# Wm. JOHNSON & SON

THE SUPREMACY of the "Big Store" in the realms of Fine Silks, Fine Dress Goods, Fine Ready-to-Wear Goods and Fine Hats is so well established that in an announcement to Pensacola women it is unnecessary to more than mention the fact that the New Silks, New Dress Goods, New Ready-to-Wear Goods and New Hats are now ready.

***Monday and Tuesday we cordially invite your inspection. Come, with the assurance that it will not necessitate your buying unless the many exclusive styles and exclusive novelties that we show shall tempt you to do so.***

## Fashionable Woolen Goods

Shadowed Mohairs at $1.00 and $1.25.
Black Voiles at $1.00, $1.25, $1.50 and $2.00.
Cream Voiles, Tan Voiles and Blue Voiles at $1 and $1.25
Crepe de Paris, a full line of colors, at $1.00.
Crepe Egptian, a full line of colors at 75c.
Chiffon Batiste at 60c.
52-inch Mohairs—grey, red, blue and black, at 75c.
A better grade of Black Mohair at $1, $1.25 and $1.50.

## Silks for Easter Wear

Pin Stripes and Checks, at $1.25.
Tussah Silk at 50c.
27-inch Jap Silk at 60c.
24-inch Crepe de Cheine at $1.00.
Pearl Drop Silk at 50c.
Jacquard Satin Stripe Silk, 50c.
Spider Silk at 50c.
Boule de Soie Imprime at 50c.
Soie Gentille at 50c.

## Ready-to-Wear Goods for Easter Wear

Black Voile Skirts at $12.50.
Blue and Black Mohair Skirts, $5 to $7.50
Plaid Skirts at $5 to $8.50.
White Lawn Waists, $1 to $2.
White Lawn Waists, extra fancy, $2.50 to $5.
Long, Black Silk Gloves at $1.75.
Extra-long Gloves, white, brown, greys, also black, at $1.75.

## White Goods for Easter Wear

Imported Dotted Swiss, 50c to 75c.
Paris Muslin, 75c to $1.00.
Wash Chiffon, 50c to $1.00.
Persian Lawn, 15 to 35c.
India Linon, 10 to 35c.
72-inch White Organdies, 50c to $1.50.
Irish Linens, 50c to $1.25.
Union Linens, 25c to 50c.
Mercerized White Goods at 25c.

## MILLINERY OPENING

Monday and Tuesday

A Beautiful Display of Hats.
Be Sure and See Them

## Cool Airy Lawns.

A full line of colors at 10.
Dotted Swiss at 15c.
Calamont Batiste at 15c.
Arnold's Swiss Applique at 25c.
Drop de Linde at 15c.

## New Hosiery

Fast black Lisle Hose, lace, all-over lace, boot and lace ankle at 50c.
Fast black Gauze Lisle at 50c.
full line of colors, 25c to $1.50.
Silk Hose, $1.25 up to $10 a pair.

## Embroidery and Laces.

English Eyelet and Mercerized effects; also beautiful Swiss Edges, with Insertion to match.
Cheap Val. Laces up to the fine Point Vienise Lace.

## New Novelties

in Shopping Bags, Side and Back Combs, Wash Belts, Shirt Waist Sets, Silk Belts, Leathered Belts, Gauze Fans and Open and Shut Jap Fans.

THE BIG STORE **Wm. JOHNSON & SON** THE BIG STORE

Easter is rapidly approaching. One week longer. Are you ready for the event? If not, let us show you the goods and make the prices that will enable us to fit you in an Easter Suit to be proud of.

## Men's Clothing

Something new in high grade Clothing for Easter. We are lined up for Spring business with the Sterling brand in all styles.

12.50 to $25.

If "Duchess" is stamped on the bottom, that's all you need to know about Trousers. None so good as "Duchess" Trousers.

10c a button, $1 a rip.

## SHIRTS.

This is the time of year to throw away all your old Shirts. You must have new ones. See ours—

50c to $2.00.

ROYAL BRAND

## Boys Clothing

You know that we sell the best Boys' Suits. Why not come to us to get the boy a nice one. Gold medal with every suit—

$2.50 to $7.00.

We have just opened the swellest line of Youths' Suits we have ever shown. They are beauties; you should see them.

The Miller Make—
$7.50 to $18.00.

## Hosiery

Finest showing of Spring Hosiery—black, gauze, lace and lisle—15c to 50c—white and fancies—25c to 50c.

## Underwear

The only thing for summer is sleeveless Shirts and knee-length Drawers—$1.00 per Suit.

Stretchy Seam Drawers, 50c a pair.

## Hats

Straw Hats and Panamas, all styles.

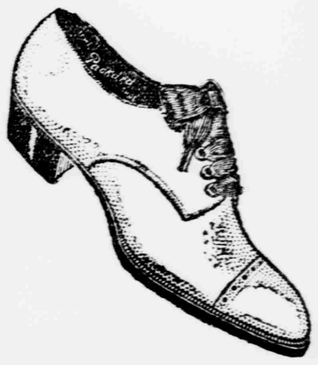
Straws, 75c to $3.
Panamas, $5 to $15.

## Shoes

All the latest shapes in Oxfords.

Men's—Dunlap, $5. Packard's, $3.50 and $4.

Ladies'—Duchess, $3 and $3.50.

Misses' and Children's—Merriam, 75c to $2.50.

A big line of White Canvas Oxfords.