

### BLUE RIDGE SIGNS AND OMBENS.

#### SUPERSTITIONS OF THE VIRGINIA MOUNTAIN FOLKS.

Interrelation of Sasparas, Kitchen Fire and Cow—Poverty Shunned by Peacocks—Influence of the Moon on Crops—A Stern Code of Perpetual Disaster.

WASHINGTON, Dec. 29.—Washington, self-admitted centre of culture and enlightenment, looks upon superstition as a form of devil worship that vanished with witch burning. Yet within two hours ride of the Capitol are communities that despise public schools and church choir factions and problems and things are as deeply saturated with superstition as the scholarly bats that fitted through the intellectual twilight of the Middle Ages.

In the upper reaches of the Virginia counties that flank the Blue Ridge on the east and climb the mountain shoulders until they look down over the summit into the Shenandoah Valley the daily life of one hill dweller is hedged in with countless signs and omens, all portents of evil. Through them he walks gingerly, fearful lest in propitiating one genius of disaster he offend against another.

A religious and churchgoing folk are these on Sunday. The rest of the week they devote to keeping out of the clutches of "bad luck," the modern form of that disagreeable and uncomfortable old god of the Zidonians, Baal, who visited them with dire and original punishments when he didn't get his regular allowance of broiled baby. They don't broil babies, these latter day worshippers, but they keep themselves in perpetual hot water.

"Hance," said a sturdy old farmer of the Big Cabbler Mountain, "the first of the boy started out on a June morning to hoe the weed choked corn, 'ther moon's in 'ther second quarter an' 'er chop 'em down then weeds 'll grow wos'er'n ever. Better wait 'll nex' week."

"Sides, I want yer to go fer ther doctor. Yer ma's allin' 'this mawnin' an' 'er durned whippo' will set on ther horse block an' holled las' night 'tel I cloddid him off. Yer know what that means?"

Whippoorwill, that the ignorant may know as much as Hance, mean early and sudden death. For years they had made that block a rendezvous for their nightly chorals, while the family remained healthy as hostlers. But it shook not the old man's belief in the faith of his fathers. The doctor was hurriedly fetched, only to find ma recovered, "as peart as a cricket."

"Don't yer put that sasparas wood in ther kitchen fire!" cried the old lady to her helping hand one day, a twelve-year-old girl, as yet unlearned of the laws of the hills. "Every single cow on ther place 'll go dry 'er yo. Put it in pa's fire."

A listening city man wondered at this fine distinction. "Law, ohle," sagely explained the old lady, "it's jes' puttin' sasparas in ther kitchen fire what makes cows go dry; it don't make no diff'ence in no other fire. Why, when I was 'er gal over'n Happa-hannock—" and wise saws and ancient maxims were copiously cited to sustain the theory of interrelation of sasparas, kitchen fire and cow.

Sometimes they hit it. One day the city man, bent on a little exercise in wood-chopping, strolled through the house with axe and shoulder. "Sit outer hyah 'fith that," roared the old man in pallid terror. "Don't yer know it's ther wos' luck in ther worl' ter kee 'er axe through 'er house? What yer thinkin' 'bout, anyhow?"

An hour later, as the city man approached the dwelling, his ears were flooded with a torrent of high treble recriminations mingled with a deep flow of apologies. They gushed from door and window. The city man betook himself back to the placid forest, where he abode until the gusty Niagara had subsided. As he emerged the old man met him.

"I knowed yer'd make trouble 'em 'ith ther axe," he said accusingly. "Yer had'n't got 'er ther barn 'fo' ther old 'oman foun' 'er jug 'er moonshine hid 'under ther bed, an' 'I'd done swore of las' Cris' mas fer 'er year. Let this be 'er lesson ter yer, 'er son, an' don't yer tote 'er axe through 'er house no mo'."

The city man began to believe there was something in it. "The moon won't stay 'ith ther axe," explained the old lady when the city man suggested them as an ornament to the velvety blue grass lawn. "They won't stay 'ith 'er folk."

"We used ter have 'er beautiful pair on 'em. They stayed here fer years 'tel we got 'em. They was 'er Cyarers an' got 'er 'er barn 'fo' ther old 'oman foun' 'er jug 'er moonshine hid 'under ther bed, an' 'I'd done swore of las' Cris' mas fer 'er year. Let this be 'er lesson ter yer, 'er son, an' don't yer tote 'er axe through 'er house no mo'."

One sign the sexes split upon. The men held it to be wrong to drink whiskey on the kitchen fire, the women on the washing moon. They agree, however, that a given and sufficient amount will make a man twice as drunk when the moon is on the wane; so it is really a question for dialecticians and prohibitionists.

Cuttings and combings from the hair must be carefully collected and burned in the kitchen fire, that altar to the god of bad luck. Otherwise a general run of ill fortune will sit by the hearth for an indefinite term.

If the birds get the hair the ill luck is more specific. The miserable man has a headache that no coal tar product can relieve until the nestling leaves the nest. The unfortunate woman loses her remaining locks, "unhelped by hair tonics."

marches with the mountain's foot, the stern code of perpetual disaster is relaxed. Some of the signs are lucky.

Thus, a solitary crow—he must be in flight—brings an argosy of good luck, an omen descended, no doubt, from Romulus and his household.

Of course, they adhere to the bacon rind treatment for warts as far superior to lunar caustic. Rub the rind on the wart, walk backward around the house three times just as the first star of evening appears, and then bury the rind under the eaves. When the next rain drips from the roof away go the warts.

Here the moon, still powerful, oftentimes beams benignly. "I've always had good crops," said a clever and comfortable farmer of the foothills, "because I always plant things that yield above ground, like corn and wheat, on the light of the moon and those that yield beneath, like potatoes, on the dark. I've never failed. Yes," he reluctantly admitted, "I do use lots of fertilizer. But the moon's pull on the soil is a crop raiser."

"When yer hev 'er dawg the don't know 'uff ter bark when he trees 'er varmint," confided a dweller in the Appalachian Valley, "thar's only one way ter learn him how. Take 'er green gourd that's been raised in ther north-west corner 'er field—yer ma's pull it on 'er 'Seasy' an' give 'er tongue take ther gourd an' bus it wide open over his head. It'll learn him ter bark 'tread all right."

The city man found a green gourd in the magic corner. It was hard enough to split an axvil; a blow from it would have started a volcano down out of the lips of a deaf mute. He no longer marvelled that the "dawg" barked.

"Hais don't bother me no mo' sence 'er fellow farm over in Hominy Hollow tol' me how ter get rid of 'em," said the same wise one. "When they gets bad I ketch 'er black-snake, one 'er these hyah racer kin', an' I cute off his head Sunday mornin' 'fo' breakfast. Then I puts it under 'er rock in ther backyard, a-pintin' it 'to'ard ther door. Jes' as soon 'er sun sets every durned night 'er head starts an' go 'tward ther way that snakehead 'a-pintin' an' 'er 'er they gets drownded."

A plan cheaper than the Pied Piper. When the city man came home he found himself stopping to make a cross mark with his toe every time he turned back and shuddering whenever he heard a howling dog, the deadliest of mountain death omens. He insists that every one is superstitious at heart.

**LAWYERS AT ANY HOUR.**  
An All Night Need of the Town Discovered and Promptly Met.

A company has been formed to supply legal services which may be needed at any hour of the day or night. The Night and Day Bank came less than a year ago, and the demand for all night service in other lines has made itself felt, for New York is a town in which business may be transacted during each of the twenty-four hours.

The hotels and the parlors are largely responsible for this continuous feature in business lines. At the large hotels business men meet after the conventional hours to discuss business enterprises. They find themselves frequently in need of the services of a lawyer, or an expert accountant, and to meet this demand the new company was recently organized.

A man who got married under romantic circumstances a few weeks ago found the services of the company valuable in carrying out his plans. His arrangements required the leasing of a steam yacht, and he sought in vain for a lawyer qualified to draw up such a lease until at 11:30 P. M. he heard of the existence of the company. He telephoned to the uptown office of the company, and asked if they had a lawyer there who was qualified to draw a lease for a steam yacht.

The man on the telephone at the company's office replied asking when he wanted the services performed. The hotel manager replied, "Instantly." By 11:45 one of the company's lawyers, accompanied by a stenographer, was in his room and the necessary document was dictated.

The completed papers, ready for the signatures of the lessor and lessee, were in his hands the following morning at 5 o'clock. As at 7 the signatures of all parties had been obtained, and at 8 the bridegroom accompanied by his bride and her friend were steaming up the Hudson River to the place where they were to be married.

The establishment of the twenty-four hour service is the result of a conversation the president of the company had with the manager of one of Greater New York's greatest hotels.

"We are trying," said the hotel man, "to do everything for the convenience of our guests. We keep our vaults open until after the theatre for the deposit of the jewels of our guests, just as the Night and Day Bank does."

"We have a physician regularly on call, and stenographers, and every facility available for the transaction of business by our guests, but of late we have had a number of calls for lawyers to draw up contracts, or give advice about matters requiring urgent attention."

"If it were not for the expense I would have my own hotel attorney quartered right here in the house."

The suggestion of the hotel man was followed in less than a week by the establishment of the company, and the uptown and downtown offices were opened for the transaction of business at all hours of the day and night except Sundays. All the principal hotels in New York now are in touch with the company.

The services of the company have frequently been engaged in divorce matters, but the main demand has come from persons desiring to have contracts, deeds, mortgages and wills drawn.

Start The New Year RIGHT By Starting A DEPOSIT ACCOUNT at MACY'S. Know how much you spend and for what you spend it.

# Macy's

B'way at 6th Av. 34th to 35th St.

R. H. Macy & Co.'s Attractions Are Their Low Prices.

With the exception noted the sales advertised here will start MONDAY.

Second Week Of The

## WHITE GOODS SALE

Offering Extraordinary Values In Women's Undergarments, Children's and Infants' Apparel, Men's Shirts, Collars and Night Garb, Lace Curtains, White Fabrics, Laces and Embroideries, Etc.

EXTRAORDINARY because the sale prices in many instances are lower than we would have to pay to duplicate the goods in the present market.

The stocks of Undermuslins—really the foundation of the White Sale—give greatest evidence of this less-than-market pricing.

It is not merely an opportunity to buy faultlessly made garments for what the materials alone are worth, but an opportunity to buy them for less, in many cases, than you will have to pay to-day for the muslin, cambric or nainsook alone.

And the most ardent champion of home sewing cannot produce better fashioned or more daintily trimmed garments than we have for this record White Sale.

50,000 Yards of Desirable

## WHITE SILKS

Ready Monday For The Second Week of the White Sale.

Main Floor, 34th Street.

A few days' delay—the price of perfection in sale details—brings Silks into the second week of the White Sale, instead of the first week—as originally planned. The quantity of Silks concerned—both medium and highest grades—is by far the greatest we have ever presented.

And the extraordinary underpricing gives the event a degree of importance Silk buyers will hardly ignore.

Buy the Silks you need for immediate use or store up supplies for the summer to come. In either case the opportunity is most inviting.

Scan this bulletin—

10,000 yards WHITE TAFFETA SILK; elsewhere 68c. a yard, sale price 49c  
4,500 yards IMPORTED WHITE MESSALINE SATIN, pure silk; elsewhere 69c. a yard, sale price 49c  
3,500 yards WHITE SHANTUNG SUITINGS, 27-inch; elsewhere 75c. a yard 54c  
2,500 yards WHITE PEAU DE CYGNE, pure silk; elsewhere 69c. a yard, sale price 59c  
1,500 yards HEAVY WHITE TAFFETA, 27-inch; elsewhere 89c. a yard, sale price 66c  
1,800 yards WHITE DRESS TAFETA, 36-inch; elsewhere \$1.10 a yard. 89c  
1,000 yards WHITE PEAU DE CYGNE; elsewhere \$1.25 a yard, sale price 94c  
1,800 yards WHITE PONGEE SILK, all silk, 23 inches wide; elsewhere 39c. a yard, sale price 34c  
1,200 yards WHITE CREPE DE CHINE, 23 inches wide; elsewhere 75c. a yard 56c  
2,200 yards WHITE CREPE DE CHINE, 40 inches wide; elsewhere \$1.25 a yard 81.09  
5,000 yards 27-inch WHITE HABUTAI—four grades; extra special, at 44c, 54c, and 64c  
4,500 yards 36-inch WHITE HABUTAI; extra special; a yard, 44c, 54c, and 64c

FINE GRADES OF HABUTAI, IN BOTH 27 AND 36-INCH WIDTHS, WILL BE OFFERED AT PRICES RELATIVELY LOW.

1,500 yards WHITE SILK VOILE, 44 inches wide; elsewhere \$1.50 a yard \$1.19  
IMPORTED WHITE CALCIUM SILKS; very new; elsewhere \$1.50 a yard \$1.19  
1,800 yards WHITE SATIN MAJESTIQUE, 33 inches wide; elsewhere \$2 a yard, our price \$1.59  
2,500 yards WHITE METEOR CREPE, 45 inches wide; elsewhere \$1.75 a yard, our price \$1.19  
1,200 yards WHITE SATIN DE CHINE, 36 inches wide; elsewhere \$1.40 a yard, our price \$1.14

Clearance Reductions in the Women's Suit Section.

Second Floor, Broadway.

After-Christmas round-up of broken assortments, of odd half dozens of fine suits and straggling ones and two—collectively quite an array, yet few groups embrace enough Suits of a kind to warrant detailed descriptions.

Perhaps the richest prizes in the entire section will be found placarded with "Not Advertised" Cards. Of the larger groups here are two we count representative:

**\$59.74 Suits Reduced to \$39.74**

About forty in all, in various models, fashioned of such excellent fabrics as velveteens, broadcloths, plain and fancy mixtures, checks and stripes; all colors. Practically all sizes are included.

**\$39.74 Suits Reduced to \$26.74**

Thirty in this collection. "Prince Chap," short coat and Eton blouse models in various materials; skirts fully pleated. These Suits are tailored in excellent manner and trimmed very prettily.

SALE OF WOMEN'S COATS

**\$14.00 Coats at \$9.94**—Full model garments, 50 inches long, made of desirable mixed fabrics; finished with silk velvet collars; bodies and sleeves, lined with satin.

Another model at \$9.94 is a 48-inch coat made of panne cheviot, lined throughout with satin. It has a collarless neck and full sleeves, prettily trimmed with braid.

**\$30.00 Coats at \$19.74**—Full draping model, 48 inches long, made of very fine quality heavy black broadcloth, lined throughout with satin; finished with deep shawl collar of Alaska sable.

**\$40.00 Coats at \$24.74**—Several models—copies of popular foreign models—made of fine quality broadcloth in dainty evening shades; handsomely trimmed and lined with peau de cygne.

**\$60.00 Coats at \$44.74**—High class garments in various models; finished of broadcloth in dainty colorings; trimmed effectively and lined with peau de cygne.

Reductions in Furs

Broad reductions—covering lines of inexpensive Neckwear and Muffs, as well as superb Fur Coats—highest class garments from Old World furriers.

THE EXTREMES—

BREITSCHWANTZ COAT, empire model, reduced from \$650.00 to \$397.00

BREITSCHWANTZ BOX COAT reduced from \$300.00 to \$194.00

CARACUL COAT, pony model, reduced from \$240.00 to \$173.00

BABY CARACUL COAT, Eton model, reduced from \$180.00 to \$119.00

GRAY SQUIRREL MUFFS, were \$6.74 and \$8.94, now \$5.49 and \$7.94. SCARFS, \$4.74 and \$6.94.

SABLE SQUIRREL MUFFS, were \$7.94 and \$8.94, now \$6.49 and \$7.30. SCARFS, were \$6.74, now \$5.74.

BLACK LYNX MUFFS, were \$27.74 and \$39.74, now \$21.74 and \$32.74. SCARFS, were \$17.89 and \$29.74, now \$12.74 and \$21.74.

Silk and Lace

## WAISTS

Second Floor.

**\$1.98**—Two styles of Japanese Silk Waists—one finished with straight panels of heavy embroidery and laces, the other a pointed yoke effect, heavily embroidered below.

**\$4.97**—Eton Neck Waists, front and back elaborately trimmed with Cluny lace insertions and heavy Venise medallions; trimmed collar and cuffs; lined throughout with China silk.

**\$3.96**—Waists made of all-over Oriental lace, fronts trimmed with medallions and Venise lace insertions; trimmed backs, collars and cuffs.

Lawn and Batiste

## WAISTS

Second Floor.

**99c**—Waists made of fine white lawn, the fronts of all-over embroidery and clusters of fine tucks.

**\$1.49**—Waists made of good quality dotte Swiss, fronts tucked in graduated yoke effect; elbow sleeves, tucked back.

**\$1.98**—Waists made of lawn, finished with yokes of lace insertion, with panel of openwork and blind embroidery below; collar and cuffs trimmed with lace.

**\$1.98**—Two models of fine white Batiste Waists, trimmed with Val laces and dainty embroideries; one finished in V-shape yoke effect, the other with insertions of embroidery; trimmed sleeves, collars and cuffs.

**\$2.97**—Fine Mercerized Batiste Waists, with yoke of Val lace, the lace extending down the sides of the garment and separated by hand embroidered panel; attached lace collar and tucked cuffs.

Fancy Fleece Crib Blankets, pink and blue colorings; size 34x40 inches; colored edging. 99c

WHITE COTTON FLEECE BLANKETS, very soft finish; with neat front and blue borders; size 54x72 67c

WHITE COTTON FLEECE BLANKETS, German finish; delicate pink and blue borders; durable binding; size 68x78 inches; \$2.00 quality; \$1.67

GRAY COTTON FLEECE BLANKETS, extra heavy; very soft finish; pink and blue borders; size 68x78 inches; \$2.25 quality; \$1.88

22-QUARTER 2-DRAWER WOOL BLANKETS, slightly imperfect; blue, pink and red border; heavy silk binding; 10-4 size, for single bed, pair, \$3.02, \$3.12, \$3.43

11-4 size, for double bed, pair, \$2.74, \$3.14, \$3.69

12-4 size, for extra large bed, pair, \$3.49, \$4.79

FULL-SIZE SILKOLINE COVERED COMFORTABLES, figured on one side, pure white cotton lining; size 98x122 98c

TRIMMED BY KEROZANT, size 98x122 98c

TRIMMED COMFORTABLES, figured on both sides; fancy stitched, in light and medium colorings; size 98x122 98c

FINE LAMINATED COTTON FLEECE COMFORTABLES, covered on both sides with figured silkline; new designs; size 72x78 inches; \$1.79

22-QUARTER 2-DRAWER WOOL BLANKETS, heavy cotton filled COMFORTABLES, saten lined, fancy stitching; size 90x118 inches; \$2.49

Blankets, Comfortables, Special Prices

Basement.

FANCY FLEECE CRIB BLANKETS, pink and blue colorings; size 34x40 inches; colored edging. 99c

WHITE COTTON FLEECE BLANKETS, very soft finish; with neat front and blue borders; size 54x72 67c

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22-QUARTER 2-DRAWER WOOL BLANKETS, heavy cotton filled COMFORTABLES, saten lined, fancy stitching; size 90x118 inches; \$2.49

For Boys: Dress Garments Reduced

Second Floor.

TUXEDO SUITS, manufacturer's samples, made of all worsted Venetians and unfinished waistcoats; some lined with silk, others lined with serge and faced with silk; size 8 to 15 years; values up to \$15.00; sale \$9.94

FUR TRIMMED BY KEROZANT, the bodies of jersey and vicuna cloth, the trimmings in natural squirrel, hundra and muskrat; odd sizes and styles for boys of 3 to 9 years; not all sizes in the lot; former price \$12.96 and \$15.75; sale price \$9.96

Laces and Embroideries

First Floor.

PLATTE VAL and FANCY COTTON LACES, EDGING and INSERTIONS; widths 1 to 9 inches; values up to 90c. prices 3c to 24c

IN THE BASEMENT—

NAINSOOK, CAMBRIC and SWISS EMBROIDERIES, EDGING and INSERTIONS; widths 1 to 7 inches; imported to sell up to 20c. a yard, sale prices 8c, 10c and 12c

Clearance Wednesday, Jan. 2.

## CARPETS

Annul Sale, Involving All Dropped Patterns, Odd Rolls and Lengths

Third Floor.

When the Carpet manufacturers determine to drop certain patterns there is no appeal. The distributor, if he takes pride in good stock-keeping, must drop into line and sacrifice every yard he owns of the patterns in question. Wednesday morning the sacrificing begins in this Macy Carpet store. Perhaps some of the patterns at stake are the ones you counted most desirable. On them—at a saving of DOLLARS on every room supply you buy. If possible bring room measurements. Some part of a roll that might meet your requirements would have to be reserved on the spot.

Prominent in the sale:—

SMITH'S SAXONY AXMINSTERS, in parlor patterns, with borders to match; regularly 98c. a yard, now 79c

SMITH'S EXTRA QUALITY AXMINSTERS, some patterns with borders to match; regularly \$1.19 a yard, sale price 94c

OUR BEST GRADE AXMINSTERS, fine weaves in choice colorings—some with borders to match; regularly \$1.59 a yard, now 1.24

BEST QUALITY WOOL VELVET CARPETS (not the stamped goods), regularly \$1.09 a yard, now 79c

HALL CARPETS, best quality Wilton velvets; some Stair Carpets to match; regularly \$1.44 a yard, now 98c

TAPESTRY BRUSSELS CARPETS, including such makes as Roxbury, Smith and Hartford, in room and hall patterns—some with borders and stair carpets to match. Were 89c and 94c. 76c. 64c.

NOW 69c 59c 49c

BEST FIVE-FRAME BODY BRUSSELS CARPETS, some with borders to match; regularly \$1.34; now 98c

ALL WOOL INGRAIN CARPETS, solid colors and figure designs; lengths under 20 yards; regularly 74c and 89c; a yard; now 39c

VENETIAN AND CORDEMON STAIR CARPETS, lengths under 10 yards; 24c and 29c. qualities; a yard 24c

Oriental Rugs Reduced.

Included are several groups of small-size, popular-priced weaves, on which the reductions are important.

SHIRVANS, size about 3x5 feet, reduced to \$12.48

SHIRVANS, MOSSULS, &c., 3x5 1/2 feet, reduced to \$14.94

FEREGHANS, MOSSULS AND DAGHESTANS, including many antiques; 4x5-foot size \$16.74

SELECTED MOSSULS, GUENJES, IRANS, &c.; average size 4x7 feet, special at \$19.94

LINENS

First Floor.

Our Linen stock is one of the pillars of strength in the White Sale and its fitness is proved by the character of its offerings in staple grades, as well as fancy linens. First details concern a shipment of Japanese Hand-drawn Linens that should have been here for holiday selling. For the late delivering amends are made in the form of an underpricing that averages one-fourth.

JAPANESE HAND-DRAWN LINEN CENTREPIECES.

18-inch size, each, 79c. to \$1.33.  
24-inch size, each, \$1.19 to \$2.49.  
36-inch size, each, \$1.69 to \$3.74.

JAPANESE SCARFS.

18x36-in. size, each, \$1.09 to \$2.24.  
18x45-in. size, each, \$1.39 to \$2.56.  
18x54-in. size, each, \$1.48 to \$3.16.

IN ADDITION:

Scalloped Doilies, Centre-pieces and Scarfs, pure linen, centres finished with single row of hemstitching.

—DOILIES—

Size 6-in. 9-in. 12-in. 14-in.  
Each 8c 10c 16c 19c

—CENTREPIECES—

Size 18-in. 20-in. 24-in. 30-in. 36-in.  
Each 23c 27c 41c 59c 82c

—SCARFS—

Size 18x45-in. 18x63-in. 18x72-in.  
Each 59c 84c 98c

ALL LINEN DAMASK DOILIES, TEA CLOTHS AND SCARFS, hemstitched, reduced:—

—NAPKINS—

Size 12 in. 14-in. 16-in. 18-in.  
Each 12c 14c 24c 29c.  
Size 20-in. 22-in.  
Each 33c 42c.

TEA CLOTHS, 36x36 inch, 56c. to \$1.24  
SCARFS, 18x45 inch, 33c. to 18x54 in. 39c

FRINGED TABLE CLOTHS, all white or with red borders; size 52x74 inches; \$1.00 quality, each \$1.44

FRINGED TABLE CLOTHS, all linen with blue and red borders:—

Size 61x78 inches, \$1.15 quality, at .89c

Size 64x94 inches, \$1.50 quality, at \$1.11

FRINGED TABLE CLOTHS, Union linen, all white and with red borders, 90c quality, each \$1.74

FRINGED TABLE CLOTHS, all linen; all white; or with blue and red borders:—

Size 65x85 inches, \$1.35 quality, at \$1.14

Size 65x109 inches, \$1.75 quality, each \$1.44

GROCERIES

Fifth Floor.

Armour's Helmet Brand Smoked Beef Tongues; selected, all large, perfect Ox Tongues, closely trimmed; weight 5 to 6 pounds; our price, this sale, per pound 14.9c

COFFEE—Vienna Brand, rich, full flavored and fragrant; bean or granulated; pound cartons; fresh roasted; our regular price, 20c. lb., for this sale... 16c

5-lb. cartons, regularly 94c. sale price, 78c.; 25-lb. sacks... \$3.78

MAYFLOWER CHOP TEA—Mixed and Formosa Oolong; sold only in 2-lb. packages; regular price 64c. a package; for this sale... 49c

THREE FLOUR SPECIALS.

BRIDAL VEIL. 24 1/2-lb. bag... \$5.74  
12 1/2-lb. bag... \$3.02  
24 1/2-lb. bag... \$7.10

FRANKLIN MILLS ENTIRE WHEAT. 24 1/2-lb. bag... \$4.40  
12 1/2-lb. bag... \$2.18  
Whole barrel... \$5.98

LILY WHITE BRAND. 24 1/2-lb. bag... \$2.00  
12 1/2-lb. bag... \$1.00  
Whole barrel... \$2.00

QUAKER OATS CO.'S YELLOW CORN MEAL, 3-lb. cartons; to introduce it, 8c each; per dozen \$96c

Lily White Brand Corn Starch; compare it with the highest priced; this sale 60c; dozen \$7.20

"Quaker" Puffed Rice, new ready to serve food; package containing over two quarts, 80c; dozen packages... \$9.20

"Lily White" brand Chili Sauce; pint bottle, 24c.; half pint bottle... 15c

New York State Pea Beans this sale, 5-lb. bags, 19c.; 10-lb. bags, 37c.; quarter bag... \$2.18

Macaroni and Spaghetti, Vermicelli and Italian Lettuce; pound cartons, \$2.00; dozen, \$1.33; 25-lb. boxes \$2.69

Kipped Herring, plain or with tomato sauce; per can, 14c.; per dozen cans \$1.67

Best white Granulated Farina; 1-lb. cartons, 6c.; dozen, 69c.; 5-lb. cotton bags... \$2.30

Sultana Raisins, best quality, 1-lb. weight cartons, 15c.; doz... \$1.69

French Capers, Leon Marceau brand, 1/2 bottle, 19c.; 2-1/2 bottle... \$3.42

5-gallon jar... \$1.88

French Mustard, Leon Marceau Brand, large pot... \$1.50

New Season's Canned Goods Specials.

CORN, finest New York State, creamy Sugar Corn... Per can, 6c.

STRING BEANS, Jumbo brand, fancy... doz. cans, 65c.

GOLDEN WAX BEANS, Miller's Maryland brand... doz. cans, 8c.

FRENCH RED KIDNEY BEANS, Miller's Maryland brand; per can, 8c.; dozen... \$9.20

EXTRA FANCY SELECTED SPINACH, Miller's Maryland brand; sold elsewhere at 15c. per can. Our price for this sale, large can, dozen, \$1.14.

GREENWICH BRAND JERSEY PEARS, extra large can, perfect syrup; sold elsewhere at 20c. per can. Our price for this sale, 14c. can, \$1.57 dozen.

TOMATOES, 2-lb. Stringless Beans, Ameri- "Red Star" Laundry can Beauty Brand; can, Soap; 60-lb. boxes, full brand stock; can, 6c.; 13c.; dozen... \$2.06

Weight, 1-lb. bars... \$2.94