

# THE DAILY STORE NEWS OF LANSBURGH & BRO.

Inaugurating an Event of Tremendous Importance

## FRIDAY HOUR SALES No. 1

A Weekly Carnival of Extraordinary Values. Every Reduction Absolutely From REGULAR SELLING Price

None Sold One Minute Before or One Minute After the Hour at the Special "Hour Sale" Price

With high prices and the unusually high cost of living, these Friday Hour Sales present the most extraordinary opportunity for worth-while savings. Scan the list carefully, note the extraordinary reductions and then prepare to spend all day here tomorrow. You'll be more than repaid.

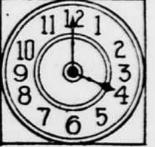
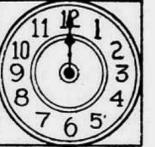
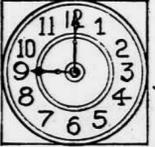
Another point to remember is that the regular prices given below are the prices at which the merchandise is ACTUALLY selling NOW—the prices at which it sells one minute before and one minute after the hour specified for the reduced price. It's true many are WORTH much more.

Nothing goes on sale until the Bell Rings on the even hour, and nothing sold at the reduced price after the bell rings. Look for the white signs printed in red, with black price. We reserve the right to limit quantities. Now jot down what you want from these lists and figure the savings. They'll run into dollars.

### No Mail Orders

### No Phone Orders

### None Sent C. O. D.



**Fiber Boot Black Hose**, closely woven quality; strong cotton top and garter hem; double sole and applied heel. Regularly 25c a pair. Hour sale, a pair **23c**

**Handkerchiefs**, all-silk crepe de chine; rolled edge and embroidered corners; all tints, also white grounds with colored embroidered corners. Regularly 15c and 25c. Hour sale, each **15c**

**Silver-Plated Ware**, such as tea, soup and table spoons, table and oyster forks and sugar shells. Regularly 12 1/2c each. Hour sale, each **9c**

**Boys' Overalls**, made of sturdy blue denim; cut full and roomy; sizes 3 to 16 years. Regularly 75c. Hour sale, each **43c**

**Storm Serge**, all pure wool, in cream color only. Regularly 75c. Hour sale **65c**

**Collapsible Teabag**, in gum oak finish; 11-inch top, 17 inches high. Regularly 25c each. Hour sale **22c**

**Novelty Trimmings for girdles and waists**. Regularly 25c a yard. Hour sale **18c**

**18 1/2-inch Scarfs**, made of heavy linen-finish percale with scalloped edge. Regularly 50c each. Hour sale **39c**

**Canoe Cushions**, filled with feathers and covered with various colored cretonnes. Regularly 30c each. Hour sale, each **28c**

**White Voile**, 40 inches wide, two-ply yarn with tape edge; soft chignon finish for waists and dresses. Regularly 35c a yard. Hour sale **19c**

A saving of 6c a yard

**Union Linen**, 36 inches wide, medium weight; white only, an excellent material for waists. Regularly 50c a yard. Hour sale **25c**

A saving of 25c a yard

**Panama Hats**, a fine quality white Japanese panama. Choice of eight different shapes. Regularly 95c. Hour sale **89c**

A saving of 6c each

**ART PACKAGE GOODS**

The assortment consists of Children's Dresses, Caps, Combinations, Corset Covers, Scarfs, Pillows, etc. Stamped in pretty designs and enough floss to complete.

You save 1/4 on each

**Cotton Tape**, 24-yard pieces, good quality. Regularly 15c. Hour sale **10c**

A saving of 5c a piece

**Blouses of Brussels net** with camile made of chiffon and crepe de chine; large collars, trimmed with lace insertions. Regularly \$3.00. Hour sale **\$2.99**

A saving of 5c each

**Children's Bloomers**, white saten or pink or blue chambray; full sizes, made with yoke band. Regularly 50c. Hour sale **50c**

A saving of 6c each

**Black Percale**, light weight with silk moire finish for petticoats and foundation linings. Regularly 30c a yard. Hour sale **21c**

A saving of 6c a yard

**Everwear Sheets**, double bed size, 61x99 inches. Regularly 85c each. Hour sale **72c**

**Myron's Witch Hazel Soap**. Regularly 10c a cake. Hour sale **5c**

**Handbags of sport silk**, with drawing; all colors; fitted with purse and mirror. Regularly 85c. Hour sale **69c**

A saving of 16c each

**Longcloth**—36 inches wide; White English Longcloth, with a soft chambray finish. Regularly 18c a yard. Hour sale **12 1/2c**

A saving of 5 1/2c a yard.

**Men's Union Suits**—Carter's make; of closely woven ribbed balbriggan; short or long sleeve and ankle length; short sleeve or sleeveless and three-quarter length. Closed crotch. Regularly \$1.25. Hour sale **\$1.05**

A saving of 20c each.

**16-button Milanese Silk Gloves**, black or white; double finger tips; full-cut ends; whites in 3/4, 6, 6 1/2; blacks, all sizes. Regularly \$1.00. Hour sale **89c**

A saving of 11c pair.

**Writing Paper** high grade; white or tints. Also white with colored edge. Regular or long narrow envelopes, letter or note size. Also Correspondence Cards to match. Regularly 25c and 25c a box. Hour sale **22c**

A saving of 3c to 7c box.

**Hat Pins of sterling silver**, in a variety of styles. Regularly 10c. Hour sale, pair **8c**

A saving of 2c pair.

**Boys' Blouses of percale**, sport or collar-attached style; made with yoke back; plain colors and stripes. Effects. Regularly 25c each. Hour sale **23c**

A saving of 2c each.

**54-inch Tussah Poplins** in navy blue. Priestley's make. Regularly \$1.29 a yard. Hour sale **\$1.09**

A saving of 20c a yard.

**Imported Shantung Pongee**, in natural color only; 34 inches wide. Regularly 75c a yard. Hour sale **69c**

A saving of 10c a yard.

**Boys' Champion Black "Sneaker" Oxfords**, in all sizes from 2 1/2 to 5 1/2. Regularly 59c 75c value at pair. Hour sale **59c**

A saving of 16c pair

**Trimming Buttons for crepe frocks and waists**; navy, purple, green, red, black, white. Regularly 10c a doz. Hour sale, a dozen **6c**

A saving of 4c a dozen.

**Union Huck Towels**—Hemstitched; size 18x36 inches. These are 50% linen. Regularly 23c each. Hour sale **22c**

A saving of 11c each.

**Bed Comforts**; covered with silk-linen in a variety of colorings and filled with clean, sanitary down filling. Regularly \$1.49. Hour sale **\$1.19**

A saving of 30c each.

**Imported Voiles**; 44 inches wide; silver gray only. A fine, sheer quality with mercerized finish. Regularly 38c yd. Hour sale **29c**

A saving of 9c a yd.

**Pillow Tops** stamped and tinted styles of good quality crash; for outline and long and short styles, embroidery. Regularly 50c. Hour sale **37c**

A saving of 13c each

**Colorite** in all colors, for coloring straw hats. Regularly 15c a bottle. Hour sale **15c**

**Corsets**, made of pink rep or white batiste; rust proof; medium bust and long hip with hose supporters. Size 18 to 28. Regularly \$1.29. Hour sale **\$1.00**

A saving of 29c each.

**Surf Cloth**, medium weight, lustrous satin finish for skirts, blouses and bathing suits; white, black, navy and black and white stripes. Regularly 75c a yard. Hour sale **59c**

A saving of 16c a yard

**Everwear Sheets**, in three-quarter bed size; 61x99 inches. Regularly 75c. Hour sale **65c**

**Deo**, a dainty deodorant. Regularly 20c. Hour sale **15c**

A saving of 5c each

**French Crepe**, 36 inches wide; white; plaid effects for waists and dresses. Regularly 70c a yd. Hour sale **39c**

A saving of 31c a yd.

**Hair Bow Ribbons**, 5 1/4 inches wide; good quality moire taffeta. All desirable colors, also black and white. Regularly 25c a yd. Hour sale **21c**

A saving of 4c a yd.

**Genuine Leather Bags and Back Strap Purses**, nicely lined and fitted with mirror. Regularly 50c. Hour sale **45c**

A saving of 5c each

**Women's Vests**, the famous Helvetia make; Swiss ribbed; white; round or V neck; taped; sleeveless; perfect; regular and extra sizes. Regularly 25c. Hour sale **23c**

A saving of 6c each

**Casque Combs** with white and colored stone setting; large assortment of styles. Regularly 50c. Hour sale **45c**

A saving of 5c each

**Boys' Khaki Pants**, the government shades; sizes 6 to 17 years; well made with taped seams to prevent ripping. Regularly 55c. Hour sale **52c**

A saving of 3c a pair

**Storm Serge**, excellent quality in navy blue only. Regularly \$1.39 a yd. Hour sale **99c**

A saving of 40c a yd.

**40-inch Crepe de Chine**, all pure silk; strong and durable; all desirable shades. Regularly \$1.05 a yd. Hour sale **\$1.05**

A saving of 34c a yd.

**Awning Material**, strong, heavy quality, in blue or brown stripes. Regularly 25c a yd. Hour sale **22c**

A saving of 3c a yd.

**Hammocks of firm, heavy canvas**, standard of strength; size 38x80 inches; black and white stripes, also oriental colorings. Regularly \$2.25. Hour sale **\$1.59**

A saving of 66c each

**Wash Skirts**, in twenty different styles; waist measurements, 22 to 28 inches, but not in every style; materials include waffle cloth, gabardine, reps, linens, beach cloth and sport stripes. Regularly \$1.00 to \$1.39. Hour sale **88c**

A saving of 12c to 51c each

**Bar Harbor Cushions**, tufted; 3 in. thick; covered with light and dark color cretonnes. Regularly \$1.50. Hour sale **99c**

A saving of 51c each

**Cretonnes**, choice of our entire stock in all colorings that sell regularly at 25c a yd. Hour sale, box **19c**

A saving of 6c a yd.

**Cotton Dress Nets**, in white only, full 2 yards wide. Regularly 69c a yd. Hour sale **55c**

A saving of 14c a yd.

**Mercerized Napkins**, excellent quality; hemmed ready for use. Regularly \$1 a doz. Hour sale, a doz. **85c**

A saving of 15c a dozen

**Crochet Quilts**, heavy quality and full size for double beds. Regularly \$1.25 each. Hour sale **\$1.09**

A saving of 16c each

**Cream Crash Scarfs**, size 20x24 inches; stamped and tinted in conventional designs. Regularly 75c. Hour sale **50c**

A saving of 25c each

**Children's Silk Garters for socks**; all colors. Regularly 15c a pair. Hour sale **10c**

A saving of 5c a pair

**Children's Middy Skirts of galatea cloth**; full plaited with waist; sizes 6 to 14 years. Regularly \$1.00. Hour sale **85c**

A saving of 15c each

**Holland Nainsook**, 36 inches wide; the ideal cloth for women's and children's garments. Regularly 15c a yd. Hour sale **11c**

A saving of 4c a yd.

**Middy Beach Twill**, 29 inches wide; excellent quality for middy blouses. Regularly 35c a yd. Hour sale **10c**

A saving of 25c a yd.

**Breakfast Sets**, 2 pieces, jacket and skirt; jacket with belt and pocket, kimono sleeves and collar, scalloped edges, trimmed with stripes; skirt trimmed to match; pink or blue. Regularly \$1.25. Hour sale **99c**

A saving of 26c each

**Babcock's Face Powder**, in all tints. Regularly 25c box. Hour sale, box **12c**

A saving of 13c box

**Wash Ribbons**, No. 1 good quality satin ribbons in pink or blue. Regularly 15c pc. Hour sale, pc. **10c**

A saving of 5c a piece

**Footknit Skirts and Pants**, perfect; short-sleeve shirts and knee or ankle length pants; white only. Regularly 50c each. Hour sale **45c**

A saving of 5c each

**Rubber Door Mats**, corrugated; size 14x25 inches; heavy quality. Regularly 25c each. Hour sale **19c**

A saving of 6c each

**Dee Revolve Brasieres**, lace and embroidery trimmed models; sizes 34 to 46. Regularly 50c each. Hour sale **42c**

A saving of 8c each

**Franklin Pillows**, size 42x36 inches; made of tubing; slightly irregular. Regularly 25c. Hour sale **18c**

A saving of 7c each

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A saving of 6c each

**Cocoon Door Mats**, size 14x25 in.; good, close brush. Regularly 65c. Hour sale **49c**

A saving of 20c each

**Resilience Table Covers**, 52-inch size; elaborate designs. Regularly \$2.98 each. Hour sale **\$2.00**

A saving of 98c each

**White Luncheon Sets**, consisting of 13 pieces; stamped on Union linen for satin stitch, lazy daisy and outline embroidery. Regularly 50c a set. Hour sale **46c**

A saving of 4c a set

**Striped Dimity Quilts**, size 51x90 inches; the ideal summer bed covering. Regularly \$1.75 each. Hour sale, **\$1.59** special.

A saving of 16c each

**Women's Novelty Stripe Silk Stockings**, full fashioned, thread silk in many desirable stripes and colors; perfect quality and reinforced for wear. Regularly \$1.15. Hour sale **89c**

A saving of 26c pair

**Children's Nightdresses** of good quality cambric; high or low neck; long or short sleeves; "Twaits" models. Sizes 2 to 10 years. Regularly 59c. Hour sale **48c**

A saving of 11c each

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## Some All-Day Friday Sales at Typical Friday Savings

**Mothers Who Have Little Daughters Will Read This Space With Interest**

Just Six Items, But All of Them Good Ones

**Children's Dresses**, made of good quality gingham, in plaids and stripes; also solid colors; sizes 2 to 6 years. Price **59c**

**Children's Dresses**, of white and colored voiles, with high waist line and smocked yokes; sizes 6 to 14 years. Prices, \$2.95 and \$3.95

**Middy Blouses**, in Mendel and Goody styles; all white or with colored collars and cuffs; sizes 6 to 22 years. Price **\$1**

Third Floor—Lansburgh & Bro.

**Untrimmed Hats**  
In All Colors  
at 57c each

Tomorrow is your opportunity to get a second or third hat for summer wear, and at such a low price you can well afford it. These hats represent a great big assortment of both shapes and colors. Plenty of large ones as well as a good lot of small ones. Again we say—all colors.

**Wreaths, 29c**

Just the thing for trimming any of the above shapes. There are wreaths of flowers, roses, daisies, pansies, etc.

Second Floor—Lansburgh & Bro.

**Boys' "Palm Beach" Suits**  
**\$4.98**  
Sizes 7 to 17 Years.

Come in natural shades of tan, brown and gray. Also navy blue and silk striped patterns. Pinch-back and country club styles. Each suit bears genuine "Palm Beach" label.

**Two-Pant Suits, \$4.89**

Pinch-back and Balkan styles. Neat patterns of brown, gray and two-toned mixtures; plaids and striped materials. Pants lined and taped. Sizes 6 to 18 years.

**"Kool Kloth" Suits, \$3.33**

Pinch-back and fancy plaited styles, with patch pockets, stitched on or detachable belts. Neat shades of brown, tan and light gray; sizes 8 to 17 years.

**Boys' 50c Straw Hats, 33c**

Plain white or all blacks. For boys 2 1/2 to 10 years of age.

Third Floor—Lansburgh & Bro.

**Dress Goods Remnants 59c**  
89c, \$1.00 and \$1.50 Qualities, at, Yard....

Included in this lot of Dress Goods Remnants are lengths that are desirable for separate skirts, coats, dresses, etc.—and the values are really surprising. Choose from such popular kinds as 44-inch Shepherd Checks, 50-inch Navy Blue and Black Mohair, Silk Poplins, Tri-color Suiting, Granite Cloth, Storm Serges, Black Woolens, Cream Woolens, Henrietta Challies, etc. Lengths from 1 1/2 to 5 1/2 yards; none reserved.

**\$1.25 44-in. Batiste, yd., 79c**

Fine imported goods; one shade only; a pretty silver gray; only 75 yards. Be prompt. \$1.25 value, yd., **79c**

Main Floor—Lansburgh & Bro.

July 2  
**\$3.50**  
**Nemo Corsets**  
Must Be Advanced to  
**\$4.00**

The cost of all materials that go into the making of corsets has advanced to such a point that the Nemo people were forced to either raise their price or cut down the quality.

**NEMO QUALITY** is so well known and so much sought that it was decided to advance the price rather than lower the quality.

This was done, believing that the millions of wearers of Nemo corsets would gladly pay the additional price.

On and After July 2, \$3.50 Nemo Corsets Will be \$4

We wish it understood that this advance represents only a small part of the actual increase in cost of production.

Meantime we can sell these Corsets at old LOW PRICE—\$3.50.

Third Floor—Lansburgh & Bro.

**Odd Lots of Neglige Shirts, 69c**  
Slightly Mussed From Handling

About 400 in all, and every one in a desirable pattern and absolutely perfect. They are soft cuff models and are shown in such popular shirtings as percale, poplin, madras and mercerized cloths. Some are slightly soiled and mussed from handling, but a tubbing will make them like new. Sizes 13 1/2 to 17.

**Odd Lots of Underwear, garm't, 29c**

Remnant lots of better grades in balbriggan and Sea Island cotton; short sleeve shirts; ankle and knee pants; broken sizes.

**Tubular Woven Wash Ties, 12 1/2c**

A huge rack hung with these serviceable Tub Ties awaits your selection—thousands of them.

Direct Street Entrance, Men's Shop—Lansburgh & Bro.

**\$3.50 Sample Parasols, \$2**

Covered with silk and pongee in plain colors or with ribbon or sport stripe borders. Both 8 and 10 ribs. Also Japanese shapes. Mostly one of a kind.

**Umbrellas, \$1**

These Umbrellas have greatly advanced in price, but we are still selling them at \$1.00. They are covered with fast black, rainproof cloth; 26 and 28 inch paragon frames; handles are carved, plain, trimmed or with wrist loops. Special at \$1.

**Best Quality PLAYING CARDS, Pack, 9c**

First Floor—Lansburgh & Bro.

**Remnants of Silk**  
2 to 6 Yard Lengths, Yard, 98c

Just the right lengths for making many of the little needfuls for summer. Included are:

36-inch Plain Colored Taffetas  
40-inch Crepe de Chines  
36-inch Striped Taffetas

First Floor—Lansburgh & Bro.

**THE STORE OF GREATER SERVICE**  
**LANSBURGH & BRO.**  
Store Hours: Open 8:45 A.M.; Close 5:30 P.M.

**A Fountain Pen For Your Vacation**

Wherever you go you'll find a Fountain Pen a mighty handy thing to have with you. Here are some self-filler safety pens with solid gold point. A pen that will last you for years and years. Regular \$2.50 value at \$1.

First Floor—Lansburgh & Bro.

**Envelopes 5c Package**

Fine Envelopes in all colors. Both smooth and rough finish. Some have several shades in the same pack. Regular 15c and 18c kind. A chance to get envelopes to match some extra paper.

First Floor—Lansburgh & Bro.

**Fern Waists Full of Fashion's Latest Whimsies**

According to our arrangement with the Fern Waist makers we receive four new styles each week of the year—208 new and distinct styles all together.

This means that our Waist Department is headquarters for all that is newest and prettiest in waists.

This week we received four styles that represent the very latest conceptions of style makers.

They go on sale tomorrow.

**Every Fern is Fresh and Clean. Packed in Individual and Sanitary Seal-Pac.**

Price, \$1.00 Each

Second Floor—Lansburgh & Bro.

**Just Came In! Some Pumps That Appeal Especially to Young Folks**

A new dress pump made of patent leather and modeled over a long tapering toe last. They have a low French heel, 1 1/2 inches high. An extremely smart shoe and one that the young folks will like especially well. Not freakish, but a snappy style.

Widths from AA to D.  
Lengths from 2 to 7.  
Per pair, \$6.00.

Second Floor—Lansburgh & Bro.

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