

Every Woman and Child Can Afford a New Easter Outfit at Kaufman's Amazing Underselling Prices

WOMEN'S MERCERIZED SILK SWEATERS for \$4.95

Just arrived, in scores of lovely new colors and color combinations, sash or belt models, in all sizes; nothing more desirable for Spring wear.

FIRST FLOOR—Men's Furnishings



KAUFMAN'S 15 DAY PRE-EASTER Underselling Event



Jewelry Store Pre-Easter Event Specials

25c Leather Novelty Purse, 19c
50c Cherry Red Bead Necklaces, 29c
25c and 50c Coral Bead Necklaces, 21c and 45c
Large Pearl Ball Top Hat Pins, 21c
French Hand Decorated Brooches and Pin Sets, 21c
25c Gold Front Waist Sets; set of three, for 15c

FIRST FLOOR, FRONT

Another Big Underselling Event of Easter Suits, Coats and Dresses
Tremendous Money-Saving Opportunities For All Women and Misses
1000 Handsome Easter SUITS, 500 Newest Easter COATS
Hundreds of Beautiful Easter Dresses and Hundreds of Smart New Skirts



Women's and Misses' New Easter Suits; Values to \$16.50. Pre-Easter Underselling **\$12.75**
All sizes and all colors.

Women's and Misses' Easter Suits; Values to \$22.50. Pre-Easter Underselling **\$15.00**
Newest belted and flared effects; all the best colors and trimming effects; all sizes.

Women's and Misses' Easter Suits; \$27.50 Value. Pre-Easter Underselling **\$20.00**
Scores of clever new models, in the season's most desirable fabrics and colors; all sizes and extra large sizes.

Women's and Misses' Easter Suits; \$37.50 Value. Pre-Easter Underselling **\$24.75**
Nothing to equal them shown anywhere for less than \$30.00 to \$37.50. All the newest and best materials, colors and sizes; wide variety of different models.

The New Corduroy Coats For Women and Misses; Values up to \$7.50, for **\$5.00**
In all the newest colors and striped effects.

Popular Shepherd Check Coats For Women and Misses; Values up to \$8.50. Pre-Easter Event **\$5.95**
Flared and belted effects, small, medium and large checks; all sizes.

Latest Serge, Poplin and Gabardine Coats For Women and Misses; Values up to \$15.00. Pre-Easter Event, **\$10.00**
Wonderful variety; all new; all latest colors; unlined, lined and half lined models; all sizes; other styles as low as \$5.95.

NEW SPRING COATS For Women & Misses, \$24.75
Whispered, Gabardine, Serge and Poplin Coats with medium and full capes or with ruffle collars; lined with contrasting colors; a host of new novel effects; all sizes.



Extra Large Size SUITS
We specialize on fitting the hard-to-fit women and carry a very large assortment of the most stylish extra size Suits produced.
Stylish Stout and Stubby Stout Suits
\$13.50 to \$29.50

Women's and Misses' Newest Spring SKIRTS
Pure Wool Serge Skirts, valued at \$2.50; in black and navy blue; new models **\$1.95**
Pure Wool Poplin Skirts, valued at \$4.00; in black and navy; latest Spring styles **\$2.95**
Extra size Skirts of pure wool serge, valued at \$2.95; new models, at **\$2.95**

Charming Easter Dresses at Amazing Underselling Prices

TAFETA SILK DRESSES
Crepe de Chine and Crepe Meteor Silk Dresses; an attractive style assortment in the latest new models, in black, navy, tan, African brown, green and Copenhagen.
\$10, \$12.90, \$15, \$20 and \$24.75

Silk Poplin Dresses, **\$7.95**
Value \$10.00, at ... **\$7.95**
Two new models; one plain, full skirted effect—the other with pointed tulle; all the new Spring colors and all sizes to 48.

SILK POPLINS, **\$5.95**
Values \$7.50, at ... **\$5.95**
Two new models, in black, navy, tan, green, Belgium and wistaria; sizes 14 to 48.

BUY NOW AND SAVE
Alterations FREE
Expert Fitters at Your Service

YOUR EASTER HAT, MADAM, IS HERE

At a Big Pre-Easter Underselling Price

We undersell the choicest New Millinery as well as in other lines. Don't forget that fact and you'll save yourself some real money. Kaufman's Millinery can't be equaled for real beauty, styles and becomingness at any price, and prices now are extremely small.

Hundreds of Lovely New Easter Hats Ready Tomorrow at **\$2.90, \$3.90 and \$4.90**



Untrimmed Hats
Ready for a pretty ribbon or flower. Scores of new shapes, new colors, new novelty straws. Every new style brought out for this season's wear, ready for you to-morrow, at **79c, 95c to \$1.49**

Charming Trimmed Hats For Children \$1.95 to \$2.95
Dainty, becoming, new creations of fine straws and flowers or ribbon trimmed; all extremely pretty and pleasing effects.

SECOND FLOOR

THOUSANDS of NEW SPRING GLOVES For WOMEN AT TREMENDOUS UNDERSELLING PRICES

Thousands of pairs of this season's most popular, desirable styles and grades; absolutely perfect fitting and attractively low priced.

Kayser's New Washable Chamoisette GLOVES, pair **50c and 75c**
Spring's latest styles, in black, white and natural. Splendid washable grade, in all sizes and new novelty effects. Literally hundreds of different styles. Better buy now; no telling when we'll be able to duplicate this offer.

Kayser's Famous Silk Gloves For Women
Thousands of New Black, White and Gray Gloves with different new black and white combinations. Silk Gloves will be more popular than ever this season and decidedly more than scarce. All sizes here; pair **50c, 75c and \$1.00**

Kid Gloves For Women and Misses, pair **\$1.25 to \$2.00**
All the best shades and new Spring styles; latest color combinations, in all sizes.

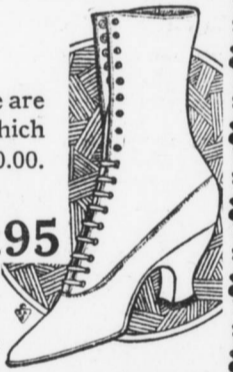
Pre-Easter Underselling of Drug Sundries

49c Household Rubber Gloves, 25c
Remmer's 10c Peroxide Bath Soap, 8c
Jergens' 10c Violet Glycerine Soap, 7c
4711 White Rose Glycerine Soap, 13c; 2 for 25c
5c First Love Satin Sachet, 4c
Greaseless Peroxide Cream, 10c
Violet Rice Powder, 13c; 2 pkgs., 25c
Williams' 8c Barber's Bar Soap, 5c
Huyler's 10c Cocoa Butter, 8c
25c Eradeline, 20c

FIRST FLOOR

More of Those Popular 9 Inch High Shoes For Women AT ASTOUNDING UNDERSELLING PRICES

Just another demonstration of our ability to undersell. Here are the newest, most stylish 9-inch high Boots all the rage; styles which everybody seems to want and can't get for less than \$6.00 to \$10.00. On sale here at **\$4.95**. Get a pair to-morrow and save money.



Women's White Pro-Buck Lace Boots **\$4.95**
REGULAR \$6.00 VALUE
These are the popular 9-inch tops, made with white ivory soles and heels and new medium long vamp; all sizes and widths and can't be duplicated for less than \$6.00 anywhere.

Eight-inch Top Button Shoes For Women; Special Opening Feature, at **\$2.29**
REGULAR \$2.95 VALUE
These can be had in Patent Colt and Glace Kid Skins with Spanish heels, light weight soles and new foxed vamps. A genuine \$2.95 Shoe all sizes and widths.

Women's Gray Kid High Top Boots **\$4.95**
REGULAR \$6.00 VALUE
9-inch tops with genuine hand-turned soles, covered Spanish heels, latest lace models; all sizes and widths and the most popular shades of gray.

STYLISH, DURABLE SHOES For CHILDREN
Not only that, but Shoes especially adapted to your children's type of foot, and all at prices that we guarantee will save you money. See these special values to-morrow.

CHILDREN'S SOLID LEATHER SHOES, For sizes 6 and 8 . . . 99c a pair
8 1/2 to 11-year size **\$1.19**
1 1/2 to 2-year size **\$1.45**
Little Boys' SHOES, Values to \$1.50, pair **\$1.19**
Made for hard service, of extra good leather; all sizes.

LAST DAY OF THE NOTION SALE
And for that reason, values are extraordinarily unusual.

5c gold eye needles, paper, 4c
15-yard rolls 5c cotton tape, roll, 4c
Belding Bros. Best 30-yard Spools of Sewing Silk, 4c a spool; or 45c a dozen. Black and white and over 400 shades. Limit—One dozen to a customer.

J. P. Coats' 6-cord 30-yard Cotton, all numbers, 4c a spool; or 45c a dozen. Limit—One dozen to a customer.

5c ribbon wire, bolt, 4c
15c silk middie laces; red, green and white, each, 9c
Robert's sewing needles, 25 in pack for 4c
5c Victoria spool silk, in black, white and colors, 3c a spool, or 35c a dozen.
Dexter's white knitting cotton, ball 5c
10c white crochet cotton, all numbers, 9c
Black and white cable cord, 2 lbs for 9c
25c Kleinert's rubber squares, 21c
4, 5 and 6 quarter tubular shoe laces, 6 for 3c
5c celluloid thimbles; white, pink and blue, for 3c
6, 7 and 8-inch scissors, pr., 9c
10c Queen Stocking Darners, 8c
5c 100-yl. spool Silkatine, all colors, white and black, 4c
5c large spools carpet and button thread, spool, 4c
10c Peter Thompson laces, 4c
15c six-yard midgy braid, bolt, 10c
5c to 15c kid curlers, dozen, 8c and 10c

Thousands of Girls' New Spring Dresses In This Big Pre-Easter Underselling Event Extremely Cheap

Girls' White Confirmation Dresses, Values to \$4.00 **\$2.95**
Made of fine Voiles, Marquisettes and Nainsook, newest Spring models, daintily trimmed with fllet and German Val lace; all sizes.

Junior Girls' Confirmation DRESSES
In a bewildering array of beautiful models; all sizes of fine white voiles and marquisettes **\$2.95 to \$8.90**

Organdie, Voile, Net and Silk Confirmation DRESSES
Exquisitely trimmed with lawn and embroidery in double ruffle and embroidered cord effects; all sizes; worth nearly double their prices **\$3.95 to \$12.90**

Girls' White and Colored Wash DRESSES **\$1.45**
A wonderful value that can't be duplicated anywhere for less than \$3. Confirmation dresses, a d colored dresses for every occasion. You'll want to inspect this collection before deciding. 6 to 14-year sizes.

Children's White DRESSES
2 to 6 years; dainty models of organdie and voiles, lace and embroidery trimmed **49c to \$2.95**

Girls' Wash DRESSES
Sizes 6 to 14 **95c**
Years, at
Values that can't be matched for less than \$1.50, in crisp, new colored gingham and reps; scores of lovely new styles.

Girls' Wash DRESSES
Sizes 6 to 14 **\$1.45**
Years, for
\$3.00 won't buy you as good a value elsewhere; these are extremely good looking and well made of good gingham, reps, chambray, etc.; a big lot of new models.

Girls' Wash DRESSES
Sizes 6 to 14 **\$2.95**
Years, at
A bewildering array of choice new styles. Too many to describe. Enough to say that you can't help but make a pleasing choice; gingham, reps, etc.; lace and embroidery trimmed.

Girls' Newest Spring Coats at Low Pre-Easter Event Prices

An extremely wide and varied assortment of the latest and niftiest Coats for children you have ever seen.

Children's New SPRING COATS **\$1.95**
New novelty mixtures and checks in sizes 2 to 8 years.

Children's COATS, **\$2.45**
Worth to \$3.50

Stylish and becoming, new novelty effects, in checks and mixtures; all sizes 2 to 14 years.

Children's COATS **\$2.95**
For Easter, at **\$1.00**
Worth to \$4.00

Include fine Serges, Checks and Novelty Mixtures; good colors; sizes 2 to 14 years.

Other new styles of Silk Moire and Poplin Coats from **\$3.95 to \$8.95**

SECOND FLOOR

The Season's Handsomest Waists and Blouses at Pre-Easter Underselling Prices

Literally hundreds of the choicest new models marked at prices that are far less than present-day market rates. All sizes.

NEW VOILE WAISTS 98c
Values \$1.50 to \$2.00, at . . . **98c**
That will cost anywhere from \$1.50 to \$2.00 later. In colors, white with colored satin stripes and plain white trimmed with embroidery or lace. All sizes.

Wash Silk BLOUSES \$1.95
\$2.50 to \$3.00 Values, **\$1.95**
These waists will sell later at \$2.50 and \$3.00. Buy now. Made of serviceable striped wash silks. Also crepe de chine silk blouses in the newest shades. All sizes.

Pussy Willow Taffeta SILK BLOUSES, \$4 **\$2.95**
Values, for
Also new crepe de chine, gorgeous lace effects and nets, including Georgette crepes, in various color combinations.

Copies of Imported SILK BLOUSES for **\$4.95**
Dainty Crepe de Chine and Georgette Crepes of finest quality, in exquisite new shades and styles.

The Loveliest SILK BLOUSES Produced, at **\$5.95**
Made of lovely quality Crepe de Chine, Georgette Crepe combinations; various new trimming treatment and all best shades and all sizes.

Women's Combination SILK BLOUSES, \$5 **\$3.95**
Values, for
Combination of Georgette Silk and washable Satins or Crepe de Chine and Georgette Crepe; scores of other styles; plain, shades or striped; all sizes.

The Newest Easter Neckwear

Handsome new style Collar and Cuffs of organdie, embroidery and lace trimmed effects; **24c**
special at

Women's Dainty Easter Neckwear on Sale Saturday; **48c**
Special at

New Gold and Silver Collar and Cuff Sets, neat embroidered designs; also Collar and Cuff Sets of embroidered organdie and voile; some lace trimmed and separate collars of Georgette crepe, organdie and crepe de chine silk in flesh and white; host of new styles; all sizes.

First Floor

INFANTS' WEAR In This PRE-EASTER EVENT

Long and Short Capes, **98c**
Worth to \$1.50, at

Made of English Serge and Cashmere; pretty embroidered styles, as well as plain effects; other styles up to \$4.95.

Infants' Short COATS, **\$1.95**
Worth to \$3.00, for

Dainty Tique, Bedford Cord and Serge, some with belt, some plain and some embroidered, some in Empire or box effects; all sizes.

VAST VARIETY OF NEW SPRING CAPS AND HATS 24c to \$1.95

Women's and Children's Hosiery at Pre-Easter Event Savings

Women's Cotton Ribbed Stockings, pr. **11 1/2c**
Value 15c. All sizes, fast black, good serviceable, medium weight.

Boot Silk Hosiery **24c**
For Women
Black, white and all colors and novelty effects.

SILK HOSE For Women; pair, **48c**

Beautiful New Muslinwear and New Pink Underwear at Pre-Easter Event Savings

MUSLIN DRAWERS 15c
25c Value, for

LADIES' NIGHT GOWNS 39c
50c Value, for

Made of good muslin with hemstitched ruffles.

EXTRA SIZE MUSLINWEAR A SPECIAL FEATURE

Extra size in every detail and splendid proportioned.

Extra size corset covers 48c
Extra size Petticoats 59c to 98c
Extra size Drawers 21c to 98c

LACE and SILK CAMISOLES, 48c
Flesh and white; all sizes.

New Flesh UNDERWEAR

Of fine batiste and silk daintily trimmed with lace and embroidered; in scores of new styles.

Flesh Envelope Chemise 79c to \$1.40
Flesh Corset Covers, 48c
Flesh Gowns, 98c to \$1.98

Flesh skirts, 98c to \$2.05
Flesh Chemises of Silk, \$1.05 to \$3.45
Flesh Corset Covers, 48c to \$1.05
Flesh Night Gowns of Silk \$3.95 up
Flesh Skirts of Silk, \$2.95 to \$5.90

SECOND FLOOR

KAUFMAN'S MARKET SQUARE UNDERSELLING STORE