

KAUFMAN'S

OPENING UNDERSELLING EVENT

This important underselling event that begins to-morrow, starts a new series of money saving opportunities, it is an event inaugurated for the purpose of proving to you our power of underselling—proving to you that the same goods of same quality can be purchased here for less than elsewhere—only the most fashionable and dependable merchandise that has made this the most popular trading place in this section, will be offered—a wider assortment—a greater range to choose from will make your buying here easier than ever.

JUST REMEMBER all the merchandise offered is absolutely new and at lower underselling prices than ever before.

NEW FALL MILLINERY



The new hats are ready for your inspection and selection. Hats that realize the highest ideal of a woman's conception of that chic and charming individuality which at once lends distinction to the wearer.

New style notes appear everywhere in shapes and trimmings—novelties that will jump into favor at once.

To-morrow—the most satisfactory showing we've ever made thus early in the season. You are welcome to come and look—and to buy if you wish.

New Ready-to-Wear Hats

Underselling Prices are **\$1.95, \$2.95, \$3.95 and \$4.95**

Women's New FALL BLOUSES

Fresh with the Fall season are dainty and beautiful beyond compare, novelties galore bear testimony to the care we exercised in their selection. Silks of Georgette, crepe de chine, taffeta, net and lace, voiles and organdies.

Women's New Fall voiles and organdie blouses, every one a new Fall model, all sizes, others ask \$1.50. Underselling **98c**

Blouses of crepe de chine, organdies, net and laces, beautiful models in all the newest Fall shades; all sizes, sold by others for \$2.50. Underselling **\$1.95**

Women's Handsome Blouses of Georgette, crepe, plaid taffeta silk, crepe de chine, net and lace, copies of high price novelties in all the newest Fall shades, all sizes. Other stores ask \$4. Underselling Price **\$2.95**

Women's Handsome Blouses of Georgette crepe, chiffon, net and lace, crepe de chine, beautiful models for street wear. Many of these are sample blouses that are worth up to \$7.50. Underselling Price, **\$4.95**

Underselling Price, **\$4.95** (Waist Department, First Floor, Rear)

Advance Showing of Fall Apparel for Women, Misses and Children

CHILDREN'S COATS
The same careful attention has been given to choosing them as for the bigger people. No new style has been overlooked—the right materials have been selected—and the colors that children like. Sturdy coats for school—smart coats for dress. Underselling Prices, **\$1.95, \$2.95, \$3.95, \$4.95, \$5.95.**

The dominant style tendencies for Fall in misses' and women's tailored suits—afternoon and evening dresses, coats and skirts are charmingly reflected in our attractive assortment of models. All the correct and really smart new things will be shown. The excellence of the tailoring, the superior quality of linings—and the beautiful materials will be a revelation to Harrisburg women at our Underselling Prices.

Alteration Department

An expert tailor will have charge of all alterations and perfect fitting garments guaranteed. All alterations will be made, as usual, **FREE OF CHARGE**

Women's and Misses' Suits Underselling Price \$12.90

In pure wool poplin, whipcord, gabardine and serge. All the best colors are here—navy, African brown, dark greens, Belgium, black. Coats are semi-belted, semi-fitted, box effects or plain tailored. Skirts are full, flared and many shirred on yokes.

Women's and Misses' Suits Underselling Price \$15.00

In chiffon broadcloth, mannish serge, imported poplins, Gabardines, imported whipcords—black, midnight blue, Hunters' green, navy, dark brown, mode and mixtures. Smart box coats—semi-fitted coats—plain tailored coats. Skirts in full flared and plaited effects.

The New Dresses in the Opening Underselling Event

A truly wonderful assortment. Serges, poplins, silk poplins, charmeuse, gros d'londre, taffeta, crepe d'chine, crepe meteor, and beautiful combinations of serges with plaid and plain taffetas.

The skirts are full and short—necks are high or low. Sleeves are long—and there's a hint of old time Bishop or leg o'mutton fullness. Dainty and odd embroideries are used—and many of the dresses have trimmings of fur.

Pure wool serge dresses, all sizes, 14 to 44. Underselling Price, **\$3.95**

Silk Poplin Dresses, all colors and all sizes. Underselling Price, **\$3.95**

Men's Wear Serge Dresses, navy and black, all sizes to 46. Underselling Price, **\$5.95**

Silk Poplin Dresses, scalloped blouse, black, navy, Belgium, dark green, dark brown, all sizes. Underselling Price, **\$5.95**

Serge and Taffeta Dresses, navy, dark brown, dark green, plain and plaid taffetas. Underselling Price, **\$10.00**

Crepe d'Chine Dresses, all colors and sizes, **\$12.90**

A host of smart dresses in crepe meteor, taffeta, French failles, charmeuse, gros d'londre, satin and combinations of all the silks with chiffon, Georgette crepe—many of them with fur trimmings. Underselling Prices range from **\$15.00 to \$39.50**

Coat and Suit Department, Second Floor



SUITS FOR LARGE WOMEN

Women's Tailored Suits in excellent assortment of smart Fall styles have been secured in models that are extremely becoming to

EXTRA LARGE SIZES
We call them Stylish Stouts—and the name describes them for they are just as snappy and smart as the suits for slender figures.

Sizes—regular sizes—46 to 52. Half sizes, 40½ to 48½. Between sizes, 35 to 35½. Owing to the nature of the tailoring and construction of these stylish suits it is possible to fit any figure satisfactorily. Underselling Prices—**\$15.00 to \$35.00**

Coat and Suit Department, Second Floor

WOMEN'S AND MISSES' SUITS Underselling Price, \$18.00

Imported gabardines, soft chiffon broadcloths, men's wear serges, wide wale serges, mixtures and poplins. Box coats—full belted and semi-belted coats—semi-fitted Coats. Skirts are flared—full plaited—many with shirred yokes and belts.

WOMEN'S AND MISSES' SUITS Underselling Price, \$24.75

THE WIDEST RANGE OF STYLES—THE FINEST MATERIALS—THE CLOSEST COPIES TO FOREIGN GARMENTS. THESE ARE EXCLUSIVE STYLES FROM SOME OF THE MOST EXCLUSIVE MAKERS IN NEW YORK—FROM TAILORS WHO PRODUCE THE FINEST SUITS FOR THE FINEST STORES IN THE COUNTRY.

ONE OF A KIND—TWO OF A KIND—NOT MORE THAN THREE OF ANY MODEL EXCEPT IN THE SEVERELY PLAIN TAILORED.

OVER FIFTY DISTINCTLY DIFFERENT MODELS. IN QUALITY, MATERIAL AND TAILORING THEY CANNOT BE EQUALED ANYWHERE AT LESS THAN \$35.00.

More Than A Thousand New Fall and Winter Coats in an Almost Endless Variety of Styles

The new models are all here—the desirable materials and colors—and all the natty new trimmings of fur, velvet, plush and embroidery.

Fallweight Coats for Immediate Wear—plain, plaid and mixtures. Underselling Prices, **\$3.95 to \$12.50**

Poplin, Serge and Gabardine Coats—for year 'round wear—lined throughout. Underselling Prices, **\$10, \$12.90, \$15, \$18 and \$20**

Scotch Tweeds, Mannish Mixture and Zybiline Coat, plain and with elaborate trimming. Underselling Prices **\$5.95, \$8.95, \$10, \$12.90, \$15.00 and \$20.00**

Corduroy Coats in all the seasons shades—black, navy, taupe, dark green, African, Belgium—plain and belted—high or lay down collars—many are trimmed with fur. Underselling Prices, **\$8.95, \$15, \$20**

Novelty Coats—Kittens ear, wool velour, plain and plaid chinchilla, imported zybiline—plain colors—mixtures—smart checks. Underselling Prices, **\$10.00 to \$39.50**

Coat and Suit Department, Second Floor

Men's, Women's, Boys' and Girls' Coat Sweaters

The largest and most varied assortment to be found anywhere. The Sweater Department is really a separate store in itself. Showing only the best styles in dependable sweaters and remember all goods are strictly new this season.

Boys' and Girls' wool mixed coat sweaters. Roll collars, assorted colors, all sizes. Usual price, \$1.25. Underselling Price, **95c**

Women's and men's coat sweaters. Roll collar in all colors and sizes. Usually sold for \$1.25. Underselling Price **95c**

Women's and men's wool coat sweaters. Plain and fancy weaves in every new shade. Usually sold up to \$2.50. Underselling Price, **\$1.95**

Women's and men's fancy and plain weave coat sweaters, all pure wool. Usually sold for \$3.50. Underselling **\$2.45**

Women's Fibre Silk Sweaters, with belt and all shades. Usually sold for \$5.00. Underselling Price **\$3.95**

Women's Fibre Silk Coat Sweaters, with cash, all new Fall shades. Usually sold for \$6.50. Underselling **\$4.95**

Sweater Dept., First Floor

Girls' New Fall Dresses

We open wide the door to parent's greatest opportunity, disclosing school clothes of sturdy make and invitingly new styles. For the opening selling event we have planned a treat.

FOR THE GIRLS
Girls' wash dresses, made of fast colors, plaid, gingham, newest models, sizes 6 to 14. Sold by others 75c. Under **48c**

Girls' school dresses, nicely made newest fall models of gingham and Galatea cloth, sizes 6 to 14. Sold by others for \$1.50. Underselling Price **98c**

Girls' wash dresses, most beautiful models, combination colors, of gingham, Galatea cloths, sizes 6 to 14. Sold by others for \$3.00 and \$4.00. Underselling Price, **\$1.95 and \$2.45**

Girls' Serge Dresses, in all the newest Fall Models, all sizes 6 to 14, in assorted colors. Underselling Prices, **\$1.95, \$2.95 and \$3.95.**

Girls' Department, Second Floor

On Sale Saturday

In the Bargain Basement

On Sale Saturday

"Betty Bright" Aluminum Ware, 97c

Special Sale of High Grade Aluminum Ware at a Great Reduction.

\$1.50 to \$2.00 values, all at 97c each.

Utensils offered at this price are made of heavy gauge, pure aluminum metal, with a first class finish and are strictly high grade in every respect. Seven different pieces in the assortment.

Double Boilers, 2½ qt. size. Preserving Kettles, 6 qt. size. Stew Pan and Cover, 4 qt. size. Berlin Kettle, 5 qt. size. Berlin Sauce Pot, 5 qt. size.

Coffee Pot (welded spout), 3 pt. size.

Coffee Percolator (welded spout), 2 qt. size.

Choice 97c Each

22c a yard Table Oil Cloth, 1½ yards wide in lengths from 2 to 5 yards. Underselling Price, yard, **12½c**

12½c fine quality Stripe and Checked Percale, 36 inches wide, beautiful patterns. Underselling Price, yard, **10c**

15c bleached Turkish Bath Towels, good size and quality, slightly imperfect. Underselling Price, **12½c**

19c fancy Turkish Guest Towels, monogram borders in pink, blue, yellow and lavender. Underselling Price, **24c**

38c good quality Muslin Sheets, 72 by 90, 3 inch hem. Underselling Price, each **24c**

59c good quality Muslin Sheets, 81x90, 3-inch hem. Underselling Price, each **45c**

25c Cotton Charmeuse, 27-inch wide, all plain shades, including black, navy, tan, copper, smoke, mahogany and brown. Underselling Price, yard, **12½c**

10c Seersucker Gingham, 26-inch wide, many good styles and colorings. Underselling Price, yard, **7½c**

29c fine grade printed Crepe de Chine, in neat floral effects for dresses and blouses. Underselling Price, yard, **17c**

1.39 English Longcloth, 10 yards to a piece, full 36-inch wide, fine chamois finish for underwear. Underselling Price, piece, **93c**

59c fine grade Mercerized Table Damask, 2 yards wide, 5 new designs. Underselling Price, yard, **43c**

25c dark green Window Shades, size 3 feet wide, 6 feet long, complete with fixtures subject to slight imperfections. Underselling Price, each, **18c**

35c Oil Window Shades, size 3x6 feet, good quality, slightly imperfect. Underselling Price, each, **24c**

\$1.00 Cotton Blankets in grey, tan and white, beautiful colored borders, size 60x70-in. Underselling Price, pair **74c**

6¼c Brown Muslin, 40 inches wide, 2 to 15-yard lengths. Underselling Price, yard, **5c**

\$1.50 Crochet Bed Spreads, full size, hemmed, ready for use, good Marseilles patterns. Underselling Price, each, **97c**

\$1.95 fine quality Crochet Bed Spreads, full size and beautiful Marseilles design. Underselling Price, **\$1.39**

GRANITE ART SQUARES HALF PRICE

Regular rug patterns in floral and oriental designs.

Size 7 ft. 6 in. x 9 feet each, **\$1.97**

Size 9 ft. x 9 ft. each, **\$2.37**

Size 9 ft. x 10 ft. 6 inches each, **\$2.87**

Size 3 ft. x 12 ft. 6 inches, each **\$3.37**

\$2.00 Hall Runners, 27-in. x 9 feet long, in red, green and blue combinations, all good rug designs. Underselling Price, **\$1.09**

Store Opens 8 A. M. Closes 9 P. M. Saturday

KAUFMAN'S MARKET SQUARE "UNDERSELLING" STORE

HOSIERY

For Women, Boys and Girls Entire New Stocks

Boys' and girls' heavy and fine ribbed fast black school stocking garter top, double heel to knee, every pair guaranteed. Usually sell for 15c. Underselling Price, **12½c**

Boys' and girls' high grade, fine ribbed school stocking garter top, double heel and knee, fast black. Underselling Price, **24c**

Women's all pure thread Hosiery in black and colors, lisle garter top high spliced heel, in all the newest fall shades. Underselling Price, **48c**

Julius Kayser silks Hosiery, in black and fancy colors, for **98c and \$1.50 pair**

THE NEWEST MEN'S AND BOYS' FURNISHINGS

This department is now located in the first floor (Front). Right off the street at main entrance and is stocked with only the newest, best and most dependable merchandise. Everything is absolutely new and all marked at our famous Underselling Prices.

Men's and boys' Newest Fall Neckwear. A wide range to choose from. Underselling Price **24c**

Men's and boys' Newest Fall Neckwear wide flowing ends, a large assortment to choose from. Underselling Price, **48c**

Men's New Fall Dress Shirts, of fast colors, Percalés. Laundry or soft cuffs; all sizes. Underselling Price, **49c**

Men's Percale Dress Shirts. Laundry cuffs, every new Fall pattern, all sizes up to 17, fast colors. Underselling Price, **69c**

Men's Dress Shirts of best percales, madras, silk patterns. Laundry and soft cuffs. Usually sell for \$1.25. Underselling Price, **98c**

Men's full seamless cotton hose in black and all colors, all sizes. Usual sale price, pair 10c. Underselling Price, **7½c**

Men's lisle finish hose, black and colors, seamless. Usually sold for 12½c. Underselling Price **10c**

Men's Lisle pure silk thread hose in black and colors, all sizes. Underselling Price, **24c**

Arrow Brand Collars, Only the Newest and Best Styles