

# Easter Buying Has Briskly Begun----And Never Was Any Store So Splendidly Prepared

## Hundreds of Girls' Pretty New Spring Dresses Special For Saturday

THE PICTURE SHOWS JUST A FEW OF THE VAST VARIETY OF MODELS READY FOR YOU TO-MORROW

Girls' New Spring DRESSES

Special, **98c**

Fine Gingham, in 6 to 14-year sizes; big variety of new patterns, in all colors and all new.



Girls' New Spring DRESSES

Special, **\$1.45**

These come in a big variety of different models, made of fast color Gingham and Percales, 6 to 14-year sizes.

Girls' New Wash DRESSES **\$1.95**

Dainty new styles of Gingham, Percales and Chambrays; fancy plaids and plain colors, lace and embroidery trimmed. 6 to 14-year sizes.

GIRLS' NEW SPRING WASH DRESSES

Intermediate sizes in a wide variety of new spring patterns and fast colors, of Gingham and Chambrays; wonderful values. **\$2.95 to \$5.95**

KAUFMAN'S—Second Floor

## 2 Remarkable Hosiery Specials For Saturday

Women's Fancy Silk STOCKINGS **98c**

Beautiful plain shades and fancy stripes, pure silk hose with strong garter tops. All sizes.

BURSON'S STOCKINGS **19c**

Well-known make, in black and white, fast color. All sizes. First Floor.

## Kid Gloves For Women



Fashion's latest styles for spring. Kid Gloves, black and white and new spring shades, in all sizes—**\$1.50, \$1.75, \$2.00 and \$2.50 pair.** First Floor.

# KAUFMAN'S MARKET SQUARE "UNDERSELLING" STORE

New Hats Every Day

A BIG SPECIAL SALE OF OVER 300 SMART

New Hats Every Day

## New Spring Sport and Dress Hats ON SALE TOMORROW, SATURDAY AT THE SPECIAL LOW PRICE OF \$4.90

We're not only showing the best line of New Spring Trimmed Hats this town ever saw, but we offer qualities far superior to anything offered elsewhere at near this price.

## No Two Hats Alike in This Special Group Offered Tomorrow at \$4.90

Included are Milan Hemps and Lisere Braids, beautifully and stylishly trimmed with flowers, ribbons and ornaments; all this spring's newest colors and shapes. Large and small and in between sizes.

Scores of Other New Creations, Handsome Spring Colors **\$1.90 \$2.90 \$3.90 \$5.90 \$10.90**

## Untrimmed Hats Special Tomorrow \$1.90, \$2.90 to \$4.90

Lisere Braids, Milan Hemps, etc. Scores of new shapes in large and small sizes; turbans and new sailor effects. All the new colors.

## CHILDREN'S HATS \$1.49 A FEATURE AT

Dainty fashionably correct little models of Milan Hemp in wide variety of new spring styles and colors. Becoming models to most every childish face.



## Handsome New Spring Waists IN A SPECIAL SATURDAY SALE

Two of the many styles pictured below. A choice, beautiful new spring models and all sizes.

New Voile and Organdy Waists; Special at **98c**



New Spring Silk BLOUSES; Special at **\$1.95**

Exquisite New Silk Blouses. NEW SILK BLOUSES. Special at **\$2.95** Special at **\$3.95**

Handsome new spring models of Crepe de Chine and Georgette Crepe; all decidedly distinctive and worth easily a dollar more; all the lovely new spring shades and all sizes for women.

Gorgeous, fresh, new spring styles, in a host of new colors; plain Crepe de Chine and Georgette Crepe or attractive combinations. All sizes for women and misses.

KAUFMAN'S—First Floor

## Special Offer of Smartest Spring Shoes For Women

### WOMEN'S NEW SPRING SHOES

SPECIAL TO-MORROW (SATURDAY).

NEW PEARL GRAY **\$4.95**

CHAMPAGNE **\$4.95**

FIELDMOUSE BROWN **\$4.95**

WHITE NU-BUCK **\$4.95**

WOMEN'S WHITE KID LACE SHOES. Extra special **\$4.25**

Smart new spring model with white sole and Louis heel; 8 1/2-inch model, perforated vamp and top. All sizes.

Women's Black ENGLISH LACE SHOES; Special for **\$3.50**

Another wonderful big value, smart high cut model, in a new last and Military heel. All sizes.

KAUFMAN'S—First Floor

# 900 Stunning NEW SPRING SUITS and Hundreds of NEW SPRING COATS and DRESSES SPECIAL FOR SATURDAY

New styles are arriving every day—values loom up bigger and bigger at Kaufman's in comparison with prevailing prices elsewhere. This special Saturday offer is vitally important to all women seeking spring apparel to-morrow, Saturday. Remember special low prices to-morrow, Saturday, and the choicest of the new season's garments from which to select.

STUNNING NEW Spring SUITS **\$9.50**

All of the season's newest models, in Serges and Poplins; included are the latest box pleated effects; all sizes and all new spring shades for women and misses.

HANDSOME NEW Spring SUITS **\$12.50**

Made to sell for considerable more; a wide variety of highly desirable new models, in all the wanted shades and all sizes for women and misses.

ATTRACTIVE NEW Spring SUITS **\$15.00**

All the latest Sports and Dressy Models, revealing every new feature shown in Suits at much higher prices. All new shades and black and navy and all sizes for women and misses.

BEAUTIFUL NEW Spring SUITS **\$18.00**

Choice of the new pleated effects and other models of Serges and Poplins, in all the new high colors and all sizes for women and misses.

SMART NEW Spring SUITS **\$20.00**

These are actually equal to best \$29.50 Suits shown anywhere; choice of all the new high colors, materials and all sizes for women and misses.

The New "Tailleur" Spring SUITS **\$24.75**

Newest braid and silk trimmed styles of Serges, Poplins, Poiret Twills, Gabardines; belted, pocketed and fitted models. Exact reproductions of Suits that sell for twice this price, in all sizes and all the new high colors for women and misses.



## It's Kaufman's For Exclusive Spring Suits

No two alike styles—The "Something Different" in New Spring Suits, many critical women want and find so hard to get are at Kaufman's. Made in the season's newest and most ultra-fashionable fabrics and all this season's new high colors; all sizes; all beautiful new spring models and all priced to sell at Kaufman's Famous Low Underselling Prices **\$29.50, \$35, \$37.50 to \$42.50**

## EXTRA SIZE NEW SPRING SUITS \$12.90 to \$39.50

Not only extra large here and there, but extra large all over and perfectly proportioned—built along lines to give the stout figure all the style features in the regular sizes. Materials are Poiret Twill, Serges, Gabardines, Poplins, etc. Plain tailored styles and stylish stout effects. Choice of Blacks and Navy Blue and all the new spring shades; sizes up to 51.

KAUFMAN'S—Second Floor

NATLY NEW Spring Coats **\$5.95**

Serge, Smart Checks and Mixtures, new spring models, in all the new colors and sizes for women and misses.

WOMEN'S & MISSES' Spring Coats **\$8.95**

Dependable values in Serges, Poplins, Stylish Checks and Novelty Mixtures; new belted large collar effects, in all colors and sizes.

NEW VELOUR Spring Coats **\$12.90**

Popular new Spring flare models, in light weight Velours, Serges, Poplins, Checks, etc.; all new, large collar, odd pocket styles, in all colors and all sizes for women and misses.

WOMEN'S & MISSES' Spring Coats **\$15.00**

Handsome new Spring styles that can't be duplicated for less than \$3.00 and \$4.00 more elsewhere; all new colors, in plain Velours and Velour Checks; all sizes.

WOMEN'S & MISSES' Spring Coats **\$18.00**

That you'll pay \$25.00 for elsewhere. Made of Gabardines, Poplins, Velours, etc.; newest large odd pockets and wide flare styles, in all the new high colors and sizes.

WOMEN'S & MISSES' Spring Coats **\$20.00**

Thirty dollars won't buy a better value anywhere else; choice of Burella Cloth, Poplins and Velours, etc., in all the new shades, Spring styles and sizes.

WOMEN'S & MISSES' Spring Coats **\$24.75**

The best values; offered elsewhere at \$35.00; choice of all the new materials, such as Poiret Twills, Cover Cloth, Bellavia Cloth, Gabardines, Poplins, etc.; all new models and all colors and sizes.

## Continuing the Opening Sale of New Women's Spring Silk Dress \$16.50 To-morrow Saturday

Styles made to sell for \$20.00 and \$22.50, in Silk Taffetas, Crepe de Chine, Crepe Meteor and Combinations, in Spring's most charming models and high colors.

Every dress a marvel of beauty and possesses all the distinctive new style touches so much the vogue this season. Come, take advantage of this offer and secure a rare value at the beginning of the season.

Scores of other new spring dresses. In all the new shades—of silk and serge—**\$5.75, \$7.75, \$9.75 up to \$24.75**

## Springs Newest Dress Skirts

Almost unending varieties of new spring models in the season's best materials and colors. The new odd pockets and pleated effects are conspicuous among many. Other new novelties, and all are priced exceptionally low for to-morrow—Saturday.

NEW SERGE & POPLIN DRESS SKIRTS at **\$2.49**

Snappy, new, pleated and odd pocket styles, in blacks, navy and other spring shades. All sizes for women and misses.

SMART NEW SPRING SKIRTS at **\$2.95**

These are exceptionally well tailored of fine serges and poplins, in all the wanted shades, styles and sizes for women and misses.

NOBBY NEW SPRING DRESS SKIRTS at **\$3.75**

At this price the variety is tremendous and includes all this season's most popular new effects, in serges, poplins and silk poplins. All sizes for women and misses.

ULTRA-FASHIONABLE SPRING SKIRTS at **\$5.75**

Choice of the newest Taffeta, Silk, Stripes and Plaids, New Serges, Poplins, etc. Black, navy, and other leading shades, in odd pockets and pleated effects. All sizes for women and misses.

Hundreds of other new spring dress skirts, in novelty materials and silks, extreme and plain tailored models; all sizes. Prices from **\$5.75 to \$10.00**

## DAINTY NEW LINGERIE For Women

PRICED SPECIALLY LOW FOR SATURDAY

NEW MUSLIN GOWNS, at **48c**

Prettily trimmed with lace, cut full, and all sizes for women.

Ladies' Muslin Night GOWNS. Special at **95c**

Worth much more; made of fine soft muslin, attractively trimmed with lace. All sizes.

Crepe de Chine CAMISOLES; Worth 75c. Special **49c**

These are in the popular shades of pink and lace trimmed. All sizes.

Crepe de Chine ENVELOPE CHEMISE. **\$1.95**

Sold elsewhere at \$2.50. Beautiful styles in white and pink. All sizes.

Saturday Sale of Middy Blouses **98c**

Choice assortment of new spring styles, all white and plain colors; plenty of attractive new combinations, colored trimming effects. All new spring styles and all sizes. Second Floor.

## 1000 MEN'S NEW SPRING

# A Big Saturday Sale Shirts A Big Saturday Sale

Hundreds of Smart New Spring Patterns, Qualities You Know and Can Appreciate. All Guaranteed Tub Proof and Good Fast Colors. Special Tomorrow for Only

# 85c

Made of Fine Madras and Percales Handsome New Striped Effects In Soft Cuff Styles For Spring

To-morrow's the time, men, to replenish your Shirt needs. In spite of soaring prices, we have maintained our high standards of quality and kept prices down to a point, especially in this sale, that will justify men buying for months ahead.

Sale starts promptly at 8 o'clock to-morrow, Saturday, with abundant varieties and all sizes.

NEW SILK TIES, **24c**

In hundreds of attractive colors and color combinations; all new Spring patterns in four-in-hands; choice Saturday for 24c.

NEW SILK HOSE, **39c**

Worth 50c These come in black and all the new colors; double soles and heels and toes; guaranteed fast colors and all sizes. Special Saturday, 39c

## Tomorrow, Saturday, the Last Day of the Ten-Day Bargain Basement Sale

### Table Linen, Napkins & Table Cloth Bargains

- 39c Bleached Cotton Table Damask—54 inches wide. **29c**
- Special, yard. **29c**
- 50c Fine Mercerized Table Damask—58 inches wide; extra good patterns. Special, yard. **39c**
- 65c Fine Bleached Mercerized Table Damask—64 inches wide; new patterns. Special, yard. **49c**
- 75c Pattern Table Cloth—Hem-stitched, 58x58 inches square; good designs. Special, yard. **49c**
- \$1.19 Scalloped Pattern Table Cloth—64 inches in diameter; each. **89c**
- 60c a doz. Dice Napkins—15x15 inches. Special, each. **31/2c**
- \$1.00 a doz. Mercerized Napkins—18x18 inches square. **7c**
- Special, each. **7c**
- Many Beautiful Napkins, 20 and 22 inches square. Special, doz., **\$1.25, \$1.50 to \$1.98.**

### Pillow Cases and Sheets at Big Savings

- 15c Muslin Cases; 42 and 45 inches; 3-inch hem. **11c**
- 18c Muslin Cases; 42 and 45 inches; 3-inch hem. **15c**
- 25c Muslin Cases; 42 and 45 inches; 3-inch hem. **17c**
- 28c Muslin Cases; 42 and 45 inches; 3-inch hem. **19c**

### Five Specials For Saturday

- 9 Cakes Pride Soap for **28c**
- 75c Cobbler Sets, Special set **42c**
- \$2.50 Vacuum Washers, Special **59c**
- 8 Rolls of Toilet Paper **29c**
- Oil Mop and Bottle of Oil complete **17c**



### RUGS—New Patterns at Big Savings

- \$7.50 Wool Fibre 9x12 ft. Room Size Rugs, in large variety of designs. Special, **\$5.95**
- \$10.00 Wool Fibre 8.3x10.9 Rugs **\$8.95**
- Four beautiful new Spring patterns to select from. **\$9.95**
- \$12.50 Wool Fibre 9x12 Rugs for **\$9.95**
- At least a dozen handsome patterns and new colors. **\$17.50**
- Tapestry Brussels Rugs **\$13.95**

