

# EASTER OPENING SALE

## All the Wearables and Requisites Demanded For the Easter Parade at Special Low Prices

Only 4 more shopping days—then Easter. Easter, the "coming out time" of all the style debutantes. Are you ready? The Easter suit, the gloves, the neckwear, the hosiery, the waist—are they all planned and purchased?

If not, now is your time and this is your store. We are superbly ready for Easter. Great stocks of stylish jackets, fashionable fabrics, winning waists, swagger skirts, and all the dainty wear requisites are here in spic-bran bright and new assemblages. They await your reviewal and your choice.

You'll find our prices well tempered with savings. This store is not satisfied with merely gathering the greatest and best stock of Easter wearables, fabrics and requisites. We have our well-known low price selling prestige to uphold. Our prices must be the lowest—our values must be the best. This Easter sale is your guarantee of lowest prices and best values. When we say "Sale" we mean it.

You will do better here—much better, in your Easter shopping. The offerings offer partial proof. Read them please.

### WOMEN'S AND MISSES' STYLISH SPRING JACKETS

A galaxy of charming, beautiful style-thoughts is gathered here—a myriad of splendid spring jackets, showing the latest and most approved of fashion's modes. Perhaps the greatest enticement of the exhibit is the prices—so small as to bring you incredibly big values. Made from coverts, thibets and serges priced from \$5.00 to \$10.00.

### SKIRTS OF STYLE AND VALUE.

Don't fail to supply all your skirt needs from our assortment, for we've the very biggest and very best variety of beautiful new styles, made of finest quality fabrics in all the wanted colors and weaves. The tailoring is first-class—the prices are far less than you'll find anywhere else on skirts of equal value. Made from such cloths as voile, panama and serge priced from \$2.50 to \$10.00.

### MEN'S CLOTHING

Our men's clothing is radically different from what you'll find at most stores. Ours is the newest and best styled, the well made, high quality sort that you must want. If you come and see how really good our garment values are—you will do all your clothes buying here. There are all possible tones of green, olive, bronze, brown, slate, gray, stone, mode and khaki shades, in stripe, check and soft plaid designs, as well as fancy mixtures embodying numberless blendings and combinations of color.

Men's suits priced from \$8.00 to \$25.00  
Youths' suits priced from \$5.00 to \$15.00

### WIDOW JONES' SUITS FOR BOYS

They are the same standard in clothing fabrics that gold is in metals. You yourself can see in the appearance, fit and wear of the Widow Jones suits, what has been accomplished by the all-wool standard and scientific tailoring methods. They come in all the new shades such as green, olive, bronze, brown, slate, stone and mode, priced from \$2.00 to \$7.00.

### GLOVES AND DAINTY NECKWEAR

Gloves and neckwear of the near, attractive sort is this; the kind that lends the much sought for finishing touches to the waist. All styles are here, plain and fancy collars, low and high. The low, Dutch and Colonial styles, are most popular this season. Prices very pleasing.

Kid Gloves from \$1.00 to \$3.50  
Silk Gloves from 50c to \$2.00  
Lisle Gloves from 50c to 80c  
Cotton Gloves from 25c to 50c  
Neckwear from 10c to 50c

### MUSLIN UNDERWEAR

These dainty, crisp, cool garments are never more enticing in their fresh, clean whiteness than they are as presented in our new showing. There are many styles from which to select, the muslins are of purest quality and the values we can't stress too highly. You simply can't match these garments anywhere else at these prices:

Ladies' Skirts from 50c to \$3.50  
Ladies' Night Gowns from 50c to \$1.75  
Ladies' Drawers from 25c to 75c  
Ladies' Corset Covers from 25c to \$1.00

### BUY A NEW PAIR OF SHOES FOR EASTER

Buy new shoes and buy them here, for here your money goes farthest in getting stylish, durable, sturdy, comfortable footwear. We've all sizes, all toe shapes all leathers. Here are shoes that fit exactly at prices that please precisely.

Dorothy Dodd shoes from \$3.00 to \$4.50  
Dorothy Dodd oxfords from \$2.50 to \$3.50  
Barry shoes for men \$4.00  
Reed shoes for men \$3.50  
Reed oxfords for men \$3.50  
Gold Medal shoes for ladies \$2.50  
Gold Medal oxfords for ladies \$2.00 to \$2.50  
Lenox shoes for children \$1.00 to \$2.00  
Doris oxfords for ladies \$2.00  
Bernalda oxfords for ladies \$1.50

### MEN'S FURNISHINGS AT VERY SMALL PRICES

We're amply provided to supply all the needfuls for the men for Eastertime—and provide them all at very small prices, too. Shirts, neckwear, hosiery, underwear, gloves, etc.—all of standard, sterling qualities, are surprising values at our markings. There are:

Men's dress shirts from 50c to \$1.50  
Men's dress gloves from 50c to \$1.50  
Men's neckwear from 25c to 50c  
Men's underwear from 50c to \$2.00  
Men's hosiery from 10c to 50c  
Men's suspenders from 25c to \$1.00

### STYLISH WAISTS AT VERY LOW PRICES

These waists are perfect in every detail. They're in very latest styles, tailored and trimmed exquisitely and only the best of fabrics are used in making. You can choose any style, material and color you want—they're all here in all sizes. At these Opening Sale prices, you get astonishingly big values.

Silk Waists from \$3.50 to \$5.00  
Tailored Waists from \$1.50 to \$1.75

Net Waists from \$5.00 to \$3.50  
Lingerie Waists from 50c to \$2.50

### SPRING SHOWING OF WASH FABRICS

The distinction we claim in wash fabrics is based on these features—value, quality and variety. You never were offered such high qualities, fine patterns in desirable wash goods at such little prices before. You never have been offered choice of so many colors or designs.

Batiste from 15 to 25c Flaxon from 20c to 25c Custom Suitings from 20c to 30c  
Fancy Novelties 10c to 25c Fine line of percales at 12 1/2c

Reynoldsville, Pa.

BING-STOKE CO.

REYNOLDSVILLE