

Seven Glorious Bargain Days

Saturday, March 31 to April 7



JOS. ORNSTEIN, President

THERE are no functions or entertainments that women attend which so universally attract the entire feminine population of Lake County as does a Hein-Ornstein Company Opening. The reason for this is obvious. The foundation of a woman's enjoyment of any occasion is the self-consciousness of being neatly and properly attired, and because more ideas can be obtained from a Hein-Ornstein Company Opening in one hour than could otherwise be obtained in a week's hard work, if at all. Every woman interested in her personal appearance, and that means all women, makes it a point to attend our great Opening Sales. The phenomenal and unparalleled growth of this store is due to the fact that we have become everywhere acknowledged the highest authority in correct ideas on women's attire.

\$5.98 and up Exquisite Spring Suits

- No. 1.** A very pretty and serviceable Suit, Eton Jacket, detachable fancy braid trimming, full circular skirt, pretty gray mixtures, for our Spring Opening Sale **\$5.98**
- No. 2.** A handsome 34-inch Cheviot Coat Suit, satin lined, in black, blue or brown, well made, worth \$12, for our Spring Opening Sale **\$7.98**
- No. 3.** Very dainty Eton Suit, detachable girdle, full circular skirt also in long effects, satin lined, all sizes, in grey mixtures, navy blue, and black, worth \$16.50, for our Spring Opening Sale **\$9.98**
- No. 4.** Handsome tailored suits, some Eton style, some 24-inch tight fitting coats, in old rose, Alice blue, receda, coral and green, taffeta silk lining, the greatest value ever seen for \$20.00 for Our Spring Opening Sale **\$16.50**
- No. 5.** Handsome all-wool Panama suit, both short and long sleeve richly trimmed in old rose. Alice blue Reseda, green, black and gray, a splendid \$20.00 value, for our Spring Opening Sale effect, satin lined, **\$12.75**
- No. 6.** Ladies' very neat Tan Shirt Waist Suits, circular or straight Skirts, deep cuffs worth \$4.00, our Grand Spring Opening Sale **\$1.98**
- No. 7.** Ladies' fine Shirt Waist Suits, made of fine mercerized materials, black and white checks and many other stylish and handsome patterns, worth \$5.00 for Our Grand Spring Opening Sale at **\$2.75**
- No. 8.** Ladies' White Indian head Shirt Waist Suits, waists and skirts with fine fagoting, a \$6.00 Suit for Our Grand Spring Opening Sale at **\$2.98**
- No. 9.** Handsome Taffeta Silk Shirt Waist Suits, all imaginable colors, latest styles of the season, worth \$16.50, for Our Grand Spring opening sale at **\$9.98**
- No. 10.** Ladies' Shirt waist Suits, made out of beautiful imported Silks, full circular Skirt, short or long sleeves, also including the popular gray checks and stripes, \$25.00 values, for our Grand Spring Sale at **\$15.00**
- No. 11.** Very handsome \$40 suits in the latest imported chiffon broadcloth and chiffon Panama cloth, for Our Grand Spring Opening Sale at **\$25.00**

OUR SPRING EXHIBITION will admit our Gowns, Suits, Skirts, Coats and other wearables forth with a gorgeous array of spring raiment. To this it, and oftentimes more. One of the rigid business facts are easily told and they are good enough for us, would not have built this store to its present high stand low prices and fair, square treatment of our customers we leave to thousands of pleased customers to say. offering for our Grand Spring Opening Sale has great can be found if you search the wide world over. Our reason that we want this last month in our first year for our future striving. Come in for this Great Spring and our style effects. As is always the case, we are showing department of this great store devoted exclusively to wearables to exploit new styles.

A SPRING MERCHANDISE UNRIVALLED IN ECONOMY

The volume of our business in women's ready-to-wear apparel times giving brief but sensational quotations from our complete stock.

\$1.98 and up Unrivalled Skirt Display

- No. 1.** Fine durable Skirt for Misses and ladies, in sizes up to 38, imaginable shades possessing the acme of satisfaction. For Our Grand Spring Opening Sale at **1.98**
- No. 2.** Fancy white brilliantine Skirts pleated or in any of the other new styles. Our Grand Spring Opening Sale at **2.68**
- No. 3.** Handsome Skirts, circular style, latest cut, all wool, in black and also the new gray shades so much admired, well worth \$5.00, for Our Grand Spring Opening **2.98**
- No. 4.** Very fancy all-wool Panama Skirts, all the latest grays and also in black and blue; also cream and white brilliantine Skirts, circular cut, some in panel effect for Our Grand Spring Opening Sale at **3.98**
- No. 5.** The finest Skirt ever shown for Five Dollars, 25 different styles all colors, including light shades of gray, cannot be purchased in Chicago for less than \$8.50, for Our Grand Spring Opening Sale at **5.00**
- No. 6.** Ladies' very fine Voile or Panama Skirts circular or straight cut styles, all \$15.00 values, for Our Grand Spring Opening Sale at **7.50**
- No. 7.** Extremely handsome silk Moires, Voile and Panama Skirts latest creations, all \$20.00 values for Our Grand Spring Opening Sale at **11.75**



212 NORTH GENESEE STREET