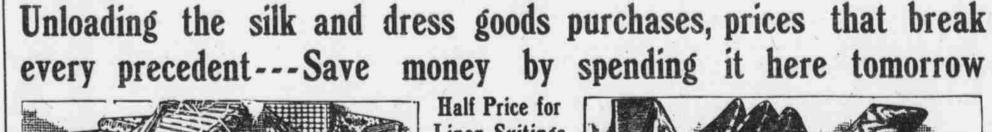


The well known Alland Bros. hats, hundreds of them direct from New York. These hats have for years maintained a reputation as the most fetching styles in the trade. The ones in tomorrow's sale are no disappointment. They are shown in a world of variety-large, medium and small shapes-in the newest straws. More prtistically designed with flowers, ribbons, ornaments, etc.-especially suitable for



10c

fine 25c goods and come in a wide color range; priced especially for this sale





Linen Suitings immer's most wanted materials, in every popular ternis, in every popular shade; strictly all pure linen, and 36 inches wide. Plan to fill your require-ments this week while the supply lasts. The 50c kinds, at. per yd.



Never did a spring season open up with brighter prospects in the dry goods trade. Manufacturers, jobbers and retailers were very optimistic, and made heavy purchases in anticipation of a great trade expansion. But it was all for naught. The fickleness of the weather all season has changed conditions. Goods failed to move at a profit, throwing great silk and dress goods houses into a frenzy. The outcome is reflected in our advertisement today. Merchandise, the very goods people want right now, at prices such as have never been heard of before. There's an upheaval in the silks and dress goods here that will arouse your bargain instinct to the highest pitch. Tomorrow will be the day of all days for rich economies.

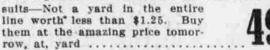
New Silks at one-third Value-15,000 yards new bengalines, fancy dress taffetas, plain messalines, fancy louisiennes, checked silks, pretty plaids, hairline stripe silks, cream peau de sole, white line stripe silks, cream peau de sole, white wash silks, etc./ all new, 1910 silks for 29C spring, and 75c quality, now at

In Wash Goods Section-Linen finished Suiting; tan shades only, with white stripe; for suits, for dresses and for boys' waists; 28-inch, fast colors; 2¹₂c 25 pieces of fine, 15c goods - Sale price -now at

19c

The Wonder Bargain In Silks-This purchase includes all the wanted silks-36-inch Cashmere de Soie in copen, grey, tan, lavender, etc.; exquisite \$1.50 goods-Pongee Silks; new diagonal pongees and the ever popular Shantungs, worth \$1.00 and \$1.25-Imported Chiffons; bordered effects; Marquisettes; exclusive \$2.50 fabrics-\$1.00 Foulards and Showerproof Silks, in handsomest colorings and patterns-Colored Wash Taffetas, for long coats and dresses - 27-inch - All, per JJU

1,675 Fine Wool Dress Lengths-The entire house stock of a big New York jobber-All the 4 1/2, 6, 7 and 8-yard dress goods lengths of the season's new fabrics. Not a single new weave or shade is omitted -Fabrics that have been purchased by the best tailoring establishments in America for their better suits-Not a yard in the entire



\$1.50 and \$2.00 Dress Goods, 69c-All wool and silk

