

This Merchandise Establishes New Standard of Values



50
Exclusive
Sample
Hats
\$12.75

—Bought for Less, Therefore, Sold for Less

Seldom has good fortune favored you and us so highly as in this offering of unusually distinctive millinery. Back of this sale is an opportunity which we grasp—an opportunity to purchase 50 exclusive sample hats at a great price concession—therefore, we pass the savings on to you. Regularly these hats would sell for \$18.50 to \$25. Mostly one-of-a-kind models.

The hats are of black panne velvets, trimmed most fetching with jets and feathers of blue-and-silver and blue-and-gold metallic cloths trimmed with jets and feathers.

The shapes are most clever and portray accurately fashion's latest decrees.

—Third Floor

35 Distinctive Hats \$7.50
Very Special

—Thirty-five hats taken from our regular stocks and greatly reduced for this selling.

—They are smart models of panne velvet and hatters' plush—in medium and small shapes. Each hat represents an unusual value and the showing is so varied as to allow ample choice for one's preference.

The praiseworthy impulse of thinking home makers for months past, has been to confine their buying to bare necessities. The time of disproportionate values is past. These splendid values, available throughout the store, are shining examples of the old, worth-while, money-saving standards. To delay your buying further, will mean only disadvantage to you, and hardship for workers in factories and plants the world over.

Footwear "Specials"

that give worth-while savings on quality footwear

Kid Pumps—

—In black or brown, fine quality, one-strap models with baby Louis heels, medium toe and hand turned soles. These are of a quality usually priced \$12.00. Special... **\$7.45**

Kid Pumps—

—A black kid one-strap pump with black suede trimming—full Louis heels, medium toe, hand turned sole—an extraordinary value at... **\$7.45**

—Second Floor

25 Attractive Knit Scarfs

VERY **\$7.45**
SPECIAL

—Regular price is \$10. These scarfs are quite the vogue in eastern fashion centers—they're of silk and wool or brushed wool in plain and fancy weaves, stripes and two-tone effects in such attractive colorings as henna-and-black, brown-and-buff, brown-and-green, buff-and-tomato, peacock-and-tan, gray-and-green.

—Second Floor

A Special Selling of Handbags

Group I—Special \$1

—This group offers brown, black, tan, and navy. Many styles—long and square. Newly fitted with metal accessories—these bags are exceptional values—ordinarily selling for double the sale price.

Group II Special, \$1.98

—Canton style bags in black grained leathers, size of bags 5x8 1/2—fitted with metal articles and large mirror—swagger shape—large size leather handbags are also featured at this price.

Beaded Bags Special, \$4.95

—Wonderful values—everyone of these bags should sell for at least one-third more than sale price—numerous shapes in rich colorings and beautiful designs, horn and metal frames.

Main Floor

Fleeced Lined Union Suits, Exceptional Values at \$1

—Good quality at a very low price—high or low, or half low necks, long sleeves, sleeveless or elbow sleeves, ankle length.

Second Floor

Hosiery

one needs at prices that create decided values—

40-Wool Hose in heather mixtures with gold, green, brown and blue checkings, an exceptional value... **\$1.79**

Silk Hose—Firm fashioned with hole foot and toes, colors are gray, Russian cut, corduroy, AFRICAN cut, brown, navy, black... **\$2.00**

Silk Hose—A wonderful quality of all silk hose, full fashioned, entire are Russian cut, African cut, brown and black... **\$2.95**

Main Floor

Art Needlework

—The kind women will exclaim over the beauty and prices which are very moderate.

54-in. Lunch Cloths—With four napkins, stamped with French knot designs... **\$2.50**

Buffet Sets—Three-piece buffet sets with attractive applique designs... **\$1.00**

Dresser Scarfs—Of pure linen and linen finished Indian Head muslin—stamped for French knot and applique work... **75c to \$2.50**

Balcony

Silkoline Comforters Special, \$2.95

—An extra good comfort.
—Especially for rooming house and hotel use, of fancy silkoline.
—These comforters offer an unusual economy.

Main Floor

Plaid Blankets, \$2.95

—A 66x80 plaid blanket, that usually sells for \$3.50, can be purchased at decided savings during this sale. Colors are blue and gray.

Main Floor

Bridal Longcloth 10-Yard Bolts, \$2.95

—Fine quality longcloth with chambray finish so desirable for underwear, regularly this quality is priced \$3.50.

Satin Bedspreads Very Special, \$4.19

—A lot of satin bedspreads that are greatly reduced for this selling. They have plain or cut corners, and in very attractive patterns.

Merc. Table Damask Reduced to 79c Yd.

—An extra good quality with the Bazono finish, guaranteed not to lint. 64 inches wide and five very pretty patterns for your choosing.

Fancy Pillow Cases Remarkably Low Priced—59c

—They have been selling for 75c.
—They are 42x45 inches, embroidered in attractive designs. Buy a good supply at the reduced price.

Fancy Jap Crepes 75c Qualities, 59c

—32-inch Jap crepe in a very desirable quality, all colors, all shown in attractive check patterns at this price.
—Plain colors to match, special 39c

\$1.50 Madras Special, 98c

—A fine silk and linen madras in many pretty patterns, 32 inches wide.

3-Lb. Quilted Cotton Bats, Special \$1.39

—Regular price is \$1.75; these are of extra fine white cotton, quilted in sheets, size 72x90 and weighing three pounds.

Curtain Nets Special, 39c

—500 yards of a fine figured net, excellent quality in white and ecru, a regular 50c value, priced remarkably low during this sale.

Second Floor

NOTIONS

At Decided Savings!

Pearl buttons, card... 8c
So Essee snaps, all sizes, 2 cards 15c
Old Guard safety pins, 2 cards... 15c
Waldorf Brass Pins, 2 cards... 8c
Cube Pins, best quality, all colors 12c
Middy Braid, all colors, 3 yds... 12c
Middy Emblems, large size, all colors... 98c
Mens Paris Garters, single grip 31c
Camisole Tape, 6-yd. bolt... 7c
Darning Cotton, spool... 7c
Baby Jiffy Pants... 41c
Shoe Ties, 2 pairs... 18c
Wash Cloths, 2 for... 21c
Fashionette Hairnets, 6 for... 64c
Stationery, per pound... 29c

Main Floor

Gloves at Prices That Offer Real Economy

16-Button French Kid Gloves, in white, sizes 6 1/2 to 7 1/2, greatly reduced in price... \$5.45
Gannets, a gray suede, slip-on gauntlet glove, is a remarkable value at... \$2.95

Chamoisette Gloves, two-button length in this good quality washable glove, all colors... \$1.00

Main Floor

Silk and Muslin Underwear Featured at 20% Off Regular Prices

—Underwear needs may be filled during this week at substantial savings. The discount applies to all our silk or muslin underwear, stout sizes and regular sizes.

—It is not too early to think of Christmas gifts and underwear makes most suitable presents—buy now at the reduced prices.

Third Floor

Corsets and Girdles Decidedly Underpriced

Pink Satin Corset—Back lacing—with elastic top and short skirt, lightly boned, an excellent value at the special price... \$3.49

Pink Satin Corset—Front lace model—lace-trimmed, low elastic top, free hips, regular price \$4.50, very special at... \$3.69

Elastic Girdle—Of brocade cloth and good quality elastic, medium length, lightly but well boned, regularly priced at \$3.50, special... \$2.98

Third Floor



Infants' Wear at Underpricings

—Merino Hose—The "Vanta" and "Baby Bess" brands, reinforced tabs for pinning, and with silk toe and heel. Regularly, 65c... **49c**

—Infants' Vests—Minneapolis brand in double- or single-breasted vests of fine, soft cashmere; regular \$1.10 quality... **69c**

—Second Floor

Continuing During This Sale
20% Discount on All Blouses
—Welcome news, indeed, to the women who were unable to purchase their blouse needs during our special two-day discount event.

—Every blouse in our stocks included—among them are the famous Dy Broch Davis blouses for which we are exclusive representatives.
—Early buying is urged while our stocks are still complete. Regular prices are \$5 to \$17.50.

Modish Fall Dresses in \$19.75 a Special Selling at

—An opportunity that will be quickly grasped by thrifty women, for seldom is it possible so early in the season to purchase dresses that are easily worth at least one-third more than the sale price.

—Fashioned of good quality tricotines, Poirat twills and crepe de chimes in styles most desirable—clever trimmings such as iridescent and jet beads, cire ribbon, wool and silk embroidery and braids enhance the beauty of these frocks, and make them truly remarkable values. Sizes 16 to 40.

—Third Floor. See Our Window Display

\$39.50 Is an Unusually Low Price for These Dresses

—The excellence of materials, the distinctiveness of the styles, the effectiveness of the trimmings combined with the low price make this one of the most interesting dress events featured this season.
—Material are of velours, Canton crepes, crepe satins, Poirat twills and tricotines.
—Styles are so varied as defy adequate description.
—Trimmings are of beadings, braids and embroideries.
—Sizes are 16 to 42.

Third Floor

40 Dresses at a Ridiculous Price of \$10.00

—Just 40 women will be fortunate enough to secure these extraordinary values. They are broken sizes taken from regular stocks and reduced to this ridiculously low price for Monday as long as they last—of wool jerseys in slipover styles, crepe de chimes and taffetas in desirable styles and colors of navy, brown and black. Mostly small sizes, but some are up to 48s.

Third Floor

An Excellent Value in Fall Suits at \$59.50

—A group of fashionable suits that offer the selection of a distinctive model at considerable below regular prices.
—Finely tailored of navy or brown velours and tricotines.
—The tricotines suits are in tailleur styles; velour suits in long belted models or short bell styles—many are fur-trimmed, others depend upon other effects for their smartness.

Petticoats Reduced 10%

—Entire stock of jersey, taffeta and satin petticoats reduced.

Children's Hats 1/3 OFF

—Small and large sizes in velvet and beaver hats of the "Gala" color in brown, navy and black, regular prices \$2 to \$12.75... **Second Floor**



Silks and Woolens

40-inch Satin Crepe Special, \$3.19

—A good quality regularly priced \$3.75.
—Colors are brown, dark blue, navy and black.

Cheney's All Silk Duvetyn Special, \$5.95

—This popular material is in an excellent quality and weight for dresses, coats and hats. Regular price \$6.50.

Extraordinary Value! A Table of Crepe de Chine and Georgettes 98c

—Many shades to select from in good qualities—especially suitable for blouses and negligees.

40-inch Charmeuse Special, \$1.89

—A good quality very specially priced. Colors include gray, brown, navy and black.

40-inch Crepe de Chine Special, \$1.89

—This excellent blouse and dress material is to be had in a full range of colors—regularly sold at \$2.45.

32-inch Fancy Taffetas and Messalines Special, \$1.98

—In pretty checks and plaid effects—for dresses, tricotines and blouses—very good values.

18-inch Millinery Velvets Special, \$1.69

—A good quality usually priced \$2.00. All colors except black are shown.

32-inch Corduroys Special, 89c

—In brown, navy, ecru, rose, peach, turquoise and pink—regular price \$1.12.

56-inch Heather Flannels Special, \$1.18

—Beautiful colorings of blue, green and brown heather combinations—\$1.50 quality.

50 and 56-inch All Wool Double Warp Storm Serges Special, \$1.98

—Excellent quality for middie and the popular jumper dress—regular price \$2.50.

56-inch Men's Wear Serge Special, \$3.38

—All wool in an extra heavy weight in navy blue only—regularly this quality sells for \$3.95.

32-inch Cheney's Kimono Silks Special, \$2.19

—Sweetheart and satin kimono silks in a good range of attractive Japanese floral designs—in almost all colors.

40-inch Metallic Brocaded Georgettes Special, \$4.75

—These brocades are priced at less than half price as they regularly sell for \$10.00.
—In beautiful silver and gold designs for blouses and evening dresses.

36-inch Messaline Special, \$1.19

—An excellent value in this messaline—in black and navy only.

36-inch Gros de Londres and Plain Taffetas Are Very Specially Priced at \$2.39

—Plain and changeable colors in a complete range. These are regularly priced at \$2.95.

56-inch Reed's Tricotines and Poirat Twills Special, \$4.39

—Navy blue in this famous make of tricotines and twills—a quality regularly priced \$5.50.

56-inch Velour Plaids Special, \$2.95

—Velour plaids that are regularly priced \$3.50—a wonderful range of beautiful color combinations.

—Main Floor

