

Embroidered Art Linens and Assyrian Crocheted Doilies

Hand made lace doilies of thread crochet, 5 and 6 1/2 inch, each, 10c; 7 and 8 1/2, each, 15c; 9 and 12 inch, each, 25c; 13 and 15 inch, each, 35c; 12 and 18, each, 50c; 9 inch, with Damask center, lace edge, each, 45c.

The Emporium FIFTH ANNUAL

Sales Commence Tuesday Morning Promptly at 9 o'clock

The import of these sales no longer needs comment. Preparations have been in greater scope—quantities in greater number—and prices, as usual, represent the greatest savings of the year.

JANUARY WHITE SALES

Undermuslins: By the Thousand for This Our Greatest of Sales

And our faith is well founded on the ultimate success, for the merchandise is decidedly better, preparations by far larger and prices comparatively lower than ever before.

A sale the stronger because of the Puritan brand undermuslins, for which The Emporium has gained the sole selling control. However great our former attempts, price advantages are doubly attractive when tagged on garments of Puritan quality.

Princess Slips In a larger variety than ever before. Lace or embroidery trimmed with flounces or the new flat finished effect.

Gowns High, low, V, round, square or sailor collar styles, in muslins, dimities or crepes. Hundreds to select from.

Exquisite Japanese Silks in the Purest White For lining lace waists and other handsome garments, for slips, underwear, fancy work and in many other uses where washing is essential.

Styles Number in the Hundreds : Waists Designs Are Almost Countless : Waists

And the creative power of the country's style artists has produced effects that today make the blouse a gem of style and daintiness.

The constant and increasing favor of the separate waist can be attributed to the tailored suit and its popularity. Thus, the blouse becomes the expression of the feminine whim and the love for daintiness innate in every woman.

At this first price over 50 distinct styles in the 3,500 waists offered for the first day's selling. Imagine these phenomenal values in dainty all-over embroidery, all-over tucking and hand embroidered waists with many others at, each 95c

Dainty lingerie and pure linen hand embroidered tailored waists give a scope of over 50 distinct styles and a larger variety of designs. Fine laces, neat workmanship, all-over embroidery, volles, pin tucked batiste, side ruffles and other attractions. \$1.95

Voile, Marquissette and mull waists, very fine, attractively designed with Cluny Val. and filet laces. Costly waists at \$3.95

White and Cream Serges—A Novel Addition

Exorbitant price reductions on the most favored of the coming summer suitings. Plain or self-striped 44 inch well woven serges, yd., 89c

Hand Fashioned Undermuslins Imported

New showing of dainty lingerie from across the seas, made to conform with American measurements. Gowns are full length with deep hems. Combinations, smoothly fitted over hips.

Gowns, \$1.95, \$2.45, \$3.45. Corset covers, 95c, \$1.45. Chemises, 95c, \$1.45, \$1.95. Drawers, \$1.45 and \$1.95.

Combinations

By the hundreds, in crepe, nainsook or cambric, drawer and cover, or skirt styles. Lace or embroidery trimmed or all-over embroidery

Drawers

Closer fitting lines and better fitting garments, lace or embroidery trimmed or with scalloped edges. Dainty and practical styles worth more.

Covers

Bewitchingly dainty styles, in soft, pretty corset covers, made on close, snug lines, beautifully molded and trimmed. Fine lace and embroidery used.

Misses' and Women's Fluffy

White Frocks

in advance styles for next season All Here at White Sale Savings Fresh, pretty things in hundreds and hundreds of fresh new styles, shown for the first time.

A Thousand Dresses at \$3.95, \$4.95 and \$6.95 Pure linens, piques, lingeries, Marquissettes and madras frocks, plainly tailored or elaborately trimmed.

The Dresses at \$8.95, \$10, Upward to \$19.75 represent a collection of new ideas totally different from any previously shown or that can be purchased outside of this White Sale.

Afternoon Dresses \$22.50 Upward to \$27.50 The sheerest and finest of imported fabrics made on exclusive lines, most of them model dresses.

Women's White Kid Gloves, a New Feature in These Sales

Soft, white, clear elastic kid gloves of fine grade, made with two Dome clasps at wrist, silk embroidered backs, 89c

Women's Pure Linen Handkerchiefs at White Sale Savings

Sold in half dozen lots. Pure Irish linen, with one-eighth and on e-quarter inch hemstitched hems, pkg., 49c, 69c, 89c, \$1.19, \$1.49

Men's White Unlaundered Shirts

14 to 18 sizes in short or long bosom, open back, closed front, double shoulder, good muslin shirts, 39c

Men's White Night Shirts

15 to 19, regular or V neck, roomy, twill muslin, Plain or fancily trimmed, large roomy, muslin shirts, Heavy muslin night shirts, well made, roomy, sale 79c 59c 49c

White Sale of Art and Fancy Linens

Many of these were made abroad and represent quite the highest in workmanship and quite the lowest in prices. Pure linen, hand made Madeira doilies, 6, 9 and 12 inches in diameter, and priced accordingly.

Domestics: Prices lower than in any of our former white sales

HEMSTITCHED PILLOW CASES Size 42x36 inches, at 12c and 16c each

Towels—

Immensity of assortments, large quantities and the less than wholesale prices should tempt hotel managers and buyers for large institutions, as well as boarding houses and homes, to forestall future needs.

White Enameled Ware

Bright, new goods, pure white inside and out. A hard acid proof enamel. Each piece is pressed or spun from a single piece of steel.

White Enameled Tea Pots 1 1/2 qt. 1 3/4 qt. 2 qt. 2 1/2 qt. 3 qt. 4 qt. 5 qt. 6 qt. 8 qt. 10 qt. 12 qt. 15 qt. 20 qt. 25 qt. 30 qt. 40 qt. 50 qt. 60 qt. 75 qt. 100 qt.

—White Goods

The Emporium, by placing large contracts for the best selling numbers in the market establishes a price making power which in turn permits lower prices on every yard of goods it sells.

Renowned From Coast to Coast as the Store of "Linen Fame" The Emporium Brings to This Sale Its Greatest Linen Achievements

Values Are Phenomenal, Prices Extremely Low, the Linens All That Could Be Wished for in Service or Elegance

Embroideries

For the Fifth of Our Magnificent White Sales, and Embroideries Worthy to Honor the Occasion. Never Before Such Bargains

Table Sets All linen scalloped Damask Table Sets (cloth with napkins to match) 8-4 Size, set \$2.58

Bed Spreads Heavy crocheted bedspreads, hemmed, full size, sale, \$1.58