

## T. L. SEIGLE & CO.

### GRAND

### OPENING WEEK

Our public conditions with originality in retelling seem to us the merit of readability. We accept both without hesitations. You bring our views and concerns of attained results that have filled both store-keepers and public we are glad to have creditable facts substantiated.

But public opinion is a double-edged sword. We have made no laws. We have sought to find them. He was lost that finds them first. One of our latest discoveries is when to open new coming Dress Goods.

Don't miss it. It is not more amusing than Dry Goods men discussing as to what is the proper time to open Dress Goods. As if the storekeeper had an option on the question. He may think he has—but notions are not laws. Many a worthy merchant has come to grief because he mistook his own little ideas for facts.

Silently as the forces of nature are the laws of trade. Concerning Dress Goods women think and wish. To think and wish are well. That's the law. Mr Dry Goods Man. The time to open new Dress Goods is when the women who are to wear them want them. And that's all of it.

#### DRESS GOODS.

The Dress Goods year is not a calendar year—Winter up to give time, Spring beyond it. The seasons for goods melt into each other and mingle as the glimmer of moon and stars is absorbed into the light of the rising sun. There is an early Spring dawn of Dress Goods novelty that came in February. There is a burst of glorious morning—that is now, to day.

Literally from the East they have come trooping, and this evening there has so much that is beautiful in Dress stuffs appeared here in a single day.

Give us a few moments that we may tell you the news.



The Dress Goods news of to-day concerns Silk, Wool, Linen and Cotton; It touches England, Scotland, Ireland, France, Germany, Switzerland and several of our American States. And today there are no twice told tales, even though some things heretofore noticed have not been half described—the Army of the Saxons for instance, Justice to Our Public and our goods demand that at some time they and others must be described again.

In a general sense the world is wearing crape. Crape is emancipated—no longer limited to the sombre

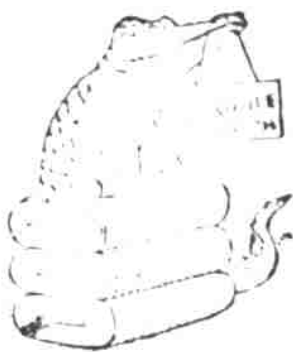
black of weeds and mourning. Woods, Silks and Cottons all claim its crinkles and fine little wrinkles as a feature in fashionable Dress Fabrics. Crapes Oriental in origin, but like almost every beautiful effect has been captured and improved upon by Westerners all over Europe. The French have triumphed with it in Woods and Silks, the Scotch in Cottons.

The Crocodile Cloth for which many are inquiring are really fine Wool Crapes.

There is an exquisite novelty in fine stripes; Wool Crapes. Think of the finest crooked Sarsnetter you can imagine, in plain, delicate olive, pearl gray, or even tan, with beautiful self color, or silver border. That gives you admiring notion—words can do no more.

Another follows, equally beautiful. Keep the sarsnetter thought in mind. Change the colors to dainty mixes in grays and very delicate tans, then think of silver silk serpentine stripes, one inch wide, three inches separate. There you have the theory of the style.

Another variation of the crape motif is a crinkled sarsnetter stripe with silver hairline figures running



with wanton freedom all over the surface. The ground colors are grays, browns and hints of pink.

The crape zenith is reached in a striped fabric that is indescribable. To the eye solid, to the touch a zephyr. It is wool principally, but it shimmers and glistens and is embellished with decorative stripes. After all that you know little or nothing about it.

Crazy Crepons from the quaint Crocodile to the wadded Plisse and Crinkly cords like withered Bedfords.

Bedfords are again destined to have an unprecedented sale. Stylish and fresh in their new spring colors, they are most tempting. All the light and popular shades are here for your picking in three qualities and a different style of each grade—Tans, Grays, Pearls, Navy, Ashes of Roses and Black.

#### CHALLIS.

The soft, filmy lightness of a Challis Dress is delightful of a hot afternoon. The crisp coolness of Batiste and of Linen Lawn. The airy nothingness of Organdy and Grenadine Love charms peculiar to themselves, but Challis, billowy Challis, remain unrivalled in its own domain.

Do you remember the 2cts Challis of last season. Lovely goods and wonderfully like the very best French. Well here they are again,

if anything better than ever. The cloth is as fine or finer—smoother, even, dainty. But the printing! There the step ahead is plain. The Yankee printer has set a mark that should make a stir even in Mulhouse. Accurate as a picture, exact as if nature laid the tints, flowers and buds and sprays, delicate tracery and dreamy designs that leave you



wondering how it is that 2cts can buy a yard of such stuff. Oh! how beautiful.

Yet the French—we can hear you a-h, of admiration. Notice these sweet briars—natural as if a careless hand had dropped them. See them ablaze with blossoms, as if Titania and her train had held a feast of flowers there. Only in patterns and no two alike.



"India Silks." The words mean Chinese and Japanese Silks either plain or printed. They are often stretched to cover Silks of similar style of French, Swiss and American makes.

The printing of the real goods is never done in their native country—France, England and America attend to that. Our stock of these is great peerless. The writer shrinks from description. His descriptive vocabulary is too limited.

Think of all the adjectives that stand for beauty, loveliness, goodness and perfection and fling them all at these shiny shimmery stuffs and you may in some measure do them justice.

Next in line come the Cottons. The cotton manufacturers are treading on the very heels of the silk and wool men. Whatever appears in the silk or wool is quickly followed in cotton hence the cotton crepons, the cotton Bedfords, the cotton Henriettes, the cotton Tiji so closely resembling the India silks as to deceive an expert when at a distance. These are the continuation of cotton. Then the

goods would be impossible. It must be remembered that it holds not only the greatest quantities but the most exclusive selections. Many rare and choice things in stock in quantities and not to be rejected.



#### GINGHAMS.

Yes, there were pleasure-seeking groups about the Ginghams yesterday.

Ginghams! The vastness of the stock, the crossing lines of values, the mingling of styles, the conglomeration of ideas, the bewildering maze of colors—all combine to create mental confusion.

Look along the lines. Leave out the silk stripes and plaids, the Bedford cords and all the rich ranges, so beautiful that you question which gives richer results, the ball or the cocoon? Come along to the original Gingham of the period.

The aristocrats from Glasgow at \$6.00, \$7.00 and \$8.00 a pattern smile at you.



The magnificent colonial swells from Massachusetts Bay and the Providence Plantations—



So, so like the Scotch laugh at you and then the wonder of the day, the 32-inch Gingham at 15 cents, break into cheers, such bargain cheers as you never heard before. To exaggerate the attraction of our Cotton Dress

goods would be impossible. It must be remembered that it holds not only the greatest quantities but the most exclusive selections. Many rare and choice things in stock in quantities and not to be rejected.



#### PARASOLS AND FANS.

Dreamy loveliness, immaculate grace, perfected beauty. The Parasol ranges from 50 cents to \$20, with every sort between. A grand exhibit is on now. Fans for adornment, for looks, for beauty, for breeze stirring, for flirting. All are in grand ensemble at front entrance and window. All, did we say? Parasols in only a hint—only a sample of what is in the shelves. Price ranges in 50 cents to \$10.00.

#### DRESS TRIMMINGS.

The ingenuity of man knows no bounds. In Dress Trimmings the stock abounds in all kinds of fancies. Jet holds the leadership, and rightly too, for nothing is handsomer. Silk Gimpings find much favor, especially the narrow outlinings. Every shade in the color list is matched here. They are very stylish, durable and inexpensive, as we show them at 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, etc. per yard. In Jet we show headings, fringes, kilts, plastrons and all the new effects. In Buttons we have a very exquisite line, and they are once more in favor, especially the large handsome pearls. Moss and leather trimming is also very popular. In New York and Boston the rage is for Point Gene and Point Ireland Laces. They have caught this infection from Paris and Berlin. They trim all sorts of fabrics, even the heavy wraps and cloth dresses. Our patterns of these Laces are exceedingly handsome. Others are at 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100. Imparted in colors of embroidered flower tracery at \$1.25. Also spangled. These are perfect dreams of spiderwebby, filmy trimming stuffs.

#### WHITE GOODS, LACES AND EMBROIDERIES.

This stock is particularly interesting. We have never had as many Novelty Laces and Embroideries as now. All the white stuffs in plains and fancies are here in wondrous

variety. It is very rare that in one pile they would find like a snow covered mountain. I will not say and hand- some, but I will say that if you do not see them just now we would be happy, but again we are obliged to the task of showing it to you that we never had so grandiose and so beautiful a line.

#### HOSIERY, GLOVES, HANDKERCHIEFS.

In Hosiery we have every sort in Black for Lady, Boy, Miss, Child or Infant. All grades. We are showing a line of Red Hose for children, cutchiees. They are very popular. Also fancy Hosiery for Ladies. Full length White, Pearl, Gray and Tan Hose for Ladies. Silk and Lisle in Black.

Gloves that are guaranteed. Kids, Silk and Lisle. All of our Kid Gloves are warranted. Full line in all shades. Green, Suede, Barritz, and the Chignons, that wash like linen.

Our well known leadership in Handkerchiefs is fully sustained, as we have all the new things that are on the market. Dainty, filmy, embroidered chiffons, white embroidered, fancy printed and plain white. The Handkerchief stock of the State is here.



#### CORSETS.

Only a mention of them. All of the celebrated Dr. Warner's goods and the "J. R." and the French band made "P. D." Corsets. We are headquarters for Corsets, carrying twenty styles.

#### HOUSE FURNISHINGS.

We mean Carpets, Rugs, Matting, Curtains, Draperies, Linens, Sheetings, and whatever is in that line. Our Lace Curtain stock is brim full of the very choicest creations. The Chenille line has just received new additions and you will see the very finest line on display today. Our \$6.00 and \$7.00 Chenille curtain arrived yesterday and they are the very best value yet shown. Moquette Carpet made and laid at \$1.15 a yard. Cane Matting in all grades. Another new lot came in Saturday. In table Linens you will never find a better line even in the large cities. Carpets made to order. Designs and estimates sent on application.

#### MAIL ORDER DEPARTMENT.

For those living in the adjoining towns and in fact anywhere in the south we would ask that you write to us for what you want.

The way to know a store is to test it. Buy of it. Pick some common things, things that you know the real value of. What of the qualities? What of the styles? What of the prices? Take no one's say so. Be



judge and jury. No need of going haphazard. If your home store doesn't do right by you, there are plenty that will. Some stores take extra care to be fair and prompt with distant traders. They try to think as well as to buy and send for them. It's money in pocket and peace of mind for you to deal with that sort of a store.

That's the SEIGLE & CO., way of doing it.

The customer's interest is our interest. We mean that it shall profit you to do so. No matter how far from the store you may be, you have but to write for what you want, and that letter or postal sets, maybe, a dozen people on the go—and all for you. There are picking, and comparing, and running here and there and after the choice comes the writing down and figuring up and packing and sending. And when the quick package comes to you in California, or Maine, or Texas, or where not, all this extra work doesn't take one more cent from your pocket.

Suppose you take Dress Goods. That's a fair try. Our stock is very complete and none better—the most attractive to look at and the most considerate of your pocket-book! Sounds like a big statement, doesn't it? Put us to the proof. Nothing easier than to send for samples or yards.

Every article bought of us that does not prove to be exactly as represented must be returned to us at once, and like a draft, it will be cashed on sight. We prefer to be reliable to anything else.

By order of T. L. SEIGLE & CO.