

NEW CUSTOMER DRIVE

NEW CUSTOMERS

DRIVE

MAY 22nd TO

JUNE 22nd

BEGINNING SATURDAY

MAY 22nd

CONTINUING FOR

30 DAYS

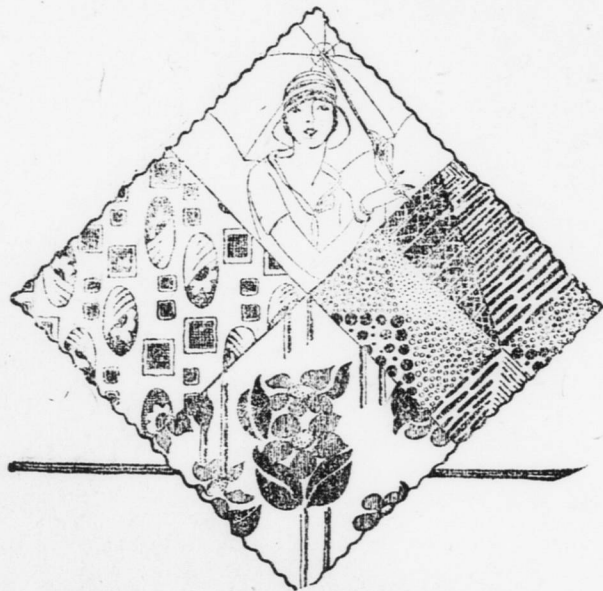
Ready-to-wear and Linery Department

(Second Floor)

EXCELLENT VALUES IN DRESSES AND HATS

THESE TWO DEPARTMENTS HAVE BEEN PLACED TOGETHER ON THE SECOND FLOOR AND WE ARE SURE THIS CHANGE WILL PROVE A MUTUAL BENEFIT AND CONVENIENCE—AS AN INTRODUCTION OF THESE DEPARTMENTS IN THEIR NEW LOCATION WE WILL OFFER FOR THE NEXT THIRTY DAYS, BEGINNING SATURDAY MORNING, MAY 22ND, READY-TO-WEAR REPRESENTING THE GREATEST VALUES OF THE SEASON.

Main Floor
PIECE GOODS DEPARTMENT



SPECIAL VALUE! FOR SATURDAY
SILK GEORGETTE YARD **89c**

We say Saturday, for we know the lot of 250 yards will not last more than one day. This is an unusual purchase. We were lucky in finding this silk Georgette at such a low price. Colors of Rose, Blue, Green, Orchid, Navy, Black and White.

All Silk
COLORED SHANTUNG \$1.48
(36 Inches Wide)

This material is in great demand for immediate use. A very lovely Silk for Sport Dresses. It positively will not fade. You'll see it on display and you will instantly realize it is a rare bargain at \$1.48.

Colors:—Red, Jade, Yellow.

\$3.00 Eleanor Crepe
\$1.95

Colors fast, and colors most suitable for sports wear. Pink, Tan, Blue, White, Orchid and Black.

TUB SILK
RADIUM
\$1.39

Solid Colors and every piece guaranteed fast colors. Elaborate dresses can be planned from this material.

ONE TABLE
RAYONS AND SILKS 79c
(Values to \$1.19.)

\$2.50 PRINTED TUB SILKS \$1.95

EVERFAST
PRINTED VOILES
59c

New and dainty designs. A new material from Everfast this season. Of course it is fast color.

40-in. Two Thread
PRINTED VOILES
48c

In large and small figures. In a beautiful weave. Beautiful color combinations that will not fade.

Sheer chiffon voiles - 98c

PUNJAB
PRINTS STRIPES
25c

Lovely small figures for the Miss or Madam's dress. This price is less than regular. Fast colors.

32-inch
LAD LASSIE
25c

Neat stripes and solids. Especially suitable for Rompers, Blouses, Shirts, Etc.

Summer Styles

MORE THAN ONE HUNDRED BRAND NEW DRESSES SPECIALLY PRICED FOR THIS NEW CUSTOMER DRIVE BEGINNING SATURDAY, MAY 22ND.

PRETTIER DRESSES OF BETTER QUALITY Never Before Shown For IN DEMAND

\$10.00

We are sure you will like them—Beautiful styles, solid colors in soft pastel and high shades—also prints and polka dots in Tub Silks, Flat Crepes and Voiles.

Sizes 16 to 46.

1 models featuring GEORGETTE in New Pastel Shades and Dresses in Sport Shades fashion latest one and two piece effect. They are embroidered. They have real lace trimming—They are madellion ornamented—They have dainty ribbon trimming—They are priced low—quality and smart—considered.

\$29.50



THE VOGUE FOR SUMMER DECIDEDLY DEMANDS

The Type Dresses In This Range

\$19.50

Here are exclusive patterns, specially designed and not to be found elsewhere.

The quality of material is really superb—the workmanship is of highest standard—and the values excell our greatest achievement.

Georgette, Flat Crepe, Plain and Print—Sport and conservative modes.



Of course, see the pretty styles—Different shapes of individuality—Shapes with large brims slightly rolling or drooping. Smartly trimmed in the predominating vogue for summer wear.

YOU KNOW
—DOVE—

Every one of these garments bear the famous DOVE label which is known throughout the country as a guarantee of superior style and lasting

GOWNS, TEDDIES, STEP-INS

\$1.00

Hand-Embroidered beautifully trimmed, with filet Irish laces on crystal voiles. Splendid quality in the most seasonable styles and colors. You will lay in a supply at this low price.

HAND-MADE GOWNS \$1.49

Phillipine and Porto Rico

Lovely styles in the season's best shades—White, Flesh and Honey Dew.



AN EXTRA SPECIAL FOR SATURDAY
120 GINGHAM DRESSES AND HOOVER APRONS
A Sale That Every Woman Will Be Interested In
—DRESSES— **89c**
—APRONS— **89c**

NEW COLOR
COMBINATIONS

For nurses, maids, waitresses, professional women, also exacting housewives. Well tailored. French seams, deep hems. They are not to be associated with the usual garment of this low price. Be here early—get your supply.



GUARANTEED
COLORS

Just the sort of serviceable dresses for housekeepers that women will like. Sturdy, washable fabrics that will wear well and the models are exceptionally pleasing.

We bought this lot to good advantage and the values are surprising at this low price.

—ON DISPLAY IN THE MIDDLE WINDOW—

— VOILE DRESSES —
In Light and Dark Grounds And All
Pastel Shades
\$4.95



This is the HOME MADE line, if you have worn it you know, if not they are well tailored, fast colors, beautifully trimmed and real values at this price.

FANNING'S

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