

7th ANNIVERSARY SALE!

FOR SEVEN YEARS THIS STORE HAS SOLD GOOD MERCHANDISE AT LOWEST PRICES IN THE CITY.

A MERCHANDISING EFFORT BASED ON GREATER VALUE! Brand New Stocks of finer quality and newest styles just opened—and priced so low that each and every item—positively—presents our greatest savings to you. THAT IS WHAT WE PROMISE IN THIS MARVELLOUS ANNIVERSARY SALE.

Our SEVENTH ANNIVERSARY SALE is a Feast of Values unparalleled in merchandising history. You are most cordially invited TO COME—TO SHARE—TO PROFIT.

COME EXPECTING TO BUY THE GREATEST VALUES—WE PROMISE YOU'LL NOT BE DISAPPOINTED.

Sale Commences on Wednesday, April 29, at 9.30 O'clock

New Spring Dresses
5.97

Guaranteed values at \$12. NEW STREET DRESSES NEW PARTY DRESSES NEW SPORT DRESSES.

Every new color—all new Spring fabrics. Only 300 Dresses in the lot. Don't miss this Sale!

Spectacular Sale Women's, Misses', Stouts

Dresses

Brand New Dresses, all perfect and worth up to \$10.00. **3.97** DRESSES for Misses, for Women, for Stouts.

LADIES! There are but 500 Dresses in this group, which are on sale until completely sold. The values entailed are without precedent—and to avoid disappointment—SHOP EARLY.

Sale Finest Gingham Dresses
1.97

All sizes. Values at \$4.00. Guaranteed fast colors.

Lingette Night Gowns
77c

All new shades. Easily worth \$2.50.

Hundreds of New Hats just arrived for this Sale

FOR MISSES, FOR WOMEN, FOR MATRONS **NEW HATS** OUR GREATEST VALUES.
2.97 3.97 4.97 5.97 6.97

In charming new colors—Hats of beautiful new materials—models and head sizes for every Woman or Miss—models for every occasion. A remarkable purchase specially for this Sale makes possible these low prices.

CORSETS

All sizes. Worth up to \$1.50. Two pairs to each customer. **49c** But 500 pairs, so don't delay—SHOP EARLY.

CORSETS

FOR STOUT WOMEN. Values up to \$7.00. The famous hip-hold Corsets; sizes 32 to 45 inches. **1.97**

A Master-Stroke in Merchandising!
Sale Over 500 New

All the newest shades and models.

COATS

Seldom comes the chance to buy such Coats at so low a price.

9.97 Coats that will surely sell on sight. Don't delay. **12.97**

STOUT WOMEN'S COATS

Finest quality—Polaire, Poirer Twills and Velours; all shades with Navy and Black

16.98

FOR MISSES, FOR WOMEN, FOR STOUTS.

Suits

All the newest styles and shades.

THE GREATEST VALUES OF OUR CAREER.

These Suits are only on sale for the general public and will not be sold to Dealers.

12.97

But another demonstration of our leadership in value giving.

We guarantee to you that these Suits cannot be purchased elsewhere for less than double the amount we ask for them.

A Master Sale of New Dresses

Afternoon Dresses
Semi-Formal Dresses
Street Dresses
Sport Dresses

14.97

A sale that will easily prove that style and quality may be low priced

SIZES FOR MISSES, WOMEN AND STOUTS.

FINER DRESSES

Beautiful Dresses, all fine materials. Wonderful values

23.77

Our most exclusive range of Dresses. "None Better"

31.77

Better Coat Sale!

Plain Coats, Trimmed Coats; all the newest shades. Sizes for Misses, Women and Stouts.

COATS

In every instance these Coats were made to sell at 20 to 40 per cent. more. Our Anniversary Sale alone makes possible these low prices.

The values on these New Coats are as sensational as we have ever known, and when you have seen them you will buy.

17.54

23.77

29.75

35.75

Three Miracle Values!

Children's Spring and Summer Coat and Novelty Sweaters

Ages 4 to 16 years. All the new shades and guaranteed values up to \$2.00.

67c

TOWELS

Finest quality Turkish Towels, large size,

59c per pair

Guaranteed values at \$1.20 to \$1.40; two pairs to a customer.

SALE EXTRAORDINARY.

600 Tricolette Waists
1.09

Every size, every shade, and not one worth less than \$2.00. Two to a customer.

London, New York and Paris Assoc. of Fashion

Ensemble Suits

The Suit you have heard so much about—the very latest styles; made to take the place of dress and coat.

Sizes 16 to 44.

34.75

All the newest shades and materials.

A smart frock—a clever coat—a smart suit—all in one.

Sale of Sample

SKIRTS

Guaranteed values at \$6.00. Every size, every new shade, all new materials, all new styles

3.47