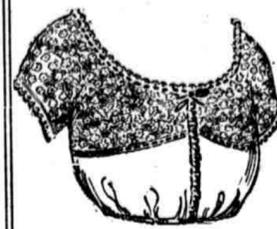


**33c Special**

Brassieres, all sizes from 36 to 48. Some trimmed with linen laces and guaranteed to wash embroideries. Values to 50c. Basement Store.



**Palais Royal**  
G & 11th



**Silk 49c**

Silk Crepe de Chine and Wash Silk Camisoles in combination with elaborate laces and nets in all sizes up to 44, at only 49c. Basement Store.



# The Basement Store

The daily visitor—profiting by the daily announcements—will save hundreds of dollars annually



**Amifrench Lingerie 75c to \$1.50 Garments**

This Basement Store is demonstrating that lingerie at low prices need not be inferior in materials, styles, finish or fit. Witness this Amifrench Lingerie, standard in every leading city of the United States at 75c to \$1.50, here at only 49c to 98c. But, remember these special prices can be linked only with the distribution of 5,500 garments. There are reasons—but the fact is all that need be told here.

**Basement Store**  
Amifrench Lingerie represents the efforts of master minds by which embroidered French Undermuslins are reproduced in America at prices to bring them within the reach of every woman.  
Amifrench Lingerie is scalloped on the most approved machine through which a cord is run and each stitch is automatically locked.

**At Only 49c to 98c**

Ask for the 49c Amifrench petticoats—and note the embroidery flounce, with 12-inch underlay. Ask for the 57c Amifrench Gowns, the convenient slipover style with kimono sleeves, trimmed with embroidery edge and lace medallions. Ask for the 74c Amifrench Combination Corset Cover and Drawers, of soft nainsook, embroidery and ribbon trimmed. And marvel at the 98c Amifrench Petticoats, made with fitted yoke band and 28-inch embroidery flounce.

**Extra Basement Store 49c**

**COMBINATIONS**—Corset Cover and Drawers combined, of muslin and crepe, lace and embroidery trimmed. Also envelope chemise, combining chemise and drawers, are in dozens of styles, in white and flesh color, plain and with lace trimming, in all sizes up to 44. Their superiority at the price—49c—will be best appreciated by the connoisseur. Inspection invited.

**NIGHT GOWNS**—Note the materials and the needlework. The lace and embroidery trimmings are guaranteed to wash without fraying or tearing. All sizes up to 44 in all styles, with round and square necks, also slipover styles.

**PETTICOATS**—Some with embroidery flounces and ribbon trimmings, making them superior to usual 75c and \$1.00 garments. Note that only a few dozens of these can be distributed at the special price—49c.

**CORSET COVERS AND DRAWERS**—Many trimmed with laces and embroideries to match, some run with silk ribbon. All of fine nainsook and muslin and all unusually good values—at 49c.

**CORSETS AT 49c**—Two new 1916 spring models of coutil and jean, heavily boned with "Won't Rust," spoon steel front and four hose supporters. Basement Store—6 Elevators.



**Price 68c**

Compare these flannel gowns—look and feel like French flannel—with the best of your previous experience at \$1.00.

Basement Store—6 elevators.

**White Waists, 49c**

Inspect critically—only too often 49c waists are gaudily trimmed, thrown together. See the waists here—and learn that this Basement Store "White Sale" is associated with real bargains.



**English Corduroy Skirts \$2.45**

Man-tailored—they should be \$5—these narrow and wide wale Corduroy Skirts. Note the two large patch pockets and superior button trimmings.

Basement Store—4 Seconds by 6 Elevators

**Extra Basement Store 25c**

**CORSET COVERS AND DRAWERS**—The price is familiar enough and so are the garments usually sold at 25c. It will prove a delightful surprise—to critically inspect the materials, the lace and embroidery trimmings, and the needlework of these corset covers and drawers. Dozens of styles to choose from.

**Lingerie Very Special at 74c & 98c**

**COMBINATIONS**—With the envelope chemise so much in demand and with the promise of very superior garments at 74c and 98c the hope is the reader will be interested enough to call tomorrow.

**NIGHT GOWNS**—At 74c are regular and extra sizes in superior new low-neck styles, trimmed with embroideries that will be a delight. At 98c are dozens of styles with necks in all styles, sleeves short and long, some with yokes and sleeves entirely of embroidery and lace.

**PETTICOATS**—Newly wide, with embroidery flounces that alone would cost more than the price asked for the complete petticoat.

Basement Store—6 Elevators.

**Silk Waists at \$1.46**

Town talk today—1585 of these Silk Waists went on sale late last week. Enough remain for another big day tomorrow—early visitors are promised superior Taffeta and Silk Crepe de Chine Waists in all sizes from 36 to 46.

Basement Store—4 seconds by 6 elevators.

**Canister Set 47c**  
Usually 59c  
White enamel, tea, coffee, sugar, and flour.

**Medicine Cabinet 98c**  
10x16-Inch. White enameled frame, with French mirror.

**98c The Basement Store 98c**  
"Betty Bright" Aluminum Utensils worth to \$1.98  
No seams—all one piece. Cannot break, crack or chip. Heat easily; stay hot. Save fuel and time. Cleanest, brightest and best.  
1,714 of these Cooking Utensils—of heavy gauge aluminum, standard at \$1.50 to \$1.98. Note that 98c is less than today's cost of the raw material.

**Rotary Ash Sifter \$1.98**  
24x8 Heavy galvanized iron, fits any size can or barrel.

**Clothes Wringer \$1.98**  
Value, \$2.50  
Rubber rollers, vulcanized to shaft.

**Wash Boilers**  
"The Favorite," of heavy tin, with copper bottom and stationary wood handles.

**Alarm Clock 55c**  
Usually 69c  
Nickel-plated, guaranteed one year.

**Coffee Percolator, 2 Quarts.**

**Tea Kettle, 5 Quarts.**

**Preserving Kettle, 5-Quart Size.**

**Coffee Pot, 2-Quart Size.**

**Ash Can \$1.29**  
Value \$1.79  
Heavy galvanized iron, sheet iron top and bottom.

**Bread Maker 98c**  
\$2.00 Value  
The "Economy," capacity 2 to 4 loaves.

**Salt Box 10c**  
China, with wood cover, slightly soiled, 29c value.

**Waffle Irons 65c**  
Usually \$1  
Mrs. Potts' Sad Irons, 3 in set, with handle and stand.

**Berlin Saucepan, 5-Quart Size.**

**Double Boiler, 2 1/2-Quart Size.**

**Berlin Kettle, 5-Quart Size.**

**Stewpan, 4-Quart Size.**

**Furnace Outfit 46c**  
Furnace Scoop, with long handle, and one galvanized ash sifter. Complete for 46c.

**Feather Duster, 25c**  
Value 39c  
Of turkey feathers, with wood handle, well made.

**Flour Boxes 39c**  
50c Values  
Heavy tin, white enameled, gold letters, holds 26 pounds of flour.

**Waffle Irons 69c, 89c and 98c**  
Best Russian iron, with cold handles.

**Nursery Chair 45c**  
59c Value  
Light oak finish; strongly made with curved tray.

**Clothes Dryer 49c**  
79c Value  
Folding, with 3 bars; strongly made.

**Bath Stool 49c**  
75c Value  
16 inches high; white enamel, rubber tipped ends.

**Floor Broom 49c**  
79c Value  
Of hite, with 4-inch handle.

**Family Scales 85c**  
Value \$1.25  
Most correct scale on the market; weighs 24 lbs. by 10.

**Step Ladder 59c**  
79c Values  
Six feet high, with pull shelf, strong and durable.

**Clothes Basket 49c**  
Values to \$1.50  
Imported, various styles and sizes.

**Basement Store**

**Basement Store**

**Basement Store**

**Basement Store**

**Iron Wash Stand 98c**  
\$1.25 Value  
Of white enamel iron, complete with basin, pitcher, and soap dish, and towel holder.

**Food Chopper 59c**  
Family size with 3 steel cutters.

**PALAIS ROYAL BASEMENT**  
G and Eleventh Streets—A. Lisner—Hours 9 A. M. to 6 P. M.