

ANNUAL WHITE SALE

OF

Embroideries and Under-Muslins

Commences Monday, January 15

Store Opens at
8:30 a. m.



Store Closes at
5:30 p. m.

We believe we will show you the greatest collection of High Grade Hand Loom Embroideries ever shown in Columbia. Prices not any higher than you pay for Inferior Qualities. Our close connections with one of the Largest Manufacturer's in Switzerland enables us to do this.

In Muslin Underwear we will show you the strongest shown.

OUR STYLES ARE ALL NEW—because our New York buyer is constantly buying the latest and our aim is to offer you the best the market affords. It would be contrary to the principles of this house to sell you any garment that did not represent the best of its kind.

OUR QUALITIES ARE BEST—because we realize THAT counts, no matter how low the price or how economical you buy—so we get the very best at the price—at the lowest possible margin of profit.

OUR PRICES ARE THE LOWEST—because the Merchandise offered herein is of clean, well made, DEPENDABLE materials carefully examined.

OUR GUARANTEE—is to serve you to the best of our power and if anything purchased from us does not meet with your entire approval we will exchange or refund your money promptly and without argument.

See these beautiful goods now on display in our windows and note the values.

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Women's Muslin Underwear

Muslin in Slip-over Gown with eyelet beading embroidery. A dainty ribbon affords decoration. The short sleeve is finished with embroidery and ribbons to match at **59c**

Fine quality Cambrie Gown the entire front yoke Swiss embroidery forming a (V) A dainty embroidery frill outlines the neck. Between the rows of embroidery that form the yoke introduced veining is introduced. Three quarter sleeve is slightly gathered and finished with a shaped embroidery frill to match **\$1.00**

Handsome Cambrie Gown with a unique yoke of 2 1-2-inch wide Swiss Embroidery insertion in lattice work design and run with No. 2 silk ribbon and bow. An edge of pure linen Torchon Lace. Shirt sleeves have a band of embroidery insertion set in to form a continuous yoke effect and is lace edged **\$1.00**

A Slip-Over Gown of Cambrie. Swiss Embroidery Medallions, set in with Valenciennes lace insertion. A ribbon run beading gathers the neck to the desired width. Dainty sleeves trimmed to match yoke **\$1.00**

Valenciennes Lace and Embroidery Yoke. A dainty "V" shaped yoke of rows of German Valenciennes Lace and Swiss Embroidery band, drawn with wide wash ribbon. Short sleeves are trimmed with Val. insertion and edge at **\$1.25**

Lace Trimmed Corset Cover of excellent shape, with one piece back and neat lace insertion and edging with ribbon drawn beading all around neck. Taped armholes are edged with lace **29c**

Cambrie Corset Cover. A great value inasmuch as this exceptional garment is made with an entire front and back yoke of two and one half inch Swiss embroidery in a dainty panel design and with eyelets run with silk ribbon **39c**

Corset Cover with Vandyke Yoke of a combination of embroidery medallions set with Val. insertion. Entirely round the neck a double of novelty and Val laces **75c**

Neat Short Muslin Skirt with Cambrie ruffle, well-fitting, nicely made and with ample flounce, pin tucked and hemstitched. A serviceable garment **29c**

Cambrie Short Skirt with Lawn ruffle, a very well-made skirt with pin tucked ruffle trimmed with Pure Linen Torchon insertion and edge 1 1-4-inch wire. A garment of exceptional worth **59c**

Fitted Slip of Cambrie and Eyelet Embroidery. Very well made and substantial, with exceptionally pretty lines. Made with eyelet Embroidery beading, yoke drawn with ribbon and scalloped at neck. A fancy Swiss Embroidery at the arm openings. The 10-inch flounce is extra

full, of fine Swiss Embroidery in an attractive moon pattern and deep scalloped edge. In white **\$1.50**

Muslin Chemise With Linen Torchon Lace. A well made and altogether attractive Chemise of graceful proportions and without bulkiness at the waist line. Made of substantial Muslin with strong Pure Linen Torchon Lace at neck. The arm openings are lace edged to match. A cambrie flounce, finished with Linen Lace completes this model. Sizes 32 to 44 bust **59c**

Combination Corset Cover and Drawer of Soft Finished Cambrie. The low round yoke is headed with an attractive arrangement of two rows of Valenciennes lace insertion and ribbon drawn edging to match. The arm openings are lace edged. The drawer is an excellent circular shape, close fitting at waist and over hips, finished with a lawn ruffle with Valenciennes lace edge. Closes in front and finished at waist with a drawstring. Sizes 32 to 44 bust **79c**

Muslin Petticoat with 14-inch lawn flounce, in two sections, the lower with 2 groups of hemstitched tucks and hemstitched hem. The upper finished in same manner. Finished with a durable underlay of substantial Muslin. A strong simple garment for all-around **59c**

Gusset Form Fit Cambrie Petticoat With 15-inch Swiss Embroidery Flounce. A well-fitting gored model with a full 15-inch Swiss flounce in an attractive "Dot and Diamond" design with scalloped edge. At side of front a No. 5 silk ribbon bow adds further ornamentation to this serviceable garment. Underlaid with a durable Cambrie dust flounce with ruffle. A dressy petticoat of substantial worth **\$1.00**

Cambrie Petticoat With 18-inch Flounce. The distinctly elaborate flounce is made sectionally, the upper section being composed of rows of 2-inch-wide Valenciennes insertion, and one of Linen Torchon, set between substantial bands of Muslin. The ruffle section is attached to the flounce with Linen insertion to match and ends in a wide Valenciennes insertion with linen lace edge and trimmed with large No. 5 silk ribbon bow. A deep underlay flounce with dust ruffle of self material. An elaborate skirt at an exceptionally low price **\$1.25**

Hand Embroidered Every Garment Real Hand Embroidered at Very Low Prices.

Hand Embroidered Corset Cover of soft French Nainsook, beautifully made and of excellent shape. An embroidery of fine Swiss Beading edges and low round neck and arm openings, and is run with dainty silk ribbon finished with bow. THE PATTERN is an exquisite Bow-Knot surrounded with raised dots. Skillful workmanship is displayed in every stitch of this carefully made garment. Sizes 32 to 44 bust **75c**

Hand Embroidered Chemise. A charming model of Soft Nainsook. The round neck and arm openings are trimmed with a neat beading embroidery of the Swiss and drawn with fine silk ribbon with bow. THE PATTERN is an exquisite Bow-Knot design surrounded with raised dots. Skillful workmanship is evidenced in the making of this Chemise as in the deft handling of the attractive hand embroidery **\$1.00**

Hand Embroidered Kimono Slip-on Gown. A gracefully fashioned gown of Soft French Nainsook in the popular slip-on model. Around the slightly low neck and as finished to the sleeves a dainty embroidery beading of sheer Swiss is drawn with silk ribbon. THE PATTERN is in the exquisite Bow-knot and raised dot design, shown in this **\$1.25**

Hand Embroidered French Nainsook Combination Corset Cover and Drawers. Exquisitely hand embroidered in a tasteful design and conforming to the figure requirements with perfect comfort. At the waist-line the cover is attached to the skirt by a substantial embroidery beading, ribbon drawn and finished with a bow-knot. The cover is carefully shaped and trimmed around the neck and arm openings with a fine Swiss embroidery Beading run with silk ribbon. The drawer is circular shaped fitting closely over the hips and back is finished at the hem with flounces of sheer Swiss having a neat scalloped edge. Sizes, 32 to 44 bust **\$1.25**

Hand Embroidered Slip, a particularly well shaped model, full length, and finished with a wide flounce of fine sheer lawn with neat hemstitched hem. The medium low neck is edged with White Linen Torchon Lace ribbon run. Across the bust an attractive spray design in highly raised hand embroidery is carefully worked. A substantial dust ruffle of Lawn is provided. Closes in back under a fly. Sizes, 32 to 44 bust **\$1.25**

Hand Embroidered Nainsook Corset Cover. A perfectly fitting one piece back pattern beautifully made and a perfect example of this exquisite lingerie **59c**

Hand Embroidered Chemise of Nainsook. So beautifully done that only an expert needle woman can equal it. A remarkable garment showing refinement in every detail **\$1.00**

Hand Embroidered Slip-on Night Gown of Nainsook. Beautifully hand embroidered in dot and Scroll design both in front and sleeves. Dainty butterfly sleeves edged with Swiss edge. The workmanship is dependable the finish cannot be equaled at the price **\$1.00**

Bow-Knot and Eyelet Hand Embroidered on Nainsook. Chemise. A well fitting pattern without clumsiness. The real hand embroidery that embellishes the front is in fine highly raised design and carefully worked **\$1.25**

"French Grey"

These French Grey Yokes are Embroidered in Europe on the Sheerest French Batiste.

"French Grey" Embroidered Corset Cover of Nainsook. The popular Crescent Yoke Pattern that holds its own in favor. The yoke is beautifully embroidered in a dainty raised Floral Spray with eyelets and introduced into the cover with entre-deux veining. At the low round neck Real Linen Torchon Lace is ribbon run and finished with bow. Linen lace also finishes the arm openings. Closes under a fly and with drawstring at waist. Sizes, 32 to 44 bust **50c**

"French Grey" Embroidered Chemise of Nainsook. A well fitting pattern. The Crescent Yoke is in a dainty raised floral design forming a double spray and introduced into the Chemise with entre-deux veining. At the low round neck Real Linen Torchon Lace is ribbon run, the same Linen Lace also finishing the arm openings. A deep ruffle of sheer Lawn is tucked and edged with Torchon to match. A garment of excellent lines. Sizes 32 to 44 bust **\$1.00**

"French Grey" Embroidered Slip-on Gown of a soft finished Nainsook. The popular Crescent Yoke Pattern is embroidered to closely resemble real hand embroidery in a dainty raised floral design, forming a double spray. The yoke is introduced into the gown by veining and Real Linen lace is used as a finish to the low round neck and edging the short shaped fluffy sleeves. A full fashioned garment, well made and ample in graceful proportions. Sizes, 32 to 44 bust **\$1.00**

"French Grey" Embroidered Corset Cover and Skirt Combination made in every respect like No. 123-J (Cover with Drawer.) Sizes, 32 to 44 bust **\$1.00**

Crepe Undergarments

Need not be Starched or Ironed. Crepe Slip-On Gown. The most convenient of traveling garments. Made of a handsome soft crinkled crepe in stripe effect and washes very easily, also drying quickly. Heading the medium slip-over neck is set an edging of Real Linen Torchon Lace, run with silk ribbon to draw to desired fullness. The short fluffy sleeves are also edged with Linen Lace to match. Sizes, 32 to 44 bust **\$1.00**

Crepe Combination Corset Cover and Drawer. A great convenience for traveling. An excellent pattern and beautifully made. Around the neck an edging and insertion of fine Linen Torchon Lace is ribbon drawn, the Torchon also appearing at the arm openings. An embroidery beading connects the cover and drawer, is ribbon drawn and finished with bow. The circular drawer is finished with a ruffle tucked and lace edge. Closes in front. Sizes, 32 to 44 **\$1.25**

"French Grey" Embroidered Corset Cover and Drawer of Nainsook, an excellent fitting model with Crescent shaped yoke beautifully embroidered in floral and eyelet design and attached by Veining below which the cover is gathered to allow the necessary fullness. Around the low round neck is a setting of Real Linen Torchon Lace drawn with silk ribbon and finished with bow. The arm openings are also finished with the same Substantial Linen Lace. The circular drawer is close fitting at waist and hips and falls in correct proportions to the full flare at knee where a sheer Lawn flounce is edged with Linen Lace to match. Sizes, 32 to 44 **\$1.00**

Corsets

10 Dozen "SECONDS" in G. D. Justice Corsets. Regular \$1.50 to \$2.50 values at This is a wonderful value. **79c**

Hand-Loom Embroideries

In Edgings, Flouncings, Corset Cover, Allovers, Bands, Etc.

16 1-2 CENTS Swiss and Cambrie Edges and Insertions. Regular 25c values at **16 1-2 Cents Yard.**

AT 25 CENTS YARD 27-inch Swiss Flouncings, Allovers, 17-inch Cambrie and Swiss Corset Covers and Flouncings, Bands, Beadings, Cambrie and Swiss Edges. Values to 75 cents yard. At **25 Cents Yard.**

AT 30 CENTS YARD 17 inch Swiss and Cambrie Flouncings. Good value at 50c yard at **At 30 Cents Yard.**

AT 40 CENTS YARD 27-inch Swiss Flouncings and Lace Bands 75c values at **40 Cents Yard.**

AT 50 CENTS YARD 27-inch Swiss Flouncings, Lace Bands, Cross Bar Allovers and Swiss Allovers. Values to \$1.00 yard. **At 50 Cents Yard.**

AT 60 CENTS YARD 27-inch Swiss Flouncings. Values to \$1.25 Yard. **At 60 Cents Yard.**

AT 93 CENTS YARD. 27-inch Swiss Flouncings, and Allovers. Values to \$2.00 yard. **At 93 Cents Yard.**

AT \$1.95 YARD. 27-inch Swiss Flouncings, Allovers, Allovers. Exquisite patterns of high grade merchandise. Values to \$3.00 yard. At **At \$1.95 Yard.**

Platt Val and Linen Torchon Laces and Insertions

3000 Yards of Beautiful Platt Val. Laces and Insertions. 2 to 4 inches wide. Values to 25 cents yard. **At 10 Cents Yard.**

3300 Yards Pure Linen Torchon Laces and Insertions. 2 to 4 inches wide. Regular 5c 8 1-2c and 10c Values. **At 3 Cents Yard.**

The GANT-ELLISON COMPANY