

A Sale of Model Suits, Gowns and Coats

White Pumps and Boots Beautiful Styles for Present Wear



IN A SEASON of beautiful Footwear, these are some of the most exquisite we have ever had the pleasure of showing.

Women's White Kidskin Colonial Pumps, with large tongues and square buckles, welted and stitched soles, white welting; covered Louis heels \$4.95
 Women's White Nile Cloth Lace 9-inch Boots, light turn soles; plain vamps with covered Louis heels..... \$4.95

Main Floor, Rear.

N. B.—This is one of the largest Shoe Departments in this section of the country and one of the most complete in point of stocks and service—Every good type of Shoe is here—we care for your Shoes with a special shoe shining service.

BILLIKEN SHOES for children are our idea of perfection—The Shoes that conform to the shape of growing feet—the Shoes without a nail—the Shoes that are flexible and are soft and comfortable for little feet. COME IN AND SEE THEM IN THE SPECIALTY SHOE SHOP FOR CHILDREN.



At Remarkable Reductions

FOR MONDAY we announce a Sale of Extraordinary Character. Everyone who has viewed these beautiful creations at our Openings will realize what a reduction sale of these garments means.

Every garment distinctive—every garment superb in style, coloring and fashion lines—every garment constructed of superb materials and finished in a masterly manner.

Model Garments, If You Please, at Remarkably Reduced Prices

Many are reproductions of Imported Styles—the items we mention are but a few from the wonderful assortment. BE SURE TO COME EARLY. This yearly event never fails to bring a throng to the Apparel Store.



\$3.00 and \$3.50 Jersey Silks, \$1.59

One of the Most Popular Fabrics

THIS IS A VERY remarkable offering—Jersey Silks were never so popular as they are now. For skirts, coats, dresses, blouses, petticoats, etc.

There are 38 and 40 inches wide, extra heavy All Silk Jersey, in the newest and most wanted colorings of the season; plain and stripes to match.

36-inch Chiffon, Taffeta and Satin Messaline, \$1.00

A very unusual announcement. Beautiful Silk in a rich collection of new colorings and very special at this price, \$1.00 a yard.

36-inch Imported Swiss Radiant Satin, \$1.95.

In the new double faced effects for the new Summer Coats; very rich, lustrous finish; splendid weight; beautiful colorings; sells everywhere for \$2.95, now \$1.95 a yard.

40-inch Imported Chiffon Taffeta, \$1.50.

Very soft, lustrous finish; suitable for the new coats, skirts and dresses; in plain and changeable street shades; worth \$2.25 and more, a rare bargain at \$1.50 a yard.

White Sport Silk, \$1.25 to \$3.75.

One of the most popular of the wanted fabrics of the season. We are prepared to show the largest and most comprehensive assortment of these beautiful Silks in the West; including the new Sport Satin, Rookie Silk, Khaki-Kool, La Jerz, Shantung, Sports Crepes, Wash Satins, Shanghai Duck, etc., a yard, \$1.25 to \$3.75.

Main Floor, Aisle of Silk.

Hand Made Filet Lace And Irish Lace Trimmed Blouses



Laces have come into their own again this season. Filet and Irish Laces are extremely fashionable. We are extremely fortunate in being able to offer an exceptional stock of these Beautiful Blouses, because these Waists, in exact ratio of their popularity are becoming very scarce.

Both the Filet and the Irish Laces are extremely beautiful and make fascinating Blouses.

Colors are White, Flesh and Pink.

\$10.00 to \$25.00

Second Floor

Draperies and Curtains New, Crisp and Charming

Curtain Materials, Velours and Velvets. Tapestry for Upholstering, Sunfast materials for hangings, Scotch and Filet Nets, Marquissettes, Voile, Fancy Scrims, Imported and Domestic Cretonnes, etc. Remarkable Assortment of Fancy Scrims; colored and drawn work borders; extra special, at a yard 15c
 Beautiful Assortment of Muslins, Voiles and Nets, plain and fancy; extra special, at a yard 19c
 Beautiful Assortment of Nets, in new effects, white and beige; extra special, at a yard 49c
 Large and most complete line of Cretonnes, new patterns and colorings; special, at a yard 27½c
 Most charming assortment of Cretonnes; a pattern and coloring for every purpose, special, at a yard 35c
 Beautiful Assortments Filet and Scotch Nets, in white, ivory and beige; extra special value, at a yard 69c

Brass Curtain Rods,
Extra Special, 5c Each

Just received, a beautiful line of Lace trimmed Filet Net Curtains, in white, ivory and beige, extra special, at a pair \$2.98
 Large assortment of Oil Window Shades, 3x6 size, extra special, 49c each.

Third Floor.

Rugs at Modest Prices

Tapestry Brussels Rugs, a large line in beautiful patterns. This is a very popular and good wearing rug. We give you the choice of our entire line, such as Empires, Saranacs, at \$16.75
 Seamless Axminsters. Including Sanforss, Beauvais and Smiths, Yonkers and Carlotons. These are all well known rugs and retail up to \$37.50, on sale at \$27.50
 Seamless Velvet Rugs, a beautiful line of splendid patterns suitable for any room in the house. Rugs worth \$35.00, on sale at \$24.98
 Nonpareil Chenille Chamber Rugs. A very beautiful rug, especially suited for Chamber. Colors, blues and grays, in Key, Colonial and French borders at the following prices:
 4x7 size, regular price \$9.00, sale price \$6.50
 36x72 size, regular price \$5.50, sale price \$4.25
 30x60 size, regular price \$4.50, sale price \$3.00

Third Floor.

Domestics at Lowest Prices Very Substantial Savings on These

Here are the fabrics that you will have extensive use for during the weeks and months to come, for the making of dresses, aprons, etc. We are ready with complete stocks at prices which will put money right back into your pocket-book.

The Genuine Toile Du Nord, Bates and Amoskeag Dress Zephyrs, in this season's newest styles; off the bolt, for Monday, at yard 12½c

Beautiful 36 and 40-inch Woven Stripe Voiles, sheer crisp, dainty fabric, fast colors; regularly 25c, Monday, at a yard 19c
 Sport Suiting, new season's stripes and plain shades; extra heavy; for outing, golf and tennis shirts; Monday, a yard 15c

The Genuine Everett Classic Dress Ginghams; the wonderful fabric in all the pretty nurse stripes and fancy checks; Monday, a yard 12½c

Charming "Leader" and "Spray" Voiles; most favored fabric, in choicest season's printings and very dainty; Monday, a yard 15c

36-inch Best Grade Dress Percale, light and dark grounds; mill shorts to 20 yards; Monday, choice, a yard 12½c

The Genuine "Claremont" Dress Batiste, sheer quality; neat stripes, dots and figures; for children's summer frocks and aprons; Monday 12½c
 36-inch "Leno" Tropical Suitings, all the new sporting shades, for outing, tennis, golf and yachting suits; Monday, a yard 25c
 27-inch Cable Cloth; this remarkable suiting in all the wanted neat checks and stripes for boys' waists, children's rompers, undershirts, etc.; on sale Monday, at a yard 15c
 Beautiful Fancy Sateen "Bookfold," highly mercerized, neatly printed in figures and stripes; for lining wrappers and kimonos; value 25c a yard; Monday, at a yard 19c
 32-inch Woven Madras and Dress Zephyrs, beautiful plaids, checks and stripes, all fast colors; regularly 19c; Monday, at a yard 15c

Beautiful "Cordele Printed Organdies." This sheer summer material in handsome printed, neat florals, figures and fancy stripes; regularly 15c; Monday, at a yard 12½c

Basement

Stone Blue Gros de Londre, silver and bead embroidered; reduced from \$198 to **\$98**
 Taupe Faille Taffeta, Australian Chinchilla collars and cuffs; reduced from \$165 to **\$95**
 Navy Gros de Londre, silver embroidered and braided; reduced from \$149 to **\$75**
 Navy Serge and Gray Silk Jersey, 3-piece suit; reduced from \$85 to **\$59**

Navy Gros de Londre Taffeta Suit, navy and white trimmed; reduced from \$139 to **\$75**
 Sand Taffeta, stitched Tricotine, with band collars and cuffs; reduced from \$165 to **\$95**
 Navy Poirat Twilled and white broadcloth Soutache, reduced from \$125 to **\$98**
 Sand Poirat Twill, braided, emerald trimmed; reduced from \$125 to **\$69**
 Poirat Sport Suit, navy silk coat, white Bedford skirt; reduced from \$67.50 to **\$49**

The Evening Gowns

Black Sequin and Lace Gown, gold embroidered; reduced from \$225 to **\$150**
 Beige Filet and Georgette Gown; reduced from \$135 to **\$98**
 Poirat Silver Cloth, rose trimmed; reduced from \$98.50 to **\$69**
 Black Net, jet banded, emerald trimmed; reduced from \$98 to **\$65**
 Jade Georgette, Sequin trimmed; reduced from \$75 to **\$55**
 Flesh Georgette, bead band trimmed, reduced from \$95 to **\$69**
 Joseph Model Afternoon Gown, Copen Brocade Gros de Londre, reduced \$125 to **\$89**
 Crystal Beaded Navy Georgette Afternoon Gown; reduced from \$98 to **\$69**

Evening Wraps

Taupe Satin, gold lined and gold embroidered; reduced from \$150 to **\$119**
 Black Satin, gold embroidered wrap, reduced from \$145 to **\$100**
 Kolinsky Trimmed Gold Jersey Coat; reduced from \$125 to **\$98**
 White Khaki Kool Jade Embroidered Coat; reduced from \$125 to **\$95**
 Poirat Taupe Satin Fringe Trimmed Wrap; reduced from \$115 to **\$85**

Second Floor

Our May Sale for Babies Offers Most Attractive Values



FOR WEE FOLK we have gathered together an exceptional stock of dainty wear and every mother will be delighted to know that while the assemblage of garments is immense, the prices are exceedingly small.

NOW JUST READ THE PRICES and see if you can afford to miss this sale.

Infants' Mercerized Hose, in pink, sky, black and white, special, at 10c
 Infants' long and short Dresses, regular 79c values, special at 49c
 Infants' long and short Skirts, regular 59c values, special at 39c
 Birds' eye Diaper Cloth, 24x24 inches, a bolt, \$1.25
 Birds' eye Diaper Cloth, 27x27 inches, a bolt, \$1.35
 Infants' Dainty Lawn Hoods, neatly trimmed with dainty laces and embroidery, 50c values, special at 25c
 A complete assortment of long and short dresses, ranging in prices from 75c to \$5.98
 Infants' Wash Hats, in various styles, from 50c to \$3.50.

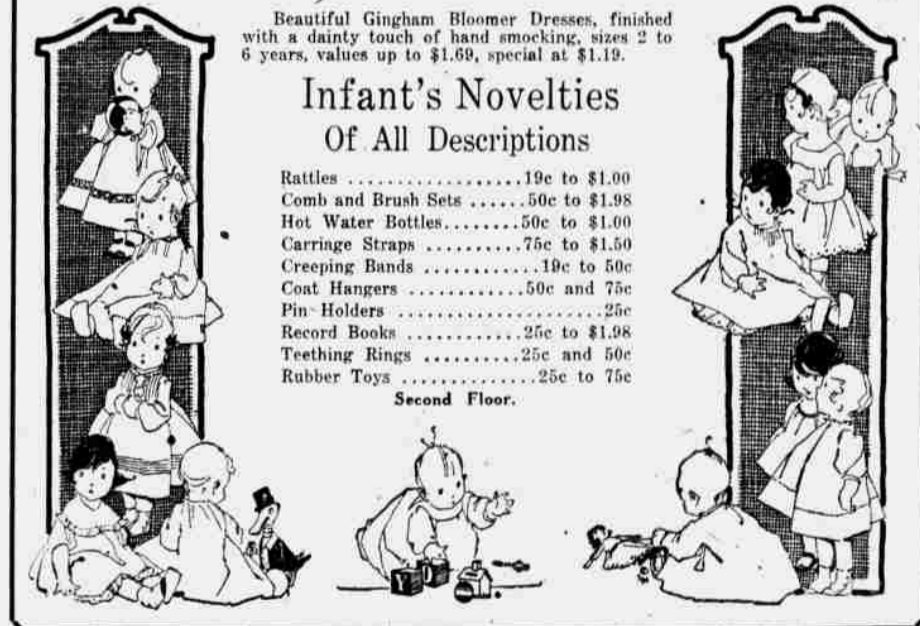
Infants' Flannel Skirts, Gertrude and yoke style, hemmed and scalloped bottom with embroidered sprays, worth up to \$1.00, special at 45c
 A limited lot of Infants' Shoes, different styles and colors, values up to \$1.00, special at 39c
 Infants' Embroidered Pique Carriage Robes, values up to \$1.50, special at 50c
 Infants' Cashmere and Crepe de Chine and Nightingales, trimmed with crochet or embroidered edges, neatly embroidered sprays in pink and blue 39c
 Infants' Vests, wool and cotton mixtures, open front and "Ruben," all sizes, regular 29c value, special at 19c
 Children's Colored Dresses, sizes 2 to 6, in pretty Plaid and checked Ginghams, made up in either long or short waisted effects, regular 75c value, special at 49c

Beautiful Gingham Bloomer Dresses, finished with a dainty touch of hand smoking, sizes 2 to 6 years, values up to \$1.69, special at \$1.19.

Infant's Novelties Of All Descriptions

Rattles 19c to \$1.00
 Comb and Brush Sets 50c to \$1.98
 Hot Water Bottles 50c to \$1.00
 Carriage Straps 75c to \$1.50
 Creeping Bands 19c to 50c
 Coat Hangers 50c and 75c
 Pin Holders 25c
 Record Books 25c to \$1.98
 Teething Rings 25c and 50c
 Rubber Toys 25c to 75c

Second Floor.



Corsets

That Improve the Figure Frolaset Lace Front Models

Corsets that improve the figure are certainly worth more to you than corsets that are merely so much boning and coutil, and for that reason we recommend the

FROLASET CORSETS

They cost no more than the ordinary kind, but are worth more to you. Frolaset Corsets lace in front, perfectly designed to give physical comfort and reflect the new lines of Fashion.

BE FITTED BY ONE OF OUR EXPERT CORSETTIERS and let us demonstrate the Merits of the Frolaset Front Laced Corset.

Splendid Values at \$2, \$3, \$3.50, \$4, \$5 and Upward

FROLASET Corset model for athletic and sports wear; very low top with elastic gore in front at top of Corset; medium long skirt with free hip section; material is plain flesh color coutil; all whale boning \$5.00

Model 4430—Corset for short, stout figures, very low top; bones in front of Corset are just the right length to allow the figure to sit comfortably; material is white coutil; a corset that fits the figure which is hard to fit \$4.00
 Model 2115—A Corset for the young girl; very lightly boned; low top, short skirt \$2.00

Second Floor

New Silk Skirts Are Superb Beautiful Sample Lines

THE FINEST materials shown this season are employed in these Superb Skirts. Silk Jersey, Faille, Black Satin, Tesan, Georgette Satin, Taffetas and Georgette Crepes. Pleated and shirred tops, detachable belts, all the new pockets and ornaments; also embroidered silks. Charming embroidery lends a fascination not to be denied.

Novelty Silks, in colors and black, and the stock of Black Satin and Silk Skirts is particularly attractive. Barrel pockets, the "jupe tonneau" silhouette and every attractive idea that Fashion has tied to this season is embodied in these beautiful Skirts.

Prices are very modest for these splendid styles.

Second Floor

Fine White Goods

High class imported white embroidered novelties, many dainty designs to select from, splendid for Graduation Dresses, 36 and 45 inches, the yard, at \$1.25

White and embroidered lace check Voile, dainty new designs, 38 inches, the yard, at 59c

Finest qualities imported white transparent Organdie for graduation dresses, 45 inches, the yard, at 75c to \$1.75

One Special Item—45 inches, white transparent Organdie, 50c value, the yard, at 29c

Fine quality White Pin-Dot Swiss, which will be much in demand for dainty frocks and blouses; 30 inches, the yard, at 50c

White Novelty Skirting, for suits, separate skirts, middies, jackets, etc.; 36 inches, 45c value, the yard, at 25c

Large assortment of fine white Voiles, in stripes, checks and cords; 25c and 30c value, the yard, at 15c

36-inch English Nainsook, soft finish, pure white, for undermuslins; the yard, at 15c

Imperial Long Cloth, chamois finish, pure white, worth \$2.00 the bolt, of 12-yard bolts, 36 inches, Monday, at \$1.50

Sheer fine white Dimities, in checks and stripes, 28 inches, 30c value, 10 to 20-yard lengths, Monday, at 19c

Colored Wash Goods

Finest quality silk and cotton Crepe de Chine, worth \$1.00 the yard; good amount of colors to choose from this lot; 40 inches, the yard, at 49c

40-inch plain Voiles in every wanted plain shade and white; 50c value, the yard, at 29c

Egyptian Tissue, in pretty plaids, checks, stripes and plain colors; 27 inches, the yard, at 25c

Real Jap Crepe, in wide and narrow stripes and solid colors. Jap Crepe does not fade and requires no ironing. It is just the thing for street and house wear, middies, children's rompers, etc.; 30 inches, the yard, at 35c

Needa Wash Silk and Cotton Dress Goods, in Nile, light blue, black, pink, gold, white and lavender; 26 inches, the yard, at 25c

Printed silk and cotton Dress Fabrics, in white and tan ground designs, with green, blue and red dots; 36 inches, 39c value, the yard, 25c

Windsor Printed Crepes, white ground, 30 inches, worth 22c, the yard, at 12½c
 Ripplette in stripes and checks, fast colors; needs no ironing and used for house dresses, children's frocks, middies, rompers; name Ripplette stamped on selvage; 27 inches, 20c value, the yard, at 11½c

Basement

