

YOU CAN BUY YOUR SPRING NEEDS TO BEST ADVANTAGE HERE



Immense Assortments of Fresh Spring Goods Now Being Shown at Attractive Prices.

Here you will find a satisfactory answer to your queries about the Spring Styles, the new materials, and dozens of other equally interesting and important facts about the Springtime goods. As usual we have exercised the greatest care in the selection of our Spring Goods. Our splendid assortments were chosen with an eye not only for style and newness, but for quality, serviceability, value as well, and we have succeeded in gathering what we believe to be the best values, the most authentic styles to be found anywhere. Come in during the next few days, look our crisp, clean, fresh assortments over, compare the qualities, note the moderate prices. Do this carefully and you'll be fully convinced that here your every wish and preference has been anticipated—that here you find the newest styles, the best qualities and lowest prices.



HERE ARE A FEW ARTICLES ESPECIALLY WORTHY OF YOUR EARLY INSPECTION

IMMENSE ASSORTMENT OF NEW EMBROIDERIES AND DRESS GOODS

Here's the most extensive collection of fine embroideries we've ever succeeded in assembling—all widths in Voiles, Swiss and Batistes—all brand new, fresh, crisp, in a great variety of the very newest patterns. Prices are very moderate, as the following items will show:

- Embroideries 10c, 25c, to \$2.00
- Voile 51c to 40c
- Swiss and Batiste 12 1-2c to 41c

DIMITY NECKWEAR AND RUFFLING

The dainty neckwear and ruffling we are now showing will win your favor, not only because of its daintiness but because of the very low prices as well.

RATTINE IN ALL THE NEW WEAVES AND COLORS

Here you get your choice of the very newest weaves and colors in the always popular Rattines at prices, ranging from 25c to 50c per yard. For instance 22 1-2c to 29c

LINEN PONGEEIS A BARGAIN AT 25c YARD

Come and take your choice of this Linen Pongee, in all desired shades at the specially low price of 25c yard

NEW SHADOW LACES VERY MODERATELY PRICED.

These pretty shadow Laces are just the thing for yokes and dress trimmings. Our very moderate prices will make them doubly popular. For example \$1.00 and \$1.25 Laces for 75c and 85c

STUNNING SPRING SUITS FOR WOMEN AND MISSES

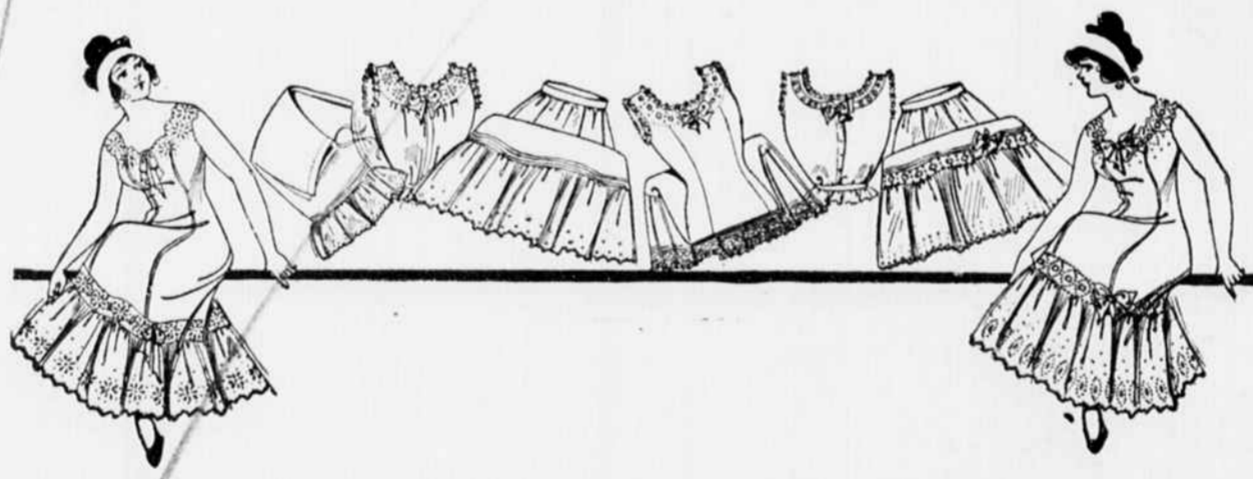
Very stunning indeed are the new spring Suits we are now showing in such a splendid variety and particularly pleasing are the new materials and trimmings. Even though you do not need a new spring suit just now, come and inspect these handsome new ones—you'll enjoy it thoroughly.

SPECIAL \$1.00 MESSALINE AT 75c A YARD

Only one piece of this 36-inch black Messaline left and in order to clean it out you may have this \$1.00 black Messaline at 75c a yard

WHITE WAIST MATERIAL

Here are a great many of the most popular white materials for waists. You will find a large variety of weaves here at very moderate prices. For example 10c to 25c



EXQUISITE LACES ARE OFFERED WAY BELOW THEIR VALUE.

Come and take your choice of hundreds of yards of beautiful, exquisite laces at these extremely low prices. In order to fully appreciate this wonderful buying opportunity it will be necessary for you to see these beautiful laces. Their rare beauty, exquisite workmanship and our exceptionally low prices will convince you that this is the best lace buying opportunity of the year.

Here are a few examples:

- One special lot of 10c Laces for 5c
- One lot of Cluny Laces, special price. . . 15c to 25c
- One lot of 3 to 6 inch Lace, special. 10c

DAINTY MUSLIN UNDERWEAR IN WHITE AND COLORS

Every garment in this entire assortment is new, clean and fresh. The materials are Crepe and Seersucker in white and a variety of colors. The prices are very moderate as the following items will show 75c, 89c and up to \$3.48

THE NEW COTTON CREPE IS ESPECIALLY PLEASING

This new cotton Crepe comes in white and light shades, and is just the thing for Muslin Underwear for women and children. A glance at the items given will show you how moderate our prices are 15c, 25c, 35c

NEW DRESS GINGHAMS, MADRAS AND PERCALES.

Our new Dress Gingham, Madras and Percales just came in a few days ago—and are now all ready for you. Our counters and shelves are bright and gay with the new spring colors—with the shades, stripes and figures that will be so popular for spring time. Right now is the best time for you to buy, because right now our stocks are absolutely clean and fresh and you can choose now from our complete assortment. Prices, as these items will show, are very moderate: Dress Gingham from 8 1-3c, 10c and 12 1-2c Percales from 10c to 12 1-2c Pretty lot of Madras, special 10c

JONES MERCANTILE COMPANY

"LANCASTER'S LIVE STORE"