

will admtration, not less for its magnificent breadth of range the original, tasteful and exclusive manner in which wear have been executed. This store has certainly blossomed To this store any day is to find every item all we claim for less price in this store's policy is NO EXAGGERATION—plain presentation, forced selling and many other old methods, h stand magnificent business in one short year. Real merit, omers in our constant aim, and how well we have succeeded ay. stake this well-earned reputation on the fact that every great action and money-saving possibilities in it for you than Our for this sale have been added with a sparing hand for the t year's to surpass all previous records and make a new mark t Spring and see what the spring has brought forth in beautif e show exclusive designs that cannot be seen elsewhere, and every y to wearable will, as usual, be a delight to those who care

Seven Glorious Bargain Days

Saturday, March 31 to April 7

WE unhesitatingly say that the display this time will surpass any previous effort and will be remembered as the most complete and most elaborate showing of Women's Wearing Apparel yet exhibited.

The tendency this season is decidedly toward novelries, and in this authoritative collection you will find the handsomest novelities that will receive the seal of Fashion's approval.

Our loyal patrons, which includes so largely the properly dressed women of Lake County, will rejoice with us in our Grand Spring Opening. The beautiful surroundings and the wonderful merchandise and values will emphasize more strongly than ever our position as the leading Women's Outfitting Shop of America.



ALEX HEIN, Vice-President

PARADISE EXHIBIT

ABUNDANT AND VARIETY

apparel times greater than ever, you'll find ample reason in the following completely stock. Carfare refunded on purchase of \$5 and over.

- 8. Ladies' Heatherbloom Taffeta Skirts sold everywhere for \$3.00, black and colors, for Our Grand Spring Opening Sale at **1.98**
- 9. Beautiful heavy Taffeta Silk Skirt, in black, old rose, reseda, tender, plum, Alice blue, white, etc., worth \$6.00, for Our Grand Spring Opening Sale at **3.98**
- 10. Neat and serviceable Walking Skirts, blacks, blues and mixtures, made of Sicilian in latest styles, a remarkable value for Our Grand Spring Opening Sale at **7.98**
- 11. \$10.00 Silk Petticoats for Our Grand Spring Opening Sale **5.98**

\$3.98 and up Cravenette Raincoats

Selected with the determination that every Sain Coat offered should really keep CUT the rain. They are not all from one maker, but each one priced represents the best from one manufacturer. All styles and colors. We have had them so low that they should prove the strongest kind of trade drawers for our Grand Spring Opening.

These are without exception the greatest values ever offered in Rain Proof Coats.



STREET WAUKEGAN, ILLINOIS

\$1.98 and up Misses' Coats & Jackets

Enticingly Novel Effects

- No. 1. Chic little Coats, for Misses, in pretty grays, colors of plain Alice blue and reseda green broadcloth, worth \$6.00 for Our Grand Spring Opening Sale **\$3.98**
- No. 2. Extremely fine Misses' Coats, finest creations of the season, in fancy stripes, plaid and gray mixtures, nobby trimmed collars and sleeves, all of them \$10 and \$12 garments, sizes to 18, for Our Grand Spring Opening Sale **\$5.98**
- No. 3. Young girls' full length Spring Coats in all the latest gray and tan materials, sizes 6 to 16 years, worth \$12, for our grand Spring Opening Sale at **\$7.98**
- No. 4. Misses' Tan Covert Cloth Jackets, loose and half-tight fitting backs very neatly made, a splendid value for Our Grand Spring Opening Sale **\$2.98**
- No. 5. Misses' Cravenette Raincoats, fine waterproof material, handsome Oxford grays and tans entire loose back, worth \$9.00, for Our Grand Spring Opening Sale at **\$4.98**

\$1.25 and up Children's Coats, Jackets

Liberal Provision for the Little Folks

- No. 1. The neatest kind of little jackets in black and white checks, red sailor collar and cuffs, gilt buttons and pockets, sizes 2 to 6, worth \$2.50, for Our Grand Spring Opening Sale at **\$1.25**
- No. 2. Dainty little white Jackets of Serge and Brilliantine, trimmed with white silk braid, mercerized sateen lining, gilt buttons and pockets worth \$3.00 for Our Grand Spring Opening Sale at **\$1.98**
- No. 3. Beautiful little gray full length Coats, Alice blue and broadcloth collars and cuffs, pleated back, pockets and fancy inlaid pearl buttons sizes 2 to 6, worth \$6.00 for Our Grand Spring Opening Sale at **\$2.98**
- No. 4. Handsome red Hunting Coats, fine broadcloth, green and black velvet collars and cuffs, pockets and gold buttons, for Our Grand Spring Opening Sale at **4.48**
- No. 5. Beautiful fancy grey and tan plaid tan Coats for girls, collars in green, Alice blue or old rose velvet, side straps and buttons, worth \$8.00 for our Grand Spring Opening Sale at **5.98**