

# The Dives, Pomeroy & Stewart White Sale Welcomes You Tomorrow

This January White Sale, opening to-morrow, presents many notable opportunities for economy. There are hundreds and hundreds of fresh, new undermuslins, negligees, petticoats, corsets, waists and kindred goods providing a wider selection of lovelier and more varied styles than ever before.

It is a sale which has taken months of careful preparation, the successful development of which we are justly proud because of the many difficulties that affect market conditions—

## Questions Briefly Answered as to the Character and Styles of the New Lingerie That Make Up This January White Sale

### The materials—

Cambric  
Nainsook  
Flaxon

Wash Satin  
Silk Jersey  
China Silk

### The trimmings—

Pin Tucks  
Valenciennes Lace  
Dainty Ribbon

Hemstitching  
Organdie Embroidery  
Appenzell Embroidery

Night Gowns, 50¢, 75¢, \$1.00 to \$10.00.  
Corset Covers, 25¢, 50¢ to \$3.95.  
Drawers, 25¢, 50¢ to \$3.95.  
Combinations, 50¢, 75¢, \$1.00 to \$5.00.  
Short Petticoats, 25¢ and 50¢.  
Long Skirts, \$1.00 to \$5.95.

## Of Course--This White Sale Has Extra Size Undermuslins

The service of this White Sale is made as broad as possible by the inclusion of ample styles in embroidery and lace trimmed Extra Size Undermuslins—

Corset Covers, 59¢ to \$2.95.  
Drawers, 50¢ to \$2.95.  
Gowns, 59¢ to \$3.95.  
Short Skirts, 50¢ to 75¢.  
Long Skirts, \$1.00 to \$5.95.  
Flannelette Gowns, 75¢ to \$1.50.



## Cotton, Silk, Dye Stuff and Lingerie Trimmings Have Advanced in Price

Despite these adverse conditions our foresight enabled us to plan splendidly for this White Sale and gather from the best houses in the country undermuslins of beauty and style at prices that provide actual savings.

## New Cotton Waists in the January White Sale

A host of new styles have taken their place in the White Sale stocks, offering greater variety for particular choosing than we have ever had in any previous sale of this kind.

Voile, batiste, organdie and madras waists..... \$1.00, \$1.50 and \$1.95  
Voile, allover embroidery and batiste featuring the daintiest trimmings of hand embroidery, pin tucks, organdie embroidery panels and lace insertion ..... \$2.50, \$2.95, \$3.95 to \$6.50

Cambric Corset Covers } 10c  
high neck, tight fitting, plain finish at neck and armholes .....

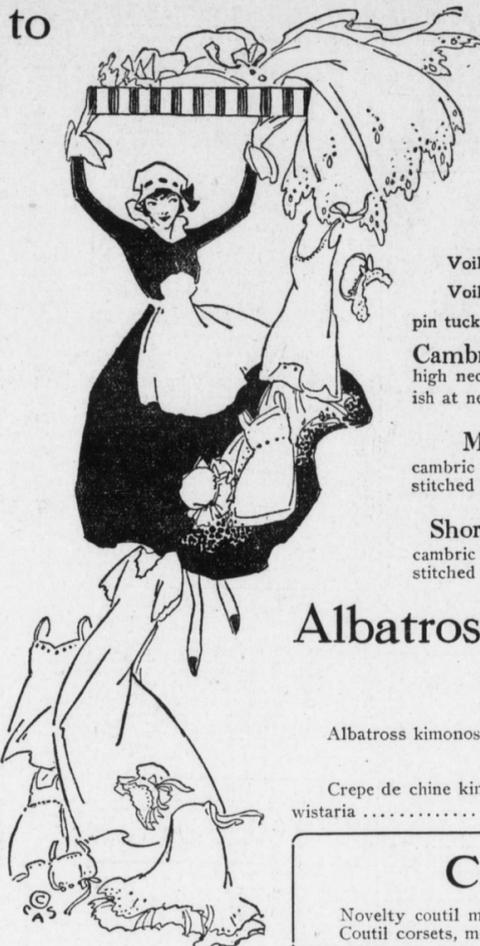
Muslin Night Gowns } 29c  
high and V-necks, bunch tucks trim yoke, ruffle trims neck .....

Muslin Drawers } 15c  
cambric ruffle trimmed with hemstitched hem, 25c value .....

Extra Size Gowns } 59c  
high neck and long sleeves or low neck and three-quarter sleeves ..

Short Cambric Skirts } 25c  
cambric ruffle trimmed with hemstitched hem .....

Children's Drawers } 10c  
muslin with plain hem and trimmed with bunch tucks .....



## Albatross and Crepe de Chine Kimonos

Albatross kimonos in rose, Copenhagen, light blue and pink, \$2.95, \$3.95 and \$5.00

Crepe de chine kimonos in pink, light blue, rose, Copenhagen, lavender and wistaria ..... \$5.00, \$7.50, \$7.95 to \$20.00

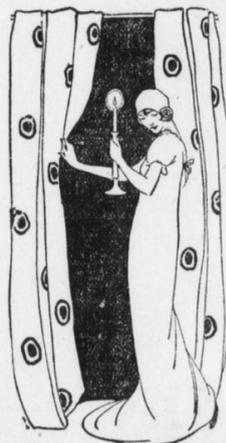
## Corset Specials

Novelty coutil mercerized corsets, embroidery trims top, \$1.00 value, at 79¢  
Coutil corsets, medium bust, short or long skirts 25 dozen in the lot .. 50¢

## Exquisite Silk Jersey Lingerie

Filmy lingerie occupies a prominent place in many a feminine wardrobe and those who delight to wear clinging silk garments will be interested in these silk jersey creations—

Bloomers in white and pink ..... \$1.50 and \$1.95  
Vests in white and pink ..... \$1.95 to \$5.00  
Combinations in white and pink ..... \$3.50 to \$5.00



## White Sale Table Linens, Towels and Bed Spreads Exceptional Values

58-inch mercerized table damask; yd., 25¢ and 29¢  
64-in. mercerized table damask; regularly 50¢; yd., 39¢  
\$1.25 table damask; yard ..... \$1.00

15c white lawn, 36 inches wide. Yard ..... 10¢  
15c dotted swiss. Yard ..... 10¢  
15c pajama checks. Yard ..... 9¢  
17c linen finish suiting. Yard ..... 12 1/2¢  
39c rice cloth, 38 inches wide. Yard ..... 25¢  
49c rice cloth, 44 inches wide. Yard ..... 39¢  
10 yards of Longcloth, regularly 85¢. Reduced to 69¢  
10 yards of Longcloth, regularly \$1.00. Reduced to 89¢

### Turkish Towels Repriced

59c towels are ..... 39¢  
25c towels are ..... 19¢  
19c towels are ..... 15¢  
An extra heavy turkish towel ..... 25¢

### Bed Spread Values

69c, 79c and 89c crochet spreads. Special, 59¢, 69¢ and 79¢  
\$1.59 scalloped and cut corner crochet spreads. Special ..... \$1.25  
\$2.50 satin bed spreads. Special ..... \$1.75

Dives, Pomeroy & Stewart, Street Floor.



HOW much better it is to go to the corset counter and find a model that just suits your INDIVIDUAL figure! No delays, no alterations, no bother of any kind.

That's what the new Nemo EGO-SHAPE System means—YOUR shape in the Nemo Corset that has the particular special feature you need.

This group, for stout women, comprises three of the Nemo biggest sellers, reconstructed and improved, giving the same delightful comfort-service as before, with the erect military shape that fashions of 1916 demand.

No. 318 suits the short, dumpy figure. No. 319 is for the large woman of medium height; and No. 321 is for tall, portly women with excess flesh.

NEW 318—for short stout woman with heavy abdomen }  
NEW 319—for women of full figure and medium height } \$3.00  
NEW 321—for taller full figures; high, full bust and back }



## Annual Clearance of Women's Winter Coats Offers Values That Are Unmatchable In Quality



Winter's most popular fabrics are included in this clearance of our entire stock of women's and misses' coats. Practically every one of the garments is lined throughout with fine quality soft silks and many of them are warmly interlined.

Values that cannot be duplicated include:

\$12.50 black chevrot diagonal cloth coats, lined throughout with satin. Special ..... \$10.00  
\$15.00 coats in chevrot, lined throughout with black satin; convertible collar and broad belt ..... \$12.50  
\$20.00 coats in zibeline, chevrots and novelty weaves, belted style; collar and cuffs finished with fur ..... \$15.00  
\$18.50 corduroy coats in navy, Skinner satin lined; belted model ..... \$12.50  
\$25.00 coats in duvetyne and zibeline, in brown, black and navy; collar and cuffs finished with skunk fur ..... \$20.00  
\$27.50 coats in brown and navy, full shirred back; chin collar ..... \$22.50  
\$35.00 coats in wool velour and broadcloth; belted or flare style; Hudson seal collar ..... \$30.00  
\$35.00 black chiffon broadcloth coats, semi-belted model; lined throughout with pearl grey peau de cygne; black velvet collar and cuffs ..... \$25.00  
\$37.50 coats in cylinder cloth, in black, navy and blackberry; with full shirred back; lined throughout with striped peau de cygne; shirred chin collar finished with otter ..... \$30.00  
\$25.00 duvetyne cloth coats, in navy, green and brown; full flare style, velvet chin collar, finished with otter fur ..... \$20.00

Dives, Pomeroy & Stewart—Second Floor.

## A Special Purchase of Trimmed Hats Enters the January Sale

100 Styles That Are Attractive

Values at \$1.95 and \$2.95

The trimmed hats at \$1.95 include velvets, velours and Hatter's plush, in black, garnet, mustard, blue, Copenhagen, taupe, green, brown and rose, trimmed with fur, flowers, wings and coque.

The trimmed hats at \$2.95 include velvets and Hatter's plush, in black, brown, garnet, green and rose—large, medium and small shapes—trimmed with fur, wings, coque, ostrich and gold and silver ornaments.

These hats were formerly ..... \$4.95, \$5.95, \$6.50 to \$10.00

Dives, Pomeroy & Stewart, Second Floor.



## The Annual Sale of Dress Silks Embraces Values That Are Extraordinary In the Face of a Rapidly Rising Raw Silk Market

Evening and afternoon silks in gorgeous patterns, as well as in staple weaves, enter into this annual occasion at the same interesting price revisions that have marked our former January Silk Sales.

A very attractive range of shades in Spring's loveliest weaves will be found in the sale at very interesting prices.

Dives, Pomeroy & Stewart—Street Floor.

## White Sale Offerings in the Men's Store

50c muslin night shirts; red, blue and white trimming; sizes 14 to 20. White Sale Price ..... 39¢

\$3.00 tub silk shirts, sizes 13 1/2 to 17. White Sale Price, \$2.19

\$1.50 and \$1.98 negligee shirts in stripe and plaid patterns, French and laundered cuffs. White Sale Price ..... \$1.19

### Men's Handkerchiefs

12 1/2c white hemstitched handkerchiefs, initial. White Sale Price ..... 8¢

Linen hemstitched handkerchiefs. White Sale Price, 9¢

Dives, Pomeroy & Stewart, Street Floor.

## Mid-Week Grocery Attractions Which Indicate Splendid Economies

### Sunshine Biscuit Sale

### Smoked Shoulders in a Sale

Juicy Florida oranges, doz., 10c

Thin skinned Florida grape fruit, 3 for ..... 10c

5 lbs. granulated sugar 29c, with each 50c purchase, not including soap.

Cream corn .....  
Early June peas .....  
Green string beans ..... 3 cans, 10c, 25c  
Early garden spinach .....  
Sauerkraut .....  
Concord apples .....  
New Santa Clara prunes ..... 2 lbs., 25c  
Fancy apricots .....  
New seeded raisins, pkg., 12c  
Fancy table raisins, box, 15c  
Best fard dates, lb., 15c

Excelator coffee, lb., 35c  
Fancy head rice, 3 lbs., 25c  
Record coffee, lb., 25c  
B. & J. coffee, lb., 20c

Senate tea, lb., 63c

Fresh baked Sunshine biscuits, regular 35c assortment, Wednesday only, lb., 23c

Best cured ham, sliced for frying, lb., 25c

Smoked shoulders, the very finest, average 10 lbs. each, Wednesday only, lb., 12c

New rolled oats, 6 lbs., 25c  
Fancy head rice, 3 lbs., 25c  
Queen Olives, full qt., 25c  
Eagle flour, bag ..... 45c  
Marvel flour, bag ..... 24c

Dives, Pomeroy & Stewart, Basement.