etc.—All our own grown stock, fresh cut every day, absolutely fresh—at the lowest market price.

Ness & Swoboda

WE ARE SHOWING an unusually fine line of SPRING CLOTHING

in Two and Three-Piece Suits, Cravenettes, etc. The Spring Styles in Hats Were never more beautiful than this season's productions. The latest novelties in Neckwear. We invite inspection.

PEASE BROS. CO. 1417 Farnam Street