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 is a matrer worth watohing.


## Do You Know That E clusiveness and Magintude Can Go Together?

The example is seen in the fast growing tle-Long departments.

We have now arranged to have our bu of ladies' nifty furnishings, stay in the m kets longer and go much oftener, then keeping in closer touch with th ing fads for women's fancy. Money mab is as much a godly calling as any other to make legitininate profits, is our every ute purpose

| prices that the people themselves are the hest andges both as to price and texture. |
| :---: |
| In one of our Trade Street windows are a hast of chet mats-in sets of 25 and singles. They arp sad be hand made but we did not see them made. They tainly look like hand made goods and at the pa marked are going fast-sets of $25-\$ 10.00$ to $\$ 1200$ Single mats from 15 c to $\$ 3.00$. |

In our Number 5 window on Trate Street is a log
Colored Lawns, in stripes, dots and figura--thys
son's colors are Heliotrope, Alice Bluc, Tans, Girg
Old Rose, etc. The whole lot sells at 10c put vari wo
s better value than you can find

We're not stretching it a bit
day's arrivals of new goods, the
ed Collars and Jabots are the be 50 c . and 65 c .
Jabots, beauties at $15 \mathrm{c}, 25 \mathrm{c}$. and 50 c .

Something that the ladies
We're talking about very
Embroideries and Flouncing
Some of this class of go
went out as quickly-
Now we have more and the
terns we almost hate to part with
you the price and leave
demonstrate their worth.
Wide Flouncings, sheer lawns.
ed $\$ 1.25, \$ 2.00$ to $\$ 3.00$ per yard.
Full Skirt Flouncings and ba
and $\$ 3.00$ the yard.
New Cluny Laces, both linen cotton-you'll buy these on at $10 \mathrm{c}, 121-2 \mathrm{c}$ and


