

# Gigantic Stock

## BASEMENT TO ROOF

Commencing Monday, April 15, 8:30 a. m.—Continuing All Next Week

# Reduction Sale

**Calisher's** *\$200,000 worth of new Spring and Summer merchandise must be sold to reduce these immense stocks at 1-3, 1-2 and less the original low prices* **Calisher's**

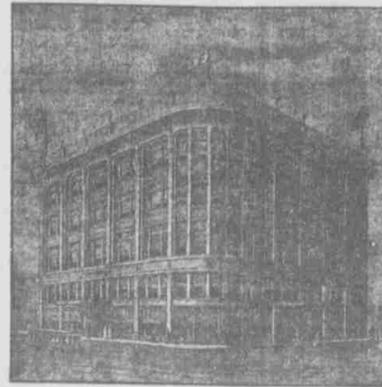
The unusually delayed Spring season, which finds some of our departments heavily overstocked, forces us into taking drastic measures to insure quick action. The time and the season are peculiarly favorable to the buying public, as well as these most remarkable price concessions quoted throughout this ad. Participation in this great stock reduction sale means wonderful savings to you.

**EXTRA SPECIAL!**  
**Waists Worth Up to \$3.00 at \$1.00**  
 Here is where all womankind will gather—such values were never seen before. Dozens of styles to choose from, handsome new models in Lingerie, with hand embroidered panel front, with beautiful fluted lace trimmed side frills, cuffs to match, backs trimmed with cluster tucks, also pure linen, embroidered and crochet trimmed waists that sold regularly up to \$3.00.  
 Stock Reduction Sale Price ..... **\$1.00**  
 (2nd floor.)

100 Extra Salespeople to Serve You.




Special Items sold out quickly will be replaced by other specials.



We cannot make Deliveries on Glassware.




New accounts cannot be opened during this sale.

**EXTRA SPECIAL!**  
**Waists Worth Up to \$1.00 at 39c**  
 A large assortment of pretty styles, handsomely trimmed with embroidered bands and rows of cluster tucks, long sleeves and high necks, made to sell for \$1.00. They are slightly mussed—a splendid value.  
 Stock Reduction Sale Price ..... **39c**  
 (Basement Store.)

**EXTRA SPECIAL!**  
**Juniors' and Children's Dresses.**  
 Ages 6 to 15 years, in excellent qualities of imported Gingham, Percales, Chambrays and Linens; handsomely made and trimmed in the very newest styles. This lot includes dresses that have sold up to \$4.00.  
 Stock Reduction Sale Price ..... **94c**  
 (2nd floor.)

**EXTRA SPECIAL!** **EXTRA SPECIAL!**  
**White Lingerie Dresses**  
 One lot of beautiful Lingerie, Marquisette and Chiffon Dresses, trimmed with rich Cluny lace, in handsome effects, all-over embroideries, etc. Marquisette and Chiffon Dresses in new shades, elaborately trimmed, and Cluny trimmed Lace Net Dresses. Values in this lot worth up to \$22.50.  
 Stock Reduction Sale Price ..... **\$14.95**  
 (2nd floor.)

**Calisher's**  
**EXTRA SPECIAL!**  
**\$40.00 and \$50.00 Dresses \$10.00**  
 A very special lot, every dress a distinct model, in Chiffons, Marquisettes, Voiles and Fancy Grenadines, beautifully trimmed with silk hand embroidery, embroidered nets, white or colored-laces, velvets, satins, braids, etc.—some underlined with Persian silks. Your size may be among them—  
 A most remarkable value. Stock Reduction Sale Price ..... **\$10.00**  
 (2nd floor.)

**EXTRA SPECIAL!** **EXTRA SPECIAL!**  
**\$15.00 Silk Dresses \$4.85**  
 Satin Foulards, Eolienne, Taffeta and light wool Challie Dresses, in one big lot, new models beautifully trimmed with Irish and French laces, satin piping, braids, buttons, etc., in black and white and a splendid range of colors. Worth up to \$15.00.  
 Stock Reduction Sale Price ..... **\$4.85**  
 (2nd floor.)

**EXTRA SPECIAL!**  
**\$5.00 Street Dresses, \$2.19.**  
 In Chambray, Linene, Percale and fine Gingham, with high, low, or Dutch necks, Gibson shoulder and sailor styles, in plain or dainty patterns, handsomely trimmed. Worth up to \$5.00.  
 Stock Reduction Sale Price ..... **\$2.19**  
 (2nd floor.)

**EXTRA SPECIAL!**  
**\$1.00 House Dresses, 69c.**  
 A splendid assortment of pretty house dresses in fancy stripe and checked patterns, with high or Dutch necks, exceptionally well made of good quality prints. These dresses were made to sell for \$1.00 and \$1.25.  
 Stock Reduction Sale Price ..... **69c**  
 (Basement.)

**EXTRA SPECIAL!**  
**Superb Messaline Petticoats**  
 With deep knife pleated, flounce slashed and edged with 3 inch lace and inserting, in all the late new shades. Stock Reduction Sale Price ..... **\$2.95**  
 (2nd floor.)

**Gorduroy Welt P. K. Dresses**  
 A very special lot of handsome wide welt plique, with wide sailor collars, handsomely trimmed with large pearl buttons and neat piping, worth at least \$4.00.  
 Stock Reduction Sale Price ..... **\$2.19**  
 (2nd floor.)

**EXTRA SPECIAL!**  
**Dainty New Dresses**  
 In silk finished tissues, imported gingham, voiles and Swisses—a charming selection, neatly trimmed with lace or embroidery, worth up to \$10.00.  
 Stock Reduction Sale Price ..... **\$4.89**  
 (2nd floor.)

**EXTRA SPECIAL!**  
**Rough Linen Suits**  
 Women's tailored suits, in desired shades—with white P. K. or satin trimmed collar and French cuffs—entirely new. Stock Reduction Sale Price ..... **\$5.95**  
 (2nd floor.)

**EXTRA SPECIAL!**  
**\$25.00 White Serge Dresses, \$14.85**  
 A splendid assortment of new effects, one of which has a beautiful shadow lace yoke, with wide Irish crochet lace collar over pale blue silk and cuffs to match, with rich braided revers. A dozen others equally as pretty.  
 Worth up to \$25.00.  
 Stock Reduction Sale Price ..... **\$14.85**  
 (2nd floor.)

**EXTRA SPECIAL!**  
**75c Silk Lisle Gloves, 39c.**  
 In black or white, an excellent quality silk finish Lisle, with double tips. Regularly worth 75c. Stock Reduction Sale Price ..... **39c**  
 (Main floor.)

Stock Reduction Sale of  
**Women's Tailored Suits**  
 (2nd Floor)

- EXTRA SPECIAL!**  
**LOT 1—\$17.50 Tailored Suits \$9.00**  
 This lot is exceptional, embracing perfectly tailored models in spring weight wool suits, in blues, brown and black, plain styles, with new skirt effects, very rich and stylish, worth up to \$17.50. Stock Reduction Sale Price ..... **\$9.00**
- EXTRA SPECIAL!**  
**LOT 2—\$22.50 Tailored Suits \$12.65**  
 This lot is remarkable for the wide range of materials and the exceptionally fine trimmings—Novelty Mixtures, Grays, Tans, Blues, and Blacks—Every wanted shade, exquisitely trimmed and faultlessly tailored, regularly worth up to \$22.50. Stock Reduction Sale Price ..... **\$12.65**
- EXTRA SPECIAL!**  
**LOT 3—\$30.00 Tailored Suits \$15.75**  
 This lot embraces all the newest models, in every variety of rich wool spring weight materials, every new shade, and blue or black, richly trimmed with silk braids, laces and satin, lined with rich silks, worth up to \$30.00.  
 Stock Reduction Sale Price ..... **\$15.75**
- EXTRA SPECIAL!**  
**LOT 4—\$35.00 Tailored Suits \$18.95**  
 Every late spring style is represented in these exquisitely tailored suits, Blues, Tans, Browns, Grays and Black—profusely trimmed and plain, rich effects, short, cutaway coats richly lined and every new skirt style—they are worth up to \$35.00. Stock Reduction Sale Price ..... **\$18.95**
- EXTRA SPECIAL!**  
**LOT 5—\$40.00 Tailored Suits \$22.50**  
 For the particular woman who is hard to please, this beautiful showing will quickly appeal. Every authentic new style is here, every desired material, in light or dark shades, elaborately trimmed or severely plain, faultlessly tailored and showing exquisite taste in every line—worth up to \$40.00.  
 Stock Reduction Sale Price ..... **\$22.50**
- EXTRA SPECIAL!**  
**LOT 6—\$45.00 Tailored Suits \$29.50**  
 An impressive gathering, in this lot, of the finest tailored suits we have ever shown. Here are the new shades of Gray, Blue and Brown—Tans, Novelty Weaves and Black—Exquisite models of beauty and design, richly trimmed, perfectly tailored and presenting every new coat and skirt effect, worth up to \$45.00. Stock Reduction Sale Price ..... **\$29.50**

Stock Reduction Sale of  
**Women's Waists**  
 (2nd Floor)

The Waist Section has entirely too many fine Waists—the selling has been brisk, but the New York office keeps on sending more and more—and mostly fine waists. These prices should quickly reduce the stock to beggary.

For convenience in choosing, we make 5 big lots, as follows:

**Lot 1—Waists Worth Up to \$3.50 at \$1.95**  
 The wonderful values in this lot are not confined to a few, but apply to every waist in the lot. Lingerie waists of allover embroidery with lace trimmings, Antique and Cluny lace trimmings, embroidered Panel fronts with beautiful side frills, embroidered Voiles, trimmed with linen laces, some with hand embroidered medallions with round thread lace trimmings. Net waists with dainty trimmings—a hundred different styles to choose from—worth up to \$3.50.

**Lot 2—Waists Worth Up to \$4.50 at \$2.48**  
 Among these will be found most extraordinary values, the prettiest models and the greatest assortment. Elegant voile waists with Point De Paris trimming in Bolero effect. Net waists with beautiful side frills, Lingerie waists with Fillet lace yokes and panels, hand embroidered fronts, etc., in every style of neck, some with rich Baby Irish crochet yoke and panels—sleeves to match—a splendid assortment—every one an extraordinary value.

**Lot 3—Waists Worth Up to \$6.50 at \$2.95**  
 Embraces the latest effects in silk shirts, with soft collars and turnback cuffs, blazer styles, elegant Lingerie waists with Russian and Cluny lace trimmings, all-over eyelet embroidery, with round thread lace yoke and bands, and side frills—a truly wonderful collection of rich models.

**Lot 4—Waists Worth Up to \$8.50 at \$3.85**  
 In Goupy and Peplum styles, Lingerie and Voile waists with beautiful fillet lace panels and bands, high or low necks, some with hand embroidered medallion panels and Baby Irish crochet yoke—every new style, long or short sleeves, some in house effects, some tailored styles, dozens and dozens of them—every one a splendid value at the price.

**Lot 5—Waists Worth Up to \$10.00 at \$4.45**  
 This is the "Piece de Resistance" of this big sale—the most unusual styles—distinctive models, in embroidered Marquisette, Net waists with Maltese lace and Cluny trimmings, rich Voile with hand embroidered designs—but it is impossible to describe these waists here—the fact that the real values are up to \$10.00 will be readily seen.

Stock Reduction Sale of  
**White Serge Suits**  
 (2nd Floor)

This entire stock of Women's White Serge Suits has been divided into 6 special lots as follows:

**LOT A—WHITE SERGE SUITS—**  
 Worth up to \$18.00 at ..... **\$10.95**

**LOT B—WHITE SERGE SUITS—**  
 Worth up to \$26.50 at ..... **\$14.50**

**LOT C—WHITE SERGE SUITS—**  
 Worth up to \$30.00 at ..... **\$17.95**

**LOT D—WHITE SERGE SUITS—**  
 Worth up to \$35.00 at ..... **\$22.50**

**LOT E—WHITE SERGE SUITS—**  
 Worth up to \$40.00 at ..... **\$26.75**

**LOT F—WHITE SERGE SUITS—**  
 Worth up to \$45.00 at ..... **\$29.50**

These six special lots, separated in this manner, render your selection easy. Every late style is represented, perfectly tailored and handsome effects in trimmings, with every new skirt style—These beautiful suits will be the center of attraction, at the unusually low prices.

**Stock Reduction Silk Dresses** **Stock Reduction**  
 (2nd Floor)

**\$27.50 Silk Dresses at ..... \$18.95**  
**\$35.00 Silk Dresses at ..... \$24.75**  
**\$42.50 Silk Dresses at ..... \$29.75**  
 Three special prices, presenting the richest gathering of fashion's favorites, in Black Taffetas, Chameleon Taffetas, Chiffons and Foulards, exquisitely trimmed with rich braids, laces and nets. The choicest selection in the city.

**\$15.00 Silk Dresses at ..... \$ 8.95**  
**\$20.00 Silk Dresses at ..... \$11.85**  
**\$25.00 Silk Dresses at ..... \$14.65**

Stock Reduction Sale of  
**10c Ribbed Vests, 6c.**  
 (Basement.)

**EXTRA SPECIAL!**  
**Embroidered Linene Dresses.**  
 With or without Poplin, made entirely with all-over embroidered Linene, in nobby new effects and trimmings.  
 Stock Reduction Sale Price ..... **\$2.85**  
 (2nd floor.)

**EXTRA SPECIAL!**  
**Messaline Silk Petticoats.**  
 In black, fancy Persian effects, and all plain shades, with deep knife pleated or shirred flounces. Worth \$3.00.  
 Stock Reduction Sale Price ..... **\$1.79**  
 (2nd floor.)

(Main Floor)

**Reducing Neckwear and Veils**

**25c NECKWEAR NOVELTIES, 19c**  
 Dutch collars, Jabots, Stock collars, white lawn stocks with black piping, Net fichus, Silk bows, Silk flowers and roses. A hundred and one pretty, dainty novelties to choose from. Every new idea is represented. Worth 25c and 35c.

**75c NECKWEAR NOVELTIES, 48c**  
 A beautiful assortment of silk ribbon flowers, lilies, violets, roses and others. Tailored bows, collar and suit sets, embroidered Dutch collars, Fichus and Collar fichus, trimmed with dainty lace and frills, Lace Jabots, etc. A splendid value at 48c.

**\$1.00 SHELTLAND SHADOW VEILS, 63c**  
 Beautiful new effects, fine and coarse mesh, in white, Copenhagen and purple; also some veils with fringed bands in navy and black only.

**Reducing Toilet Articles**

25c size Rubifoam, Sale price	16c
25c Parker's Ointment	15c
15c Williams' Talcum Powder	11c
50c bottle of Bay Rum, at	38c
25c Dr. Graves' Tooth Powder	15c
25c Glyco Thymoline, at	20c
15c tube Carbulated Vasoline	11c
25c Santol Tooth Wash, at	17c
50c Violet Cerate Cream, at	36c
25c Dentine Peroxide Tooth Paste	19c
25c Santol Tooth Paste, at	17c
50c bottle of East De Quinsin	86c
50c package 4711 Bathing Salt	36c
50c Malvina Cold Cream, at	36c
10c Nursing Bottles, Sale price	5c
25c Daggett and Ramsdell Shaving Stick	17c
50c Pozzoni's Face Powder, at	29c
50c Lubbock Face Powder, at	37c
50c Nava's Face Powder, at	36c
50c Nava's Face Powder, at	36c

(Main Floor)  
**Sale of Exclusive Dress Patterns**