

# LANCASTER SPECIALTY STORE

## The Jones Mercantile Company

It is with pride we speak of The Jones Mercantile company Lancaster's Specialty Store for we feel that it fills a long felt need here. We not only carry an immense stock sufficient to supply all ordinary needs but we keep in such close touch with the fashion centers and specialty houses that we are able to fill all special orders promptly and correctly in a few days. This has been our record in the past and we intend to make this a stronger argument in the future why you should shop with

## LANCASTER'S LIVE STORE

A few of the specials that we have built up a big business on and that we carry exclusively, are:

Gossard Corsets; Gossard Brasieres; DeBevoise Brassieres; Centemeri Gloves; Onyx Hose; Phoenix Guaranteed Hose; Wunderhose; Holeproof Hose; Quaker Dress Lace; Quaker Lace Curtains; Cash Ruffling, etc.; Humidor Linens; McCall Patterns; Quiterite Skirts; P. & B. Waists; Eppo Silk Petticoats; Wolf Muslin Underwear; Selby Shoes for Ladies; Pla-Mate Shoes for Children; Goodman Shoes for Ladies and Children.

Model 250 Gossard Corset at \$2.00 has sold far beyond our expectations. See this excellent Gossard Corset for only \$2.00. Gossard Brassiere. Our stock is very complete on this present necessity; fit and wear are perfect, all styles, 50c to \$1.50. DeBevoise Brassiere, style to open both front and back, all new models, 50c to \$1.00. Centemeri Gloves, "The Perfection of Fit." Our stock is most complete in both kid and silk gloves. We are showing all the new embroidered effects which "is fashion's last word." 16-button, heavy Silk Gloves, black and white, 75c the pair. 20 button, heavy Silk Gloves, all colors, \$1.00 the pair. Extra heavy Silk Gloves, 22 button length, \$1.25 the pair. Handsome embroidered Silk Gloves, black and white, \$1.98 the pair. Centemeri short Silk Gloves, 50c the pair. Long and short Kid Gloves, plain stitching and embroidered, 1.00 to \$6.00 the pair.

Onyx Silk Hose in every shade, \$1.00 the pair.

Phoenix Guaranteed Silk Hose, all popular shades, 75c to \$1.90 the pair. Holeproof and Wunderhose for Ladies and Children, fine silk lisle, 25c to 50c the pair.

Just received a big new lot of Messaline Petticoats in various styles; all the bright new shades as well as the changeable Messaline, splendid skirts \$1.98 to \$5.00 each. Mercerized Petticoats, in all the new shades, 98c each.



### Improve Your Figure

And You Improve  
Your Health

The approval and continued recommendations of Gossard Corsets, by the greatest designers and fashion authorities, is interesting.

*To have doctors and trained nurses advocate them in the same breath with Fashion creators is a wonderful tribute to a garment which has done much to "un-gage women."*

Look at the illustrations above. Everyone drawn from life. The improvement shown in these average figures is not an "ideal," but a reality, which you may achieve through a correctly fitted Gossard Corset.

Multitudes of women are healthier today than they formerly were, and the improvement in their figures is none the less marked. Gossard Corsets are made in many styles at \$2.00, \$3.50, \$5.00 and up. A fitting at this store does not obligate you to buy. *Be fitted now.*

Every lady is delighted that we carry the beautiful "Quaker Laces." No lace can surpass, and few equal, the Quaker Laces in beauty and originality of design, in finish and in enduring qualities. 25c to \$3.00 the yard.

J.J. Cash's dainty Ruffling and Hemstitched Frilling for Infant's and Children's Clothes. We have a large stock, moderately priced.

Humidor Linens for the woman who knows quality and style in linen. Beautiful Cloths and Napkins to match in furnished designs, \$10.00, 12.50 and \$15.00 the set. Pure Humidor Linen Damask, 72 inches wide, 50c to \$2.00 the yard; Napkins to match \$1.50 to \$6.00 the dozen. Humidor Linen Damask and Huck Towels, 25c to \$2.50 the pair. Humidor Linen Dress and Art Linen, 50c to \$1.25 the yard.

Quaker Lace and Net Curtains; these are the newest and most exclusive curtains ever shown here, \$2.00 to \$7.50 the pair.

McCall Patterns are the simplest and most practical patterns ever sold, all new patterns in stock, 10c and 15c fashion sheets gratis.

Quiterite Skirts are well known for their splendid style and fit, made in all cloths, including Taffeta, Moire, Crepe, Silk Poplin, fine Serge and Corded Weaves, \$4.50 to \$12.50.

P. & B. Waists of tub silk, plain and stripes, special \$1.98. P. & B. Waists of Crepe and Voile, pretty new styles, 98c, \$1.25 and \$1.50 each.

"Wolf" Muslin Underwear, of daintiest materials, beautifully made; see this entire line and you will be delighted.

Our lines of Shoes are too well known to need any special attention directed to them. Will say that we are receiving new styles every few days and that we have shoes for every customer at all prices.

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"LANCASTER'S LIVE STORE."