

NEW SPRING STOCKS

LANCASTER WOMEN SHOULD SEE



**Broad Stocks of Fresh Goods for
Springtime Use and Wear
Await Your Inspection**



We have upheld our reputation for being the first store in town to comprehensively present the Spring Goods. And perhaps we have added a little lustre to it this season; for Spring stocks are broader than even we, ourselves, are accustomed to present so early; and there's no question but that they're more interesting than ever because of their extreme beauty, newness and style appeal.

Spring displays are complete in every department. And when we say "complete" we mean that they embrace exhaustive assortments of high quality, fashionable goods. We have taken pains to verify the style of everything we show, so that no matter what you buy here, you may be sure that it is correct in fashion.

Can't you arrange to come tomorrow to view these early Spring displays?

**SOME VERY HANDSOME MIDDY BLOUSES
HERE**

50c to \$1.50

These most becoming "Middies" have the favored raglan sleeves, and are made of excellent materials in new Spring models. Middy Blouses are mighty handy things to have in one's wardrobe, and at the above low prices you certainly can—and ought—to get one.

**A BOUNTIFUL SUPPLY OF COMFORT IN
THESE HOUSE DRESSES**

98c, \$1.25 and \$1.50

A complete line, which is also very large, affording an ample choice of neat tailored effects—all colors are guaranteed steadfast and we can safely say that perfect fit is assured. Comfort, style and serviceability in every single one. Size 16 years to 46 inches bust.

DO YOU NEED NEW APRONS?

We have a capital stock of them. They're neat, new fresh goods, eagerly waiting for new owners. Low prices will make the purchasing of them a great benefit to you.



NEW STYLES IN SPRING WAISTS

Many fitting and blousy, many are entrancingly transparent and sheer—waists in a variety of materials in models you'll agree are beautiful. Moderate prices prevail. Silk waists in plain and stripes, wash nicely, at \$1.98, others 98c to \$1.98.

**HAVE YOU SEEN THE NEW TAILORED
SKIRTS?**

They Follow the Suit Skirts as to Style and Are as Different From the Old-Fashioned as You Can Imagine.

Here you'll find bustle and panier effects, peg top skirts, and, even minarets. Handsome new colors, a variety of fine fabrics. \$5.00 Skirts for \$3.50, and still others at from \$4.50 to \$10.00.

SILK MESSALINE PETTICOATS

That are snug fitting and adhere closely to the new styles. A high grade messaline is used—all colors. The price, \$1.98, is very low. Better petticoats at from \$2.25 to \$5.00.



**THESE COAT SUITS ARE CERTAIN
WINNERS**

\$9.00 to \$27.50

The new Coat Suits can be said to be as different from the old, as a cloudy day is from a sunny one. There's grace and beauty to be reckoned with now. New sash and girdle effects, bustles, minarets, tiered skirts with ripple flounces, flared coats, etc., are the new features. Materials show many varieties. Colors are high and low. Choose which you want and pay according to your inclination. Prices \$9.00 to \$27.50.



JONES MERCANTILE CO.
"LANCASTER'S LIVE STORE."