EASTER GREETINGS ....FROM....

FASHIONS BEAUTIFUL

Wilson's

THE POPULAR PEOPLE'S STORE OF GAINESVILLE

WE WANT YOU TO FEEL THIS IS YOUR STORE—A GAINESVILLE STORE RUN IN THE INTERESTS OF GAINESVILLE PEOPLE. IMMENSE ASSORTMENTS OF DEPENDABLE MERCHANDISE IN THE CORRECT

Spring-Summer Fashions

We Have Just Commenced to Grow. You Can Always Find What You Want Here.

Laces and Embroideries

You know the reputation of the Wilson Store on Laces and Embroideries—this Season we are away ahead of any previous efforts . . . . The most exquisite creations in Dainty Laces and Embroideries. Colored Embroideries—All Overs to Match. Handsome Waist Fronts, Crochet Bands, Appliques . . . . . .

Notions Par-Excellence

Broad range of exclusive ideas in Small Notions, Belts, Beltings, Gloves, Fans, Neckwear, Ruchings, Novelty Jewelry . . . .

HOSIERY, UNDERWEAR, CORSETS

We sell the W. B. Nuform Corset, a style for every figure. Beautiful Lisle and Silk Hosiery, Black and Colors . . . . . .

OUR READY-TO-WEAR GOODS

Department is in its infancy, but healthy and growing. Every garment shown in this Department is absolutely new and of the season's best styles. No last season's goods to show you. Our assortments not the largest but styles and values are in advance of anything shown in this city. Comparison is the test. We invite it on any ——————— line. This week will be found values far above the average in ———————

FINE LINGERIE DRESSES
LINEN AND LINENE SUITS
COLORED WASH DRESSES
ELEGANT LACE SUITS
WASH SKIRTS
FANCY AND TAILORED WAISTS

FINE TAILORED SUITS
SKIRTS
SILK PETTICOATS

SILK AND NET WAISTS
SILK DRESSES
FINE MUSLIN UNDERWEAR
CHILDREN'S DRESSES
KIMONAS AND DRESSING SACQUES

Summer Cottons---White and Colored

The daintiest, most stylish of Cotton Goods to be found in the City. Beautiful Embroidered Swisses, fine Lingerie Batiste, Handloom Kristol Cloth, fine French and Persian Lawns, beautiful imported Figured Batistes, Figured Lawns, Colored Embroidered Swisses . . . .

LINENE SUITINGS

Every weight fabric wanted from the House Dress to the Dainty Reception Gown . . . . . .

Silks---Plain and Fancy

Beautiful Fancy Foulard Silks, Messaline Silks, Shantung Pongee, Corded Tussahs, Pongee and Swastika Silks . . . .

Fancy Silk Tissues

The most desirable Weaves and Colorings. You can find what you want at WILSON'S . . . . . .

PHONE 109

R. WILSON

BUTTERICK PATTERNS