

STORE NEWS THAT WILL BE WELCOMED



ESPECIALLY BY ECONOMICAL SHOPPERS

The merchandise described in this advertisement is strictly first-class in quality--seasonable and dependable, backed up by our iron clad guarantee.

Every Purchase Must Be Satisfactory or Your Money Refunded

WOMEN'S TAILOR MADE SUITS



We must tell you about our splendid line of sample Suits. There is quite a lot of them although in no instance more than one of a kind.

The best makes are represented and they enjoy a unexcelled reputation as to style, quality and workmanship. They come in navy, tan and English mixtures. You will surely like them when you come to our store. Prices as follows:

\$9.50—\$12.50—\$15.00

OUR ONE PIECE DRESSES ARE THE ACME OF PERFECTION

Not in any other direction, do we believe you can find anything embracing so much style or attractiveness as those Tailored Dresses we are showing. They come in pure linen, tailored effects, also handsomely made Ratines and Piques, at each \$4.98

Included in this assortment are also some effectively trimmed Dresses of silks, in exquisite color effects. You should not fail to see them \$3.50 to \$12.50

HOUSE DRESSES AT THE PRICES WE OFFER THEM EVERY WOMAN SHOULD BE THE PROUD POSSESSOR OF AT LEAST ONE

The assortment of these popular garments is most complete and the material sare splendid Seersuckers or Gingham, also some plain washable dress goods, the models are those that are most approved by neat dressers and will captivate you the instant you see them. Every one perfect of fit. priced from 98c to \$1.25

EMBROIDERY FLOUNCINGS OF SWISS AND VOILE SUITABLE FOR MISSES AND CHILDREN'S DRESSES

Among this lot you will find some very pretty designs and patterns. Just the kind that you will greatly appreciate the moment you see them, and all are excellent materials that should be sold at a very much higher price than we offer them for, they are suitable for many purposes so come as early as you can in order not to be disappointed, at this price they can't last long, usually sold at 35c, per yard 19c

Included in this lot is a splendid array of Swiss Embroidery Flouncings in a variety of beautiful patterns worthy your attention, retailed usually, 50, per yard 35c

A splendid assortment of Cluny Laces and Insertions to match, suitable for dress trimmings. A big lot to select from, four to six inches wide, exceptionally pretty patterns. Your choice at per yard 5c

WOMEN'S WASHABLE DRESS SKIRTS

This assortment contains some very pretty skirts that are bound to create a great interest among our customers, made of a fine quality Rep or Pique and perfectly tailored in the newest models, ranging in price from . . . 98c to \$2.00

PARASOLS WILL BE IN GREAT DEMAND VERY SHORTLY



Our assortment is most wonderful and includes the newest styles for women and children. Plain colors and Persian effects.

They range from 25c to \$4.00
Parasols made of Black Taffeta Silk with fancy handles from the cheapest grades to the best, priced from 50c to \$3.75

PRINCESS SLIPS THAT ARE VERY USEFUL GARMENTS



You will need at least one of these useful garments this coming summer to be worn under your new Lingerie Dress. Those that we place on sale are made of a fine quality material and fit very snugly. They come in pink, blue, lavender or yellow, each 75c

Mercerized Princess Slips, daintily trimmed and perfect of fit 98c each
Better qualities in all the popular shades at from \$1.98 to \$3.00

Middy Blouses, made of a very fine quality white linen, trimmed with deep sailor collar and tie of red or blue, come in women's, misses' and children's sizes, will wash perfectly, your choice each 98c

Women's Tailored Dress Skirts in paneled or draped effects of excellent materials in plain black and popular colors. We feature the Quite Rite brand which enjoys a splendid reputation as to style and wearing qualities.

We make Skirts to order for the extra stout women. All priced very reasonable.

KIMONAS, A GARMENT THAT NOWADAYS IS HIGHLY FAVORED BY EVERY WOMAN

It is hardly necessary to explain that we have a large and varied assortment of these useful and popular garments. Those that we wish to speak about today are made in the height of fashion of beautiful Serpentine, Crepe or Batiste, in splendid color effect and attractive patterns. Prices range from 69c to \$1.98

JONES MERCANTILE COMPANY

"LANCASTER'S LIVE STORE"