A. H. MATTHEWS.

Success is a Sure Result of a Well Governed Business Enterprise.

It is well known that success has been the Crowning efforts of our Store. Our business has grown to be many times that of the beginning in one year.

Our First Year's Success has Inflamed our Energy to not only Surpass but to Double the Business This YEAR.

* SHOE * DEPARTMENT.

Our Shoe Parlor has been one of the centers of our ambitions. We have added to this stock every available article that our customers have been searching for in this line, until now we boast of the largest assortment of Shoes that's found outside of the large cities. Our reasonable profits have been the sequel of this, causing us to have a constant rush in this department.

Many Thousands of Pairs

of Shoes are on our shelves, and the most critical can find their choice. We spare no pains nor quickness in helping you in your search. We know how important it is to everyone to have a shoe that fits, that looks well, that gives you satisfaction, and that in time you come back to us, not in fears, nor in dread, but with the fullest knowledge of getting the height of your expectations.

Men's Shoes, Women's Shoes, Boys' Shoes,
Girls' Shoes, Infants' Shoes, Bicycle Shoes.

Fine Line of Black and Tan Oxfords

NOTION DEPARTMENT.

1,152 pairs of Children's Hose just received, runningfrom 12½ cts. to 25 cts. All to go at 10 cts. and 12 cts. the pair.
Unlimited assortment of Ladies' summer weight gauze vests. Price 5 cts. up.

CHILDREN'S WANTS

are more numerous than mothers. We are prepared to fill these dear wants.

Sacks	Lace Caps	Vests
Moccasins	Mull Hats	Underwear
Etc.	Etc.	Etc.

MASON'S FRUIT JARS.

Some time back before prices advanced on Jars we placed our order, and they are now in stock. We assure you that our prices on the different sizes shall not be met by any other concern.

Again this year we will make a specielty of canning and preserving equipment. Spices of every nature will be kept in stock.
Lot of Clawsons Carbonated Root Beer at special prices.

TRUNKS AND SATCHELS

A lively assortment of trunks are now here that by peculiar circumstances—and mind you they are not the least affected—we saved about 100 per cent. in the purchase, and this willingly goes to the customer, just the same as many other savings. It's not our loss—we only ask our due profit.
Among them are various sizes in a strongly banded, heavy weight square top trunk having a flat, brass lock, and made to stand the rough usage of travel. The price now for a medium size $2.60.
Also in the lot are some good reminders at $1.90, $2.00, $2.50, 2.60.

MATTING DEPARTMENT.

We started this season's matting rush with between three and four thousand yards. Probably one half of this has been sold long since, but almost every day has witnessed the coming in of several rolls. The warmer the weather the thicker the buyers, and at times our stock seems as if it will be swamped before another supply arrives.

JAPAN MATTING.

has taken the lead so far. These dainty carpet like patterns have won the admiration of not a few. In many instances the buyers have bought these beautiful floor decorations when they came only for a cheap China matting.

Our 25 ct. grades of Japan matting are something handsome. They are woven so closely and tightly that it seems almost impossible to wear it out. Other grades cheaper.

CHINA MATTINGS

selling from 10 cts. to 25 cts. the square yard. All bearing closer scrutiny than the same price of last year, notwithstanding the advanced prices. Many patterns to select from.

CARPETS.

We would ask you to call and examine a carpet, that we display, woven in a pattern that's pronounced something beautiful. It's a two third's wool ingrain pattern, heavy, closely woven, fast color, and to speak quick, it sells on sight. Many have told us that its equal can't be found for the astonishing price, 35 cts.
We can show you something handsome in this line for less money than you can get elsewhere. A great many carpets that we are now telling you of have gone out over the county in many directions.

MEN'S HAT DEPARTMENT.

Straw	Alpine	Crash
Derby	Crushers	Quaker

Our line of Spring Pearl Alpines is something amazing. Many Prices.

An Interesting Line of Straw Goods.

COOL AND COMFORTABLE SILK FRONT SHIRTS FOR MEN AND BOYS.

An illustriously fine line of fancy colored shirts.
A various ranging of Prices.

DRY GOODS DEPARTMENT.

Our line of Ginghams, Lawns, Piques, Percales, Dimities, Organdies, Swiss and all other dainty dress-wearables are in excess of the quality ever before shown by us.
Almost 2,000 yards of 36 inch unbleached muslin, good quality, on sale till sold 5 cts.

* MILLINERY * DEPARTMENT.

Art & Beauty Attached to Becomingness.

Never have we been rushed to the extent of so large a trade as this season. The output of Trimmed Hats has been enormous and what makes it so? Is it because we are unreasonable in price? Is it because we have a poor lot of "skimpy" trimmings?" Is it bedause we know not the art and skill that is attached to so important a factor? NO!
This Department is in charge of a thoroughly competent and experienced milliner and every hat that goes out from her inspection is bringing new customers.

A GRAND DISPLAY OF SAILORS.

A BEAUTIFUL LINE OF TRIMMINGS.

CLOTHING DEPARTMENT.

Since our removal of clothing from the second to the first floor, and the putting in of a larger and better Spring and Summer Stock than we first anticipated, and sales from this department have been wonderfully increased—many times larger than ever. We intend to make this department grow on, and our intentions are to see that whatever the style, the stock or the quality that the masses want, we may ever be ready to supply them.

A VERY GOOD SUIT AS CHEAP AS $3.50.

Boy's Reefers, From $1.50 to $4.25.

Assortment Crash Suits and Odd Summer Coats

Boys Vestee Suits, between one and two dozen different styles, in light weight and colors, many with inlaid collars. Some, collars of the same. Beautifully trimmed with any color of Mohair Soutache Braid, Sizes 3 to 8 years

SHIRT WAISTS.

We have received a large lot of Ladies' Waists, made up in Madras, Percale, Calico, Lawns, Ginghams, Satteen, etc. An important drop on the price since last season, and we are better stocked, making it next to impossible for you to depart from our store unsatisfied in your wants. We are using our utmost endeavors to make it a source of pleasure for the Ladies to call, especially in our Notion Department.
You can find here, if you are in search of something dainty, a fine quality, pure white, India Linen waist, profusely bedecked with Hamburg insertion over the front giving it a handsome appearance. Selling for only $1.25.

GROCERY DEPARTMENT

Not many items of Groceries that are not found in our stock. This Grocery Department we consider a great importance, and is looked after with as much care as any department we have. Nothing needed for its completeness escapes our attention. The daily rush going on in this part would really astound an Easton merchant of ten years ago.

EASTONS BIG DEPARTMENT STORES

Dover and Aurora Streets.