COME UP-STAIRS AND SAVE $10

SECOND STORY MEN OF CLOTHING BUSINESS MAKE LARGE CLAIMS

Money's Worth or Less the Rule at Park-Taylor's, James Gordon Henry's, Sam's Sample Clothes Shops and Others. Tribune Investigators Spent Money and Saved Nothing

In this quasi-enlightened age the shysters of merchandising must depend less on public credulity for their profits than on their own resourcefulness in evolving new selling dodges.

Bargain hunters though we all are, the primitive fakes of last year and the year before no longer get across. Few of us, for instance, need to be warned against the schlock-stuffs behind the "Fire Sale" sign. The "Everything Must Go—Fixtures for Sale" combination has lost its lure; nor do we react to the invitation of those auction sales-on-premises which are eternally ending on the morrow, yet going forever on.

Likewise the troubles of the manufacturer forced to sell his goods for less than the cost of raw material and the public spirit of the retailer who would pass on the full saving to us have ceased to fire the imagination. Even the unfortunate lady who advertises from day to day in the classified columns of Brother Bennett's Pink 'Un, as this fresh catastrophe or that obliges her to sacrifice her phaeton with handsome saddle and driving cob, her baby grand, or the entire contents of her elegantly furnished private residence (Ring Stingstein's bell), gets our somewhat perfunctory sympathy nowadays more often than our money.

But with all our expensively acquired bargain wisdom, a super plausible fake arises now and then that lives on and on and on. Of such is what is known in certain trade circles as the "second floor clothier game."

"Come Upstairs, Save $10," is the second-story slogan.

Where there is no elevator one is invited to climb a single flight of stairs to effect the saving—twenty steps with a half dollar clinking into your trousers pocket (if you are a person of virile imagination and trusting) at each step.

Their tiny showcases, with the very latest therein on display, are on the street; their salesrooms above.

"Shrewd buyer, come and meet shrewd seller," sounds the siren call of the Man Upstairs, as you pause to inspect his wares and ponder his proposition. "Come, meet him, and the fruits of your combined shrewdness shall be yours. Ten dollars for you—ten dollars for you—twenty-five for fifteen!"

Stop there if you will, look if you must, but ere the fateful elevator gate clang behind you or you set foot on the ten-dollar stair, listen!

Those behind the game—the second-story men of the clothing business—have been twice investigated by The Tribune. Following the first investigation The Ad-Visor hung a bell on a prolific advertiser. But that bell does not tinkle now, for the exposé resulted in a complete change in the advertising and selling policies. Potential customers no more are told in type or spoken word that in these shops $15 suits are $25 values. And the reform having been accomplished, The Tribune withheld publication of a second article concerning methods that "had been," and with the more pleasure because the values offered at $15 were quite the best that the investigators discovered.

About the time the erstwhile errant concern came into the fold with the sheep of square dealing a half dozen other goats rose up in the second-story line. It was too good a game to be thus tamely abandoned, with too much good logic to persuade the clothes buyer that three seconds in an elevator or thirty on the stairs would save a $10 bill on the standard ready-to-wear $25 suit.

"Off the street level, cheaper rent; cheaper rent, lower overhead; lower overhead, and something worth $25 sold at a profit for $15."

There was the principle—one that the simple-minded buyer could work out for himself.

It **does** sound all right, but there's a big fallacy somewhere. For Tribune investigators, selecting always the likeliest looking clothing in the second floor stocks, have failed in a painstaking search to find a single suit in the stocks of the second story men that appraises up to the sellers' claims. Most of them fall far, far short.

The investigators began their adventures among the second story men with a visit to the Park-Taylor Shop, at 1333 Broadway, the first of a projected "string" owned—if that assertion is not of a class with others made in the place—by Moe Levy, "the best merchandise man in the United States."

There had been a smash of quarter-page newspaper advertising to celebrate the advent of Park-Taylor.

"Have Your $15 Meet These $25-Made Clothes!" flared in big type at the tops of the advertisements. And beneath:

"Park-Taylor clothes are **$25-made clothes for $15.** They are tailored throughout with all the care and painstaking that their style suggests. They are so much better in every way than their price would indicate. There is no secret in our wonderful value-giving. We make the clothes ourselves, saving the regular manufacturer's substantial profit. We sell the garments direct to you from our economical second floor locations. These economies enable us to make the price $15."

It was a Mr. Sabel, who kept his origin to the front by a generous use of you-alls, that led the Tribune men through the mazes of the Park-Taylor stock.

"Twenty-five dollar values?" he echoed, tolerantly. "Why, here's a suit at $15 that you-all would have to pay double that for anywhere else. I noticed one just like it in the window of a store at Forty-ninth Street and Broadway, and it was marked $30."

The location mentioned by the enthusiastic Mr. Sabel immediately suggested Brill Brothers, so the "$30" suit was bought for $15.

"We're off the ground, but we're on the level," Sabel assured the purchasers. "Let me tell you, we sell 300 suits here of a Saturday. Moe Levy owns these stores and he's the best merchandise man in the United States. You-all just come back if you don't find that suit all right."

Off with their bargain went the two Tribune men. There was no similar suit in the show window of the Brill Forty-ninth Street store, but a salesman identified the pattern.

"Out of stock," he said. "Try our Forty-second street store."

And there a suit like the one Mr. Sabel had seen was found. It was marked down to $21.50 and had originally been $25 instead of $30. But for all that the investigators got something of a shock as they inspected it. The cloth in it and in the Park-Taylor product was identical!

To the amateur eye it was indeed a bargain. But when expert appraisers compared the Park-Taylor suit and the Brill Brothers suit the next day they found a vast difference. Of the Park-Taylor product they said:

"Good value for $15. But compared with the other suit of the same material the work is decidedly inferior. It does not measure up to a $25 suit."

Other appraisers went more into detail. They found that an extra three-eighths yard of cloth had been cut for the Brill Brothers suit that the pattern might match at pockets and seams; that the "trim" of the Brill suit, an item in this case bigger than the value of the cloth, had cost more than twice as much as that of the $25-worth-for-$15 article; that the "bargain" had been cut by machine and the other, at double expense, by hand; that the cost of making coat, vest and trousers had been much greater for Brill Brothers than for Park-Taylor.

It was a $25 suit that Brill Brothers had sold, in season, for $25, and for $3.50 less when the demand for the novelty pattern waned. For $15 Park-Taylor had sold a suit that had been worth $15 before the season of lowered prices came on.

Park-Taylor has another shop at 409 East 149th Street. Thither the Tribune investigators betook themselves—and let this be a hint to Louis Aranov, the sporting salesman there, that he can send that $15 to the Tribune Fresh Air Fund any time he feels inclined to pay his bet.

Like Sabel from the Sunny South, Aranov, oddly enough, had noticed that suit in the show window of Brill Brothers' Forty-ninth Street store.

"Twenty-one fifty they're selling 'em for now," he said, "but they were $30. And this here for $15, believe me, is identically the same thing!"

"Money talks," said the Tribune buyer. "What it says I believe."

"You mean?"

Mr. Aranov raised his eyebrows. His customer essayed a shrewd wink.

"You're on!" cried this Carnegie of salesman. "Buy the suit and if it ain't every bit as good as the one Brill's is selling it's yours for nothing. I'll give you your $15 back!"

If Mr. Aranov would like to see the affidavit of the appraiser before he settles his one-sided wager he will find it filed in the Tribune Bureau of Investigations with Exhibit No. 461. True, the suit sold by this uptown upstairs guarantor was judged a bit better in workmanship than the one from the other Park-Taylor store, but there was still a big gap between its worth and a $25 value.

Now, these two suits set up as rivals to Brill values were of Park-Taylor's own pick—novelties time worn and no longer novel. It struck the Tribune buyers and the appraisers as strange that such styles should have been put forward instead of a staple (blue or black). But that, perhaps, is another story.

With this thought we leave Park-Taylor, Moe Levy et al., for one James Gordon Henry, whose second-story operations are conducted at 1358 Broadway—with an entrance on that Square in which the other James Gordon's open-to-all advertising media are published.

Before James Gordon (Henry) had come upon the scene in person a salesman had first affirmed and then denied that Henry clothes were made in Henry's own factory. These were, as the business cards of the establishment paradoxically proclaimed, "Ready-to-Wear, Custom-Made, Tailored Suits." When the proprietor took the sale off his underling's hands he was by no means as insistent as his predecessor on the job that every suit was a $25 value. But **one**, after frankly shaking his head over several previously tried on, he did swear by as a "genuine $10 saving." It was bought for $15.

James Gordon Henry was fortunate in his pick. Although he fell down on his promise of a "genuine $10 saving"—unless he had in mind some other standard of currency than Uncle Sam's—the appraisers did decide his leader might be considered a fair $20 buy. To Mr. Henry, therefore, more power, and may he be a trifle more careful in his arithmetic henceforth!

At 1482 Broadway a sign of the conventional sort—"Take Elevator, Save $10"—drew the Tribune expedition to the second floor of the Cohan Theatre Building. They found themselves in Roberts' Smart Clothes Shop, and Mr. Roberts, who used to be on the stage and still dresses with the snap of a leading juvenile, was on hand to do the honors. To set off his attire he wore a large and brilliant ring and a diamond cluster tie pin.

Of Mr. Roberts as an actor The Ad-Visor knows nothing. But if ever they take to featuring star salesmen on the Broadway signs he will come into his own. It was all the customers could do to keep from taking a flyer for themselves after they had made a purchase for The Tribune.

"Well, maybe it isn't always a full $10 saving," he admitted. "Our $13.50 suit is what they'd sell for, say, $21.50 or $22.50 on the street floor. We've got other suits from $18.50 up, which are cut in proportion under regular prices. How do we do it? Come in some Saturday and see the crowd! We'll sell 100 suits on that day alone. Quick sales, small profits!"

One of the $13.50 suits was bought. (A moment whilst we consult the appraisers' report.)

This is the first thing that stands out:

"Value $12!"

There are other more general descriptive phrases, such as: "Cheapest of cheap!" "Trimmings are *poor!*"

We leave Mr. Roberts to reflect on this—we know where those diamonds came from, we know!—and jump downtown to the Regent Clothes Shop at 140 Nassau Street.

Here the salesman is busy with two friends, replaying last night's pinochle game. It is decided that Spiegel really got away with $4.94 instead of the $1.07 he admitted—and languidly the

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DEATH AMBUSHES BOYS IN CAVE FORT

Captain Nargi, 13, Buried as He Tries to Save Trusted Scouts.

LIEUTENANT PATSY DIES WITH CHIEF

Diggers Rescue Two from Dirt Slide After Little Band's Last Battle.

United States troopers no longer pursue Villa over the rocky mesa that rises from 153d Street, at Walton Avenue, The Bronx. The warring forces, bandits and regulars alike, had forgotten last night the months of conflict that had waged about the hills. Villistas and cavalrymen stood about the street corners in hushed groups, looking at the pile of fresh earth that scarred the hillside.

For where the big hole had been torn by the shovels of the police and the firemen stood yesterday morning the cave which sheltered Captain Raphael Nargi's troop, hemmed in by Mexican bandits. If you watched that hole too long, you were bound to get something in your eye and be forced to leave the gang standing on the corner—for who ever heard of a bold bandit crying?

Captain Nargi Is Dead.

Captain Nargi is dead, at thirteen years old. Patsy Nesta died with him. Patsy was twelve. When the roof of the cave suddenly closed down like a huge mouth, crushing its occupants, Nicholas Nargi, eleven, was also caught. He was almost smothered before he was dug out, and Joseph Metzel, twelve, was badly cut and bruised. His cries were all that saved part of the band from death.

Villa got through minding the baby early yesterday morning. He and his forces had planned an ambush long before Captain Nargi had brought back the groceries to his mother and had summoned his troop. As the cavalry wound their way about the mesa, they were suddenly met with stones which fell and yells that rose from all directions. Captain Nargi immediately ordered a retreat and withdrew his men, uninjured except for a few stone bruises, to the cave they had hollowed in the hill long before.

Once there, they sat down in comfort, to await reinforcements or the hour when irate maternal yells should summon the bandits to dinner.

Rain Starts Cave-In.

It was cool and pleasant in the cave until it began to rain. The captain insisted that it was a fine place to stay even then, although a stream of muddy water presently began to seep through the ceiling. Villa's shouts of defiance, delivered in shrill tones, had died away during the shower. When the rain let up Captain Nargi sent some of his more rebellious troopers—those who had been soaked by the waterspout—out to scout. Only four boys remained in the cave. Joe Metzel was nearest its opening.

Presently there came a little shower of mud and stones. The captain shifted his position and looked out. Could it be possible that the mouth of the cave had been as low as that?

Then Captain Raphael Nargi lived up to the army tradition of an officer and a gentleman.

"Git outa here, youse kids!" he screamed, pushing his younger brother. "Git outa here! The roof is comin' in. Git out!"

The roof came, and Captain Nargi didn't say anything more. Beneath tons of stone and dirt he and Patsy and his brother Nicholas lay buried. The mouth of the cave had caught Metzel about the hips as he started to scramble forth.

Boy's Shriek Brings Aid.

By the time the police on the street below had heard the thunder of the collapse, the high voice of Metzel came to their ears, yelling for help. Edward Connelly, a park employe, reached the lad first. Sharp bits of rock were being forced into his legs and the weight of the hillside was crushing him, but Metzel shook his head when the man picked up a broken shovel lying nearby and started to dig him out.

"There's three others in there," he gasped. "Please git them first. Please git them."

They tried hard to "git them." Police and firemen and citizens dug frantically into the loose earth. Ambulance surgeons dropped their medicine kits and grasped shovels to help. Nicholas Nargi was dragged out first. He appeared dead, but the pulmotors of the rescue squad fanned the flicker of life until it glowed again. Then Patsy Nesta's body was dug out, and at last the rescuers came upon the form of Captain Nargi, lying face downward, his mouth still open in his last warning cry.

Metzel waited until the last of the bodies was brought out, then he broke away from the doctor who was dressing his cuts and ran sobbing toward 256 East 153d Street, where all four of the lads lived. Even a cavalryman may need his mother pretty badly sometimes.

HOTEL IRVING

26 Gramercy Park 20th St., near 4th Av.
Absolutely Fireproof. Newly Renovated. Up to Date.
American and European Plan.
Furnished or Unfurnished.
$25 to $40 Week, American.
$65 to $90 Month European.
$2 to $3.50 Day Transient.
BLAKE BROS., Mgrs.

TO TAKE DRUGS TO PALESTINE

U. S. S. Des Moines Will Leave Egypt on Mission of Mercy.

The United States cruiser Des Moines will carry from Egypt to the suffering population of Palestine $18,000 worth of medicine, held at Alexandria by the Allied blockade. The man-of-war is now at Barcelona and will set out at once.

Through the intervention of Oscar S. Straus, Henry Morgenthau and Jacob H. Schiff the Allies have given permission for the drugs to be transported into Syria, where both the Jewish and Mahometan populations are in sore need of medical assistance.

Furnished Suites of 2 rooms & bath, $2.50 per day and up for one or two persons.
HOTEL
LUCERNE
201 West 79th St.
Convenient to all lines transit. A quiet and refined family hotel. Yearly leases on furnished or unfurnished apartments. Also weekly or transient rates. Cuisine and services of the highest class. A la carte or table d'hote. Banquet Rooms.
Arthur T. Hardy.
Chas. G. Stamm.

PLEASANTLY SITUATED
Overlooking Hudson River
HOTEL
WILLARD-WEST END
76th St. & West End Av.
With its new addition now completed, of 125 rooms with bath at $2 per day and up, for one or two people, also handsomely furnished Suites of 2 rooms and bath, $3 per day and up.
American and European Plans.
Arthur T. Hardy.
Chas. G. Stamm.

HEARN

Fourteenth Street — West of Fifth Avenue

Ready AUTUMN NEWNESSES

NEW FROCKS AND GOWNS AND HATS AND BLOUSES
NEW SENSIBLE CLOTHING FOR THE SCHOOL CHILDREN
NEW SCHOOL SUPPLIES
NEW FURNISHINGS, RUGS, CURTAINING FOR THE HOUSE

At Prices Undercut by No One

The Newest in Frocks and Suits

For Women and Young Women

The beginning of a new season in a store is most interesting. New dresses and suits come in every day. Full skirts or slim silhouettes are questions of the hour. Whatever the whim may happen to be we have the newest always.

DRESSES

9.98

Two Serge Dresses.

Waistline Style, with fancy yoke on blouse—gathered pockets, white collar and cuffs.

Straight Line Style—finely pleated model—button trimmed.

15.98

In Two Styles

Serge Dress—Braid bound bodice—circular skirt, braided, in yoke effect—white hemstitched collars in crepe de Chine—button trimmed—elaborately tailored.

Combination Satin and Serge in Redingote Style—simple waist with crepe de Chine collar and frills—embroidered pockets on full skirt.

25.98

Serge Dresses with waistline belt—embroidered motif repeated on bodice, skirt and cuffs—deep sash belt restrains fulness, which series of tucks creates at waist line. Another model is Redingote style of satin and serge exquisitely embroidered on bodice and skirt—button trimmed—sash belt and the perkiest slipper pocket effect on the skirt.

17.98

A Satin Dress—A nonchalant style with a shirred overskirt that flares out, quite ignoring narrower underskirt that shows below. Simple button trimmed waist with Georgette crepe collar—an embroidered sash belt and button trimmed pockets. This you find in gray, black, navy green.

23.98

A Straight Line Satin Dress—Many fine pleats hang from embroidered yokes. The crepe de Chine collar is pointed and frills on cuffs are full. Effective in its simplicity.

SUITS

29.98

Suits for Young Women—Two Styles—Velour, serge and Poiret twill, with long coats, some hip yoke with peplum effect, others with inverted pleats, narrow and double belts—full back skirt.

and

Velour mixtures, in range of shades, blue and brown, blue and black, black and white—long flaring coat—double belts—patch pockets on coat and skirt.

19.98

Women's Serge Suits in navy and black—coats, hip or knee length—convertible velvet top collar—simple panel back with belt on side—full skirt. Button trimmings add to the style of this suit.

27.98

Women's Suits (in Poiret twill), navy, green, brown and black. Long coat—ripple fulness—self covered buttons. Effective skirt with yokes in front and sides.

Serge Suits in navy and black in extra sizes. Hip or knee length flare coat with pleated back—side belt—convertible velvet collar—effective bone button trimming. Simple full skirt, to which converted pleats add fulness at bottom of skirt.

34.98

Women's Suits—in broadcloth—36 in. coat—panel back—ripple side caught in pleats at back. Button trimmed. Fancy yoke top skirt, very new. Seal trimming makes this suit distinctive. In **velour**—long coat box pleated—double belt—velvet trimming on collar and cuffs—yoke top skirt with fetching pleats on side.

In spite of decided advance in both labor and materials, these Suits and Dresses were very carefully and skilfully bought, with the result that we are as proud of our prices and sure of our values as ever.

AUTUMN HATS

Every day another new model comes in—a style for everyone....The variety seems endless....Some of these hats are especially for the school girl—big or little.

School Girl Felt—sailor or roll brims—all best colors..... **1.65**

Felts and Velvets—sailors, rolled brims, mushroom and close-fitting hats—all very simple and most effective **2.98**

Our Specialized Five-Dollar Hat—$5 or velvet in large, small and medium shapes—plain mushroom and other—in black or colors.

Newest Fall Styles—copies of Maria Guy, Rebroux and other French models; to..... **15.00**

Frocks and Suits for High School and College Girls.

12.98

Serge Dresses

in the regulation Sailor styles—in navy and black, with red braid and emblems.

9.98

Serge Frocks

in three styles—**Simple waist line model**—with plain bodice, wide belt—gathered skirt, patch pocket, white poplin collars and cuffs.

A Sailor Model with white braid trimming and sailor tie.

Straight Line Dress—in black, navy, green and brown—fine pleats from yoke—giving long lines—large patch pockets, fancy buttons, white collar and cuffs.

A Smart School Suit,

17.98

Simple coat (lined with figured messaline), with new narrow belt—convertible collars — and ingenious pockets of new shape—gathered skirts. These in gabardine and poplin in black, navy, brown and green.

There are finer suits, in effective box pleated models—and in long coats, braid trimmed, up to **22.98**.

FALL DRESS STUFFS

Most peculiar—the weave of some of these new Fall dress stuffs—in plaids and velours—colorings of burgundy or garnet—seal brown and greens—and patterns that are new. But before you look very long at some of these new materials you're sure to say, "Be it pleated or be it gathered, I'll use this stuff to make my dress."

54-inch All-Wool Novelty Velours—small check designs in cadet, African and seal brown, taupe, Russian, myrtle, green and navy...**2.49**

48-inch All-Wool Broadcloths—chiffon finish—sponged and shrunk—one dozen fashionable Fall shades and black.....**1.49**

54-inch All-Wool Striped Poplins—navy with contrasting stripes of green, gold, garnet, cadet, lavender—for separate suits or skirts....**1.98**

36-inch All-Wool Storm Serges—garnet, brown, myrtle, navy and black ..... **.49**

54-inch All-Wool Overplaids—heavy storm serge weave, with green, brown, gold, garnet and white lines.....**1.98**

42-inch All-Wool Poplins—taupe, garnet, mint, myrtle, green, seal brown, navy and black..... **.98**

42-inch All-Wool Prunellas—rose, taupe, mint, myrtle, seal brown, navy and black..... **.98**

48-inch All-Wool French Serges—navy, men's wear blue and black..... **.98**

54-inch All-Wool Novelty Striped French Serges—blue, green, brown ground, with contrast stripes..**1.39**

Our "Champion" Middy Blouses .68

Sizes 8 to 20 years—Value 98 cts.....**Specialized price**

Made especially for us of excellent quality White Galatea—good cut—well sewn and finished—will stand lots of wear and washing—nothing quite so practical for school wear—you could not possibly buy the goods and make them up for the price quoted by us.

In Same Section:

Girls' Tub Dresses—Excellent quality Plaid Ginghams—various pretty colorings and styles, new for Fall—6 to 14 yrs. Assortment is especially large and comprehensive. Our regular selling price, $1.24. Special ..... **.88**

Girls' School Dresses—6 to 14 yrs.—Made of good quality Serge—Navy, Brown, Red—prettily trimmed with harmonizing plaids — Kilted Skirts—all new, just purchased for this School Sale. Our regular selling price, $2.98 Special.. **2.25**

Girls' Rainy Day Outfits—6 to 16 yrs.—Navy and Tan Rubberized Poplins—Brim Caps to match—A real school necessity, so take advantage of the offering at the Special Price..... **2.47**

Our everyday price is $2.98.

FREE

Dependable Alterations

Women's,

Suits,	**14.75** and up
Coats,	All
Dresses,	**7.95** and up
Skirts,	**4.95** and up

Misses', Juniors' and Girls'. All Prices.

Undertogs for the Children

Keeping the children clean—there's just the rub—just lots of rubs—But these simple underclothes do up so easily. With school days nearly here mothers, planning for all the clothes—underclothes, too—will be glad of these prices:—

Children's Cambric Drawers—embroidery and tucks and some knicker style—ribbon run—4 to 14 years..... **.28**

Children's Cambric Skirts—double insertion of lace and deep embroidery ruffle—4 to 16 years. Our reg. 49..... **.38**

Children's Cambric Nightdresses—embroidery or lace trimmed—slipover style—ribbon run—2 to 16 years..... **.49**

Misses Princess Slips—double insertion of lace and tucks or trimmed with fine embroidery—sizes 6 to 14 years..... **.79**

Children's Cambric Muslin Drawers—hemstitched hem and tucks—1 to 12 years—reg. .15..... **.8**

Hosiery for School Children

Double heel and toe on these stockings—they last longer and there's less darning needed.

Children's Black Cotton Hose—medium and heavy rib—double heel and toe..... **.19**

Children's Black Lisle Hose—fine rib—double heel and toe—sizes 5 to 7½..... **.24**

sizes 8 to 10..... **.29**

Make Your Own Dresses

Our Fall Dressmaking Class Opens September 11th. This is an opportunity to learn to sew under the supervision of an expert from the New York School of Dressmaking.

Six Lessons for.....3.00

Five Sessions daily of one and a half hours each. For particulars apply at Butterick Pattern Department.

MORNING SPECIALS—Tuesday Until 1 P. M.

To prevent dealers buying, quantities restricted. No Mail or Telephone Orders.

$5.00 Trimmed Hats—Fall models 3.29 Black, black and white, also colors—large and small—smart trimmings. MILLINERY—THIRD FLOOR.

$1.39 Untrimmed Hats..... .90 Velvet or satin—variety of newest models. Trimmed free if materials are purchased here. MILLINERY—THIRD FLOOR.

$1.98 Striped Tub Silk Blouses. 1.57 Smart combinations—neatly tailored—convertible collars. BLOUSES—SECOND FLOOR.

98 ct. Women's Night Dresses.. .69 V, high or round neck—prettily trim'd with lace emb'y and ribbon. MUSLIN UNDERWEAR—SECOND FLOOR.

49 ct. New Collars..... .39 Hand emb'd on cloth or fine net—also dainty organdie—new models. NECKWEAR—MAIN FLOOR.

98 ct. Girls' Tub Dresses..... .69 Favorite plaids—advance models—variously trimmed—6 to 14 yrs. GIRLS' DEPT.—SECOND FLOOR.

$3.25 Men's Silk Shirts.....2.45 Also silk fibre—neat stripes—well made—14 to 17 neck. MEN'S FURNISHINGS—MAIN FLOOR.

$6.98 & $7.98 Boys' Fall Suits..5.00 Variety of Norfolk models—knickers fully lined—silk sewn—majority with extra trousers—8 to 18 years. BOYS' CLOTHING—THIRD FLOOR.

$1.48 Little Boys' Shoes.....1.15 Black veal calf—blucher lace—mannish lasts—stout soles and uppers—8 to 13½. SHOES—SECOND FLOOR.

39 ct. Bleached Damasks..... .26 64 inch—good patterns. LINENS—MAIN FLOOR.

79 ct. Yard Wide Poplins..... .62 Silk mixed—soft chiffon finish—assortment of new light and dark colors. SILKS—MAIN FLOOR.

17 ct. Dress Ginghams..... .12 Mill lengths—fine variety of checks, stripes and plaids—in demand for school dresses. WASH DRESS FABRICS—BASEMENT.

24 ct. Silk Mixed Chiffonettes....17 Plain or dotted—assortment of street and evening shades. WASH DRESS FABRICS—BASEMENT.

25 ct. Moire & Taffeta Ribbons. .19 Black, white and colors—also dresdens—millinery and sash widths. RIBBONS—MAIN FLOOR.

11 ct. Yard Wide Nainsooks..... 8 Firm weave—for underwear and infants' clothes. WHITE GOODS—MAIN FLOOR.

89 ct. French Serges—40 inch.. .62 **Also Taffeta Poplins.** All wool—fine weave—tan, gray, brown, garnet, cadet, navy and black. DRESS GOODS—MAIN FLOOR.

$19.98 Seamless Velvet Rugs 13.95 9x12 ft. Alex. Smith & Sons—florals, Orientals and medallions—cream and dark grounds. RUGS—THIRD FLOOR.

$3.29 Irish Point Curtains.....2.35 Neat borders—detached figure centres. LACE CURTAINS—BASEMENT.

$2.25 Crochet Spreads.....1.49 Full size—fringed or scalloped—pretty patterns. SPREADS—BASEMENT.

$2.59 Heavy Comfortables.....1.89 Full sizes—cambric or sateen—well stitched. COMFORTABLES—BASEMENT.

NEW FURS

So effective in line and alluring in texture are these coats that every woman wants one—and here's a fact not to be ignored: **These prices are offered now—but they cannot be offered later in the season:—**

Near Seal Coat—40-in. length—opossum collar—ripple back—full flare model.....Special **64.50**

Women's Coats—Hudson seal and dyed muskrat—45-in. length—skunk collar—a stunning coat—**125.00**

Women's Coats—Hudson seal, with skunk collar, double skunk border on coat—and deep cuffs—bell sleeves—coat with 125-in. sweep. Special **250.00**

Skunk Muffs—round and pillow muffs.....Special **25.00**

Hand Ring.....**32.00**
Silk Lined.....**35.00**
Good Value.....**50.00**

Large assortment of Capes in near seal, sealine, Hudson seal and moleskin.

Clock Signs Denote Morning Specials. Look for the Clocks! Look for the Clocks!