

Dives, Pomeroy & Stewart Hats Trimmed Free of Charge **Dives, Pomeroy & Stewart** Hats Trimmed Free of Charge **Dives, Pomeroy & Stewart**

Challenge Sale of Millinery Offering Hundreds of New Trimmed and Untrimmed Hats and Finest Trimmings at Matchlessly Low Prices

New Millinery at Lowest Prices is the theme of this Challenge Sale—no matter what the price may be it's a better value than you can find anywhere else. Thousands of dollars' worth of latest Fall styles in Trimmed Hats and Shapes and Trimmings of all descriptions were bought specially for this sale, assuring a fresh new stock of wonderful interest to the thousands of women who have yet to buy their new Fall Hats.

Attend this sale and save money on new styles, and profit by our liberal policy that gives you—

Hats Trimmed Free of Charge

Our regular millinery salesforce will be increased by experienced salesgirls from Reading store—we will be prepared to serve you all, no matter how busy we may be.



Challenge Sale of Pattern Hats

New \$10.00 and \$12.00 Models Have Their Formal Showing Friday and Saturday at **\$8.95**

In everything pertaining to Millinery this Challenge Sale will demonstrate our ability to give better style, better quality and better trimming service for less money. Especially is this true of the values in finest dress hats from New York's leading pattern hat designers. These are all brand new creations, portraying Fall's latest fashions, and are genuine \$10.00 to \$12.00 models—matchless values indeed at **\$8.95**.

- Large black velvet sailors with small pink ostrich tips.
- Smart tricorne of black velvet with ostrich tips and rosettes of narrow grosgrain ribbon.
- Small black velvet tailored model with pleatings of grosgrain ribbon and beads.
- Walking hat of black velvet with soft crown and trimmed with band of monkey fur.

And there are dozens of other styles equally as chic and charming!

Challenge Sale of New Trimmed Hats at \$1.95

A special showing of new hats at **\$1.95** that are actually worth double the price. The group consists of the latest black velvet shapes cleverly trimmed with fancies and quills in black and colors.

Challenge Sale of New Black Plumets **\$1.49** at

Challenge Sale of Gorgeous New Pattern Hats In New Oval Turban Shapes, Tricornes and Sailors Trimmed With Handsome Ostrich Plumets,

\$10.00 \$12.00 \$15.00



Challenge Sale of New Fancies at 25c, 49c, 69c and 98c

The showing of trimmings is the largest and most interesting of the whole season because of the purchase of thousands of new fancies, wings, plumes, etc., to be sold at lowest prices.

Black skeleton ostrich quills; natural ostrich fancies in black, white, navy, green and new blue; many styles of wings in blue, black and black and white and numerous other fancies, at **25c**.

The **49c** fancies include:
Black skeleton quills touched with silver finished heads.
Tall ostrich and marabou fancies in new blue, white and black.
White marabou fancies with black quill stems.
Glycerine ostrich fancies in black and white.
Scorched peacock quills.

The **69c** fancies include:
Tall fancies of soft hackle, in black, white, and black and white.
Dull colored pheasant tails finished with grebes of pink, blue, corse, white and green.
Small black and white made birds.
Soft fancies of skeleton ostrich in brown, green, navy, new blue, purple, black and white.
Owl heads with high soft feather stick-ups.
Imitation numid quills with white fur heads.
Handsome pheasant tails in orange, brown, red and black combinations.

The **98c** fancies include:
Glycerine ostrich in richest shades of green, blue, bronze, maroon, grey and black.
Handsome merle fancies, edged with white.
Ostrich fancies in old gold, blue, navy and black.
Pheasant tails with hackle breasts.
Black and black and white hackle fancies.

Challenge Sale of \$4.95 Hats

Showing 100 New Models Supreme in Style and Superior in Value at **\$4.95**

To-morrow and Saturday will be an excellent opportunity to see the newest arrivals in stylish hats of the moderately priced kind—we are confident that women will be surprised at these rare values in NEW Hats.

- Some of the styles in this exclusive gathering of popular-priced millinery—
- Small close-fitting turban of velvet with soft crown trimmed with narrow grosgrain ribbon and small pearl buckle—shown in green, red and navy.
 - Small tailored model of black velvet bound and trimmed with narrow grosgrain ribbon and small scorched quill stems.
 - Small hat of brown velvet trimmed with narrow grosgrain ribbon and quill points.
 - Large hat of black velvet with soft crown, edge of brim covered with silver cloth and trimmed with soft white feather fancies.
 - Black velvet turban with soft crown and high brim on left side, trimmed with handsome white ostrich.
 - Tricorne turban of black velvet trimmed with military rosette of black grosgrain ribbon and two silk tassels.

Challenge Sale of New Shapes Thousands of Styles at 69c and 98c

Felt and velvet shapes in turbans and sailors, navy, green, brown and black. Challenge Sale price, **69c**

Velvet, felt, plush and velvet and hatters' plush shapes, large, medium and small shapes—some velvet hats faced in white satin and gold and silver cloth—the largest assemblage of new shapes and the most attractive values offered this season at **98c**

Plush Hats for Little Girls—Dainty poke shapes in black, white and all colors, at **98c**

Millinery Dep't, Second Floor and Fourth Street Aisle—Three Elevators.

Friday Specials Will Attract Hundreds of Enthusiastic Buyers Tomorrow

<p>Miscellaneous Specials</p> <p>25c bottle Van Camp's furniture polish. Special Friday only, 19c</p> <p>\$1.25 two-burner gas plates—nickel plated. Special Friday only, 89c</p> <p>29c white braided shopping baskets. Special Friday only, 10c</p> <p>10c tack hammers and pullers combined. Special Friday only, 7c</p> <p>39c ball bearing cast-steel shears. Special Friday only, 25c</p> <p>Colonial table tumblers. Special Friday only, dozen, 25c</p> <p>Tin top jelly tumblers. Special Friday only, 15c</p> <p>Traveling Bags</p> <p>\$5.00 cowhide leather traveling bag with leather lining; inside pockets; brass catches and lock. Special Friday only, \$3.75</p> <p>Basement.</p>	<p>Watch Fobs, Etc.</p> <p>15c and 25c watch fobs, coat chains, cuff links and tie clasps. Special Friday only, 5c</p> <p>Men's all linen hemstitched handkerchiefs. Special Friday only, 3 for 25c</p> <p>Men's Store.</p> <p>Corset Covers</p> <p>Cambrie corset covers; limit two to a customer; none exchanged. Special Friday only, 10c</p> <p>50c muslin gowns; none exchanged. Special Friday only, 35c</p> <p>Second Floor—Three Elevators.</p>	<p>One 15c clutch pencil as illustrated and one 5c box of leads. Special Friday only, 10c</p>	<p>Men's Shirts, 69c</p> <p>\$1.00 Wachusett percale shirts; made with short pleated bosoms, in excellent patterns; sizes 13½ to 17. Special Friday only, 69c</p> <p>Men's Store.</p> <p>Turkish Wash Cloths</p> <p>5c white Turkish wash cloths of extra quality. Special Friday only, 2½c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Basement Specials</p> <p>Mason's one-quart fruit jars. Special Friday only, dozen, 36c</p> <p>45c Weavever aluminum stew pans. Special Friday only, each, 21c</p> <p>\$1.00 Weavever covered Berlin kettles. Special Friday only, 69c</p> <p>\$1.49 6-quart aluminum lipped sauce pans. Special Friday only, 98c</p> <p>39c and 59c all copper nickel-plated pitchers. Special Friday only, 25c</p> <p>Basement.</p>	<p>Sweaters</p> <p>Men's and women's \$2.98 heavy Shaker knit school and college sweaters in maroon and navy; all sizes. Special Friday only, \$2.39</p> <p>Dives, Pomeroy & Stewart, Men's Store.</p> <p>Men's Union Suits</p> <p>75c and \$1.00 cotton union suits in athletic style and short sleeves; ankle length; none exchanged. Special Friday only, 35c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Bedding Supplies</p> <p>45x36 bleached pillow cases—10c quality. Special Friday only, 9c</p> <p>45x36 bleached pillow cases embroidered and scalloped edge; 35c quality. Special Friday only, 29c</p> <p>10c light outing cloth, short lengths. Special Friday only, yard, 7½c</p> <p>12½c bleached Donet Shaker flannel. Special Friday only, yard, 10c</p> <p>Street Floor.</p>
<p>White Flaxon</p> <p>25c white flaxon; a fine, medium weight quality; with a linen finish; 38 inches wide. Special Friday only, yard, 15c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Flannelette Skirts</p> <p>Short flannelette skirts with pink or blue stripes. Special Friday only, 25c</p> <p>50c round white aprons; embroidery ruffle trimming. Special Friday only, 39c</p> <p>Second Floor—Three Elevators.</p>	<p>German Napkins</p> <p>\$1.75 German silver bleached all linen napkins; 20x20 inches square; extra good patterns. Special Friday only, dozen, \$1.49</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Men's Neckwear</p> <p>25c and 50c silk four-in-hand ties; light, medium and dark colors. Special Friday only, 14c</p> <p>Dives, Pomeroy & Stewart, Men's Store.</p>	<p>Corsets Reduced</p> <p>Smart Set, Warner's Rust-proof and D. P. & S. Special corsets, not all sizes. Values to \$3.00. Special Friday only, \$1.69</p> <p>Dives, Pomeroy & Stewart, Second Floor—Three Elevators.</p> <p>95c D. P. & S. Special corsets. Special Friday morning, 59c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Men's Shirts and Drawers</p> <p>Men's 39c bleached cotton shirts and drawers; not all sizes. Special Friday only, each, 25c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Bed Spreads</p> <p>\$2.00 scalloped light weight satin bed spreads; good size and excellent designs. Special Friday only, \$1.25</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>
<p>Knit Ties</p> <p>25c knit four-in-hand ties; large selection of fancy colored stripes. Special Friday only, 14c</p> <p>Boys' white hemstitched school handkerchiefs. Special Friday only, 7 for 10c</p> <p>Dives, Pomeroy & Stewart, Men's Store.</p>	<p>Cotton Waists</p> <p>Batiste waists with embroidery front; lace edge trims collar; long sleeves; none exchanged. Special Friday only, \$1.95</p> <p>Second Floor—Three Elevators.</p>	<p>Playing Cards</p> <p>25c playing cards. Special Friday only, 19c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>White Ratine</p> <p>\$1.00 white ratine for skirts and dresses; 50 inches wide. Special Friday only, yard, 69c</p> <p>25c figured white mercerized madras and crepe; 28 inches wide. Special Friday only, yard, 10c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Youths' Sweaters</p> <p>Boys' and girls' \$1.50 sweaters with roll collar; in tan, navy and red. Sizes 6 to 12. Special Friday only, \$1.00</p> <p>Infants' sweaters with roll collar; white, grey and red; sizes 2 to 4. Special Friday only, 50c</p> <p>Women's \$1.00 cardigan jackets and vests; in black and grey. Special Friday only, 69c</p> <p>Dives, Pomeroy & Stewart, Men's Store.</p>	<p>Women's Union Suits</p> <p>50c and 75c ribbed union suits; sleeveless and knee length; tight fitting at knee. Special Friday only, 39c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Table Damask</p> <p>50c mercerized table damask; 64 inches wide; good patterns and qualities. Special Friday only, 29c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>
<p>Women's Silk Hose</p> <p>Women's 79c black silk hose; fashioned feet. Special Friday only, 50c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Bath Towels</p> <p>17c bleached Turkish bath towels of good size and quality; red, blue and white borders. Special Friday only, 12½c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Silk Lisle Hose</p> <p>Women's 15c silk lisle tan hose; seamless. Special Friday only, 9c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Negligee Shirts</p> <p>Men's \$1.00 white cambrie negligee shirts; plain and fancy patterns; sizes 13½ to 17. Special Friday only, 59c</p> <p>\$1.00 negligee shirts; plain white; cream and assorted patterns; sizes 13½ to 17. Special Friday only, 69c</p> <p>Men's Store.</p>	<p>Table Cloths</p> <p>\$1 mercerized table cloths of good patterns; size 64x81 inches. Special Friday only, 89c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Table Cloths</p> <p>\$1 mercerized table cloths of good patterns; size 64x81 inches. Special Friday only, 89c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>	<p>Children's Hose</p> <p>Children's 12½c fast black heavy cotton hose; seamless. Special Friday only, 9c</p> <p>Dives, Pomeroy & Stewart, Street Floor.</p>