

# OUR THIRD ANNIVERSARY SALE TOMORROW

Every Department Participates  
HUNDREDS OF SPECIALS  
Many Are Not Mentioned Here

## One Day Only—The Greatest Sale of the Whole Year

Come Early! The most of the  
lots are large, a big advantage is  
with the early chooser.

### Fraser-Paterson Co

Store Hours on This Day Will Be 9 a. m. to 7 p. m.  
One Hour More That All May Participate

#### 300 New Shirts for Men

Our Standard \$1.50 Values  
ANNIVERSARY  
SALE PRICE ..... **\$1.10**

—The big Anniversary Sale event for men; 300 brand new shirts. The new Fall patterns. Bates-Street and other standard \$1.50 makes. —Plain negligee front and laundered cuffs, the style most wanted now; also pleated fronts.

—White with cluster stripes of blue, lavender and black, and many of the attractive patterns.

—White with hairline stripes of blue, black and hellebore, and many other neat patterns.

—Every shirt an example of correct fitting, good making. All sizes to 17½. Plenty of each size and all first class. —Fraser-Paterson Co., First Floor.

#### Men's 25c Cashmere Hose 19c

All black or black with natural feet;

—A nice Cashmere Hose of good grade, plain Oxford gray; double sole and toe. —All sizes up to 11½. Standard 25c Socks.

—Men's Furnishing Section, First Floor.

#### Men's Munsing Union Suits

Our Regular \$2.50 Qualities  
ANNIVERSARY  
SALE PRICE ..... **\$1.85**

—Two popular numbers in these splendid Union Suits. "Munsing," a mark of satisfaction assured.

—One is a medium wool and cotton mixture, blue mixture.

—Another is a little heavier natural gray color.

—In each—all sizes to 48.

—Priced regularly wherever sold at \$2.50 a suit.

—Men's Furnishing Section, First Floor.

#### Men's \$1.50 Night Robes 95c

Made of soft, warm Teasel-down, good, full length, generously wide; V neck.

—All sizes up to 19, inclusive.

—Men's \$1.50 Pajamas 85c

—Of good, heavy outing flannel. Well made, trimmed with military braids.

—White grounds with blue and pink stripes.

—All sizes to 19, inclusive. —First Floor.

#### 50 Girls' Winter Coats

Priced Regularly \$10.00 to \$12.50  
ANNIVERSARY  
SALE PRICE ..... **\$5.75**

—We have secured at a low price for Anniversary Sale a choice lot of Girls' Cloth Coats. New Winter styles that are exceptional at the sale price.

—Novelty mixtures, plain navy blue, black and brown. A variety of clever, new Winter styles.

—Sizes 6 to 14 years.

#### 200 Pieces Women's Smart Neckwear

Worth \$1.50, \$1.75, \$2.00 and \$2.50  
ANNIVERSARY  
SALE PRICE ..... **\$1.00**

—An unusual special purchase; one of the best ever offered in our sales.

—200 pieces smart, fashionable, new Neckwear secured from a maker of high-class Neckwear as a special concession for Anniversary Sale.

—The newest styles—Collars of Georgette Crepe and Crepe de Chine. Collars of Shadow Laces and Embroidered Nets. Yokes of Crepes and Embroidered Nets.

—A great many daintily hand-embroidered.

—Fraser-Paterson Co., First Floor.

#### 150 Pieces Women's \$1.00 and \$1.25 Neckwear

69c

—A fresh, new, specially bought lot of beautiful Neckwear. The smartest, most recent ideas in Venice Lace Collar and Cuff Sets, Flat Silk Collars, Net Vests, Shadow Lace Guimpes and many others.

—Fraser-Paterson Co., First Floor.

#### 100 Pairs Women's \$4.00 Boots

Our Regular Standard Line

Anniversary Sale Price Per Pair ..... **\$2.95**

—Patent leather and gum-metal, in cloth tops, laced, plain toes, spike heels, welt soles. All in black.

#### 50 Pairs Boys' Box Calf School Shoes

Regular Price \$3.50  
Anniversary Sale Price, Per Pair ..... **\$2.85**

—Heavy double oak welt sole. Correct round toe. Blucher cut. Excellent for wear and fit.

—Fraser-Paterson Co., Second Floor.

#### Dugan & Hudson's Shoes for Children

In the Anniversary Sale

—By way of still further increasing our long list of Dugan & Hudson Shoe wearers, and thereby adding permanent users (for once they wear them no other shape will interest them) we will make for this day the following price concessions:

—Children's, sizes 5½ to 8..... **\$2.00**  
Regular price \$2.25

—Children's, sizes 8½ to 11..... **\$2.20**  
Regular price \$2.50

—Misses', sizes 11½ to 2..... **\$2.95**  
Regular price \$3.50

—More than a thousand pairs for selection. All new fall stock.

—Fraser-Paterson Co., Second Floor.

The Day of Days at this Store—the Day for which we have been planning for more than a year, for which we have made the most extensive preparations—

## The Third Anniversary Sale Saturday, October 16th

—That we might secure the best to be had for this sale, we went to the marts of the world, and to America's greatest manufacturers. We used every influence and power of our organization to lower costs to us that we might in turn lower prices to you.

### Never Before Have We Had Such an Assemblage of Merchandise in Any Sale

—Fully 90 per cent of the merchandise offered was bought especially for this sale and every item is new, fresh and desirable.

### Never Was a Sale So Well Prepared for

We Are Ready, Now Comes the Test

—For this one day the store will be open until 7:00 p. m., the extra hour being added for the convenience of those who cannot shop in the ordinary hours.

## 100 Women's Smart New Tailored and Fancy Suits

Last-Word Styles, Priced Regularly \$35.00 Each  
Anniversary Sale Price ..... **\$23.75**

—For this great day only, we will offer one hundred \$35.00 Suits for Women, an offering made possible by a remarkable special purchase from a maker of high repute. Handsome new styles in velvets, broadcloths, gaberdine, serge and poplin.

—The assortment shows but few alike, offering a wide range of styles for choice, including all sizes and a varied lot of new colorings.

—Plain tailored, braid and fur trimmed suits.

#### The Much-in-Demand Plush Coats

Priced Regularly \$25.00  
ANNIVERSARY  
SALE PRICE ..... **\$19.75**

—A sale of the scarcest garments of the season, made possible by a lucky purchase of Black Plush Coats, brought about by a maker's desire to co-operate with us. They're full, long lengths; 25 only in the lot. Black, trimmed in black, brown and gray furs.

—Fraser-Paterson Co., Third Floor.

#### 45 Women's New Coats

Priced Regularly \$20.00  
ANNIVERSARY  
SALE PRICE ..... **\$14.75**

—A special purchase lot. New style Wool Coats, in mixtures, plain, black and navy blue. Nearly all are fur trimmed; even in those that are not, you will appreciate the remarkable value.

—Fraser-Paterson Co., Third Floor.

#### 50 Women's New Dress Skirts

Our Regular \$5.00 Specials  
ANNIVERSARY  
SALE PRICE ..... **\$3.75**

—Our regular special \$5.00 Skirts are such splendid values women will appreciate an opportunity to buy them for less. A lot of fifty. Correct styles in mixtures and plain navy blue and black. A good range of sizes.

—Fraser-Paterson Co., Third Floor.

#### Specially Bought for Anniversary Day 100 Women's Cotton Petticoats, \$1.00 Each

—A special lot bought from a maker who gave us this special for Anniversary in appreciation of our regular patronage.

—Splendid Skirts, in a variety of styles. Every popular shade included. Of excellent cotton materials and, of course, correct styles.

—Fraser-Paterson Co., Third Floor.

#### THE SPLENDID WOOL DRESS GOODS SECTION OF THE STORE

Puts forth its proudest effort at value giving for the great yearly event

Best of news—as follows:

#### 500 YARDS RICH RADIUM TAFFETAS

Sold Regularly at \$2.00 a Yard

ANNIVERSARY  
SALE PRICE ..... **\$1.15**

—Beautiful 40-inch Radium Taffeta, soft pussy willow finish. Light blue, India rose, lavender, flesh, soldier gray, wickaria, maize, Tete de Negre, sand, putty, navy and Copenhagen.

—Fraser-Paterson Co., First Floor.

#### BLACK WOOLEN FABRICS FOR THIS SALE

None But the Most Standard Makes Selected for This Showing

—Priestley's English Wool Dress Goods head the list. A notable collection of \$1.25 goods.

Anniversary Sale price, yard..... **85c**

—Black Royal cloth, Black Prunella cloth, black wool taffeta, black wool Poplin—

all 42 inches wide.

—\$3.50 Crepe Poplin (Priestly make). Anniversary Sale price, yard..... **\$1.95**

—Made of mohair and wool in crepe weave; one of Priestley's most popular cloths.

44 inches wide.

—\$3.50 Royal Suiting Poplin. Anniversary Sale price, yard..... **\$1.95**

—A beautiful heavy rich cloth in deep rich black. For suits and coats. —First Floor.

#### 25 PCS. NEW FALL COATINGS

Regularly Priced at \$2.00 and \$2.50 a Yard

Specially gathered for Anniversary Sale, for a yard ..... **\$1.49**

—These are all 56 inches wide and are all on the rough smart effects, recently developed.

—Handsome designs in plaids, checks and shadow stripes, together with self and fancy mixtures. In the new shades for Fall.

—Brown, modes, blues, greens, grays and several duo-tones. —First Floor.

#### 25 PIECES NEW BLACK SILKS FOR THE ANNIVERSARY SALE

Fresh from the mill and opened for this sale—the year's supreme effort in value giving of Black Silks

Black Surf Taffeta ..... **\$1.19**  
Regularly worth \$1.50; 36 inches wide.

Black Satin Messaline ..... **85c**  
Regularly worth \$1.00; 35 inches wide.

—35-inch Black Satin Messaline, special **98c**  
Regularly \$1.25.

—35-inch Black Satin Duchess, special..... **\$1.19**  
Regularly \$1.50.

—40-inch Black Satin Duchess, special..... **\$1.49**  
Regularly \$2.00.

—40-inch Black Satin Duchess, special..... **\$1.25**  
Regularly \$1.50.

—35-inch Black Satin Duchess, special..... **85c**  
Regularly \$1.00.

—40-inch Black Satin Promenade, special..... **\$1.19**  
Regularly \$1.75.

—Fraser-Paterson Co., First Floor.

#### Standard Quality Sheets and Pillow Cases in the Anniversary Sale

—81x90-inch seamless; best quality sheeting. Regular 90c grade. Anniversary Sale price ..... **75c**

—81x99-inch seamless of the same quality sheeting. \$1.00 regularly. Anniversary sale price..... **85c**

Pillow Cases—

Best Standard Sheetting

—45x36-inch size, 24c quality ..... **18c**

—42x36-inch, 22c quality ..... **15c**

—Fraser-Paterson Co., Second Floor.

#### 100 Dozen Fancy Bath Towels, Priced Regularly 40c Each

ANNIVERSARY  
SALE PRICE ..... **25c**

—Extra quality, extra size. Beautiful bleached white with colored Jacquard borders with monogram space for initial.

—Blue, red, gold and lavender.

Colored-Border Bath Towels, Excellent 35c Quality  
ANNIVERSARY  
SALE PRICE ..... **25c**

—75 dozen large and heavy Bath Towels. 22x45-inch size. Red and blue borders.

—Fraser-Paterson Co., Second Floor.

### Fraser-Paterson Co

Store Hours on This Day Will Be 9 a. m. to 7 p. m.  
One Hour More That All May Participate

#### SALE RULES

—This greatest sale of the year will be noteworthy in its absence of special sale rules. The convenience and accommodations of every-day service will be followed as closely as possible. This is in keeping with our policy of making shopping as pleasant and convenient as possible.

—For this One Day the Store will be open from 9 a. m. to 7 p. m.

#### 2,500 Yards White Outing Flannel, Standard 15c Grade

ANNIVERSARY  
SALE PRICE, YARD... **9c**

—Full yard wide. Fine standard quality; soft, fleecy.

—Fraser-Paterson Co., Second Floor.

#### 2,000 Yds. Washable Silk Crepe

Priced Regularly 65c Yard  
ANNIVERSARY  
SALE PRICE, YARD... **25c**

—One of the great Second Floor items in the Anniversary Sale. Beautiful, soft Washable Crepes, 27 inches wide. Pretty shades of soft pinks, peach, cell blue, and white, together with brown, Copenhagen, black and navy.

—Ideal for dancing frocks, afternoon dresses, gowns and negligees.

—Fraser-Paterson Co., Second Floor.

#### 300 Boxes Correspondence Cards

Would Be 75c Regularly  
ANNIVERSARY  
SALE PRICE ..... **39c**

—An important special offering of 300 boxes Correspondence Cards with envelopes to match.

—Fine white paper with bevel gold edges. The Cards are the newest shapes. Each box contains one quire.

—A special purchase that results in an exceptionally attractive Anniversary special.

—Fraser-Paterson Co., First Floor.

#### Women's French Lambkin Gloves

Standard \$1.50 Quality  
ANNIVERSARY  
SALE PRICE ..... **95c**

—A special purchase of the same styles and qualities we carry in regular stock at \$1.50. Fine French lambkin. One and two-clasp. Pique sewing. Neat back embroidery. Black, white and tan.

—Fraser-Paterson Co., First Floor.

#### Women's Long Kid Gloves

ANNIVERSARY  
SALE PRICE ..... **\$1.85**

—Full 16-button length. Fine glace stock. Three small clasps at wrist. Very wide cut in arms. Another fortunate purchase.

—Fraser-Paterson Co., First Floor.

#### 1,200 Pillow Cases

Regular 15c Grade  
ANNIVERSARY SALE  
PRICE, EACH ..... **10c**

—42x36-inch size. Made of good quality muslin.

—Fraser-Paterson Co., Second Floor.

#### 100 Dozen Huck Towels

Priced Regularly 15c Each  
ANNIVERSARY SALE PRICE,  
PER  
DOZEN ..... **\$1.45**

—17x34-inch German Huck Towels. An ideal hand towel of superior wearing quality.

—Fraser-Paterson Co., Second Floor.

#### Remarkable Offerings, Knit Underwear Section

500 Knit Under Garments for Women in one great lot—selected from our best-known lines—"Munsing" and "Elliot"—five different styles offered. Regularly priced \$3.25, \$3.50, \$2.00 and \$1.75.

All at one price, a garment..... **\$1.00**

—Details as follows:

—Munsing Union Suits, light blue, mercerized. High neck, long sleeves, ankle length. Regular and out-sizes. Regular price \$3.25 and \$3.50.

—Elliot Union Suits. Medium weight, white; spring needle, mercerized. High neck and elbow sleeves. Dutch neck and elbow sleeves, ankle length. Regular sizes only. Regular price \$2.00.

—Munsing Vests and Pants, winter weight wool. Cream color. High neck, long sleeves. Pants ankle length. Regular \$1.75 and \$2.00.

—Munsing Vests and Pants. Heavy white mercerized vests, high neck, long sleeves. Pants ankle length. Regular price \$1.75 and \$2.00.

#### 350 Knit Undergarments for Children

Selected From "Munsing" and the "Saga" Lines—Regularly Sold at 75c Each  
ANNIVERSARY SALE  
PRICE, EACH ..... **45c**

—"Munsing" Vests and Pants. High neck, long sleeves, ankle length. In white and natural gray.

—Winter weight wool and cotton mixed. 250 garments in all.

—"Saga" Vests, Pants and Drawers in white and natural gray. Vests high neck, long sleeves; ankle length drawers and pants.

#### McCallum's Black Silk Stockings

America's Most Standard \$1.50 Stocking  
ANNIVERSARY SALE  
PRICE, A PAIR ..... **\$1.10**

—Supplementing a large lot of this celebrated Stocking, we have for your choosing small lots of Kayser's "Wonderfoot" \$2.00 grade, some "Wayne" \$1.50 quality, and a few other makes in small lots.

All blacks.

#### A Very Large Lot of Women's Stockings to Sell on This Day at 27c a Pair

—This splendid collection is made up as follows:

—50c Silk Lisle in black.

—50c Colored Silk Lisle.

—50c out size Silk Lisle, in tan and white.

—50c out size Silk Boot in tans.

—50c "Wayne" Knit Flare Tops in black.

—1,800 Pairs Women's Lisle Stockings

—35c "Wayne" Knit Flare Top, fine cotton, black.

Regular 25c Standard Grade  
ANNIVERSARY SALE  
PRICE, 3 PAIRS FOR... **50c**

—These are high-grade, well known Stockings. Made of first-class yarns. Are in black, white and some tans, but the most are in black.

—Made with patent seamless foot.

#### 100 Crocheted Bedspreads, \$2.75 Regularly

ANNIVERSARY  
SALE PRICE ..... **\$1.95**

—Extra quality, extra size. 81x94-inch Hemmed Crocheted Spreads.

—Fraser-Paterson Co., Second Floor.