

# THE LEXINGTON DISPATCH.

A Representative Newspaper. Covers Lexington and the Borders of the Surrounding Counties like a Blanket.

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22

## OUR ANNUAL EASTER OPENING OF MILLINERY AND SPRING FASHION SHOW AT

# W. P. ROOF'S

MONDAY, APRIL 5th ————— TUESDAY, APRIL 6th

This will be the supreme style event of the entire year, an occasion made especially memorable this season by the offering of some of the greatest spring values ever placed before the buyers of Lexington County. It will thus be a gay fashion show, devoid of extravagance. The gathered styles are correct, they are smart, but the modest price mark placed upon every article in the store has been dictated solely by a deep desire to give you unequalled value, to help you toward greater economy, and to make spring shopping at W. P. Roof's a delight, without a single drawback. The entire force joins us in inviting you to come and see these splendid displays, gathered for your especial approval. No lover of fascinating fashion can fail to derive extreme pleasure in an early visit; no economical person can fail to find unsurpassed economies for saving at every counter.

### NEW SEASON WASH FABRICS

No Grander values ever came your way, no greater beauties have yet been drawn from the loom. Come expecting something out of the ordinary in excellence. Patterns you will surely want the moment you see them.

New cotton voiles, all the new pastel shades, Plaids and Checks—the beauty of these goods will appeal to you at sight.

Mercerized Ginghams in all the latest patterns and new colorings.

Colored Lawns, newest designs: colored Pique Suitings, Motor Clothes; Plain and Fancy Linen Suitings. And scores of others you can only know about by coming to our opening.

### MILLINERY OPENING

What's the correct hat made for spring, 1909, will be abundantly answered—delightfully shown in our Easter Opening, Monday and Tuesday, April 5th and 6th.

Hats that hail from the greatest fashion centers of the country, Hats designed by most skillful New York artists are here, shaped along the Parisian lines, yet showing how deft American genius can adopt the foreign fashions.

Hats fresh from the hands of our own milliner are here and if we haven't what you want, will take pleasure in designing it for you. And best of all the prices will not cause you to say "Nice to look at, but, oh my!"



### NEW SEASON SILK GOODS

Just a hint—all too brief, for there isn't space here to tell half the story—of the rich Easter Silk goodness that awaits you at W. P. Roof's Store. Silks are high in fashion's favor.

Mercerized Plisse, Taffetta, Corderetts, Silk and Cotton Ponges, Kekko Silks, Black and Colored Messalines, in all grades.

The prices are indeed very low—in reach of all.

Embroideries, Laces, etc., in abundance, and at prices that has made the W. P. Roof Store famous the county over.

### SHOES

Shoes for everybody—Men, Women and Children—Easter Oxfords and Ties in black and tan. Every style is shown here.



Flowers, Wings and Feather Effects, Plumes in graceful loveliness, the new tints in Millinery Velvets, and untrimmed hats that show all the moods and tenses of prevailing styles, likewise await your coming—charming accessories to the attractions in the beauty-laden cases.

We beg to announce that Miss Brown is again in charge of this department and it is needless for us to say that she will take pleasure in greeting her former friends and customers.



# W. P. ROOF

Headquarters for Up-to-date Merchandise.

Lexington, S. C.