

Extra Large Ladies' Gauze Vests, low neck, lace finish full tape, sizes 36 to 44, 46 and 50
19 cents

5c bleached cotton crash, plain weave, red border, selvage on one side, a challenge at per yard **3c**

Fancy cabinet wire Hair Pins, size 3x1 1/4 150 count, perfect goods, reg. 5c value, a leader challenge, per box... **2c**

35c Black Sateen.....**25c**
A lining of exceptional merit.—This 36-inch Fast Black Sateen is a regular 35c retailer. It has a permanent finish, with silk lustre, being full mercerized.
A Sure Challenge Price, per yd **25c**

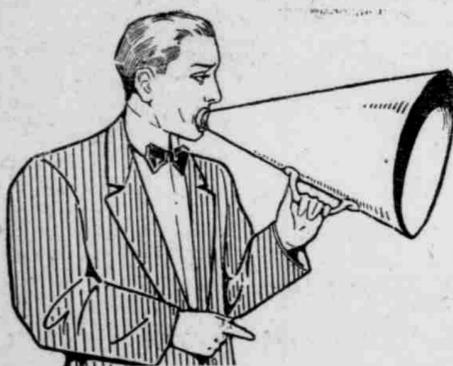
10c Bias Tape **7 1/2c**
12 yard pieces white Empire Bias Tape, widths 1/4, 3/8, 1/2, 5/8, 3/4 inches.

16-in. bleached cotton twilled crash, linen finish, red border, full selvage, at per yard **4c**

16-inch bleached Crash Towelling, warranted all pure linen, imported, and worth not less than 14c a yard. Challenge Price, per yard..... **10c**

36-inch Cabot Bleached sheeting muslin,
9c a yard

36-inch Bridal Cambric muslin a fine bleached soft finish muslin at, per yd..... **9c**



CHALLENGE SALE!

A Rousing May Sale that will bring the greatest month's business this store has ever realized—if price cuts any figure—and it has never yet failed.

Sale Is On Saturday, May 13th and Off Wednesday, May 31st

Special lot 12c gauze vests, size 34 to 44, strap shoulder & wing sleeves, at 10c

36-in. Red Star unbleached cotton, a fine firm weave, unexcelled for sheets, by the bolt, 8c a yard, or per yard 8c.

For Men Only

Men's Athletic Shirts and Drawers, same style as B. V. D., special, each..... **25c**

Men's Balbriggan Union Suits, sizes 36 to 44, at..... **50c**

Men's fine ribbed Union Suits very elastic, 36 to 44..... **\$1.00**

400 Men's Work Shirts, same identical quality, fit and workmanship as last year at the same old price..... **50c**

\$1.50 Hamilton-Carhart bib overalls at, per pair..... **\$1.25**

Challenge overalls in plain style and bib, blue denim or gray striped, extra heavy..... **90c**

Plain or bib blue denim overalls, good wt., full cut, pair..... **90c**

6 pairs Men's Darn Proof Socks, guaranteed six months, for..... **60c**

Big Four Men's Socks, no better wearing half hose made, black only, 4 pair for..... **50c**

Men's Artificial Silk Half Hose, per pair..... **15c**

Men's Firm Weight Artificial Silk Half Hose, per pair..... **25c**

Men's Like Silk Lisle Hose, per pair..... **15c**

The Best Work Sock (two weights to select from) 3 pairs 25c, per pair..... **10c**

Of Interest to Boys & Boys' Mothers

Boys' Blouses in blue chambray and light percales, age 4 to 15 years..... **25c**

Boys' Blouses in silk finished madras ages 4 to 15 years..... **25c**

Boys' Balbriggan Shirts and Drawers at..... **25c**

Boys' Knicker Union Suits, knee length and short sleeves..... **25c**

Boys' blue bib Overalls (according to size) at..... **25c to 50c**

Boys' dark Shirts in black sateen and khaki color..... **50c**

Boys' fine ribbed Hose spliced with Real Irish Linen, unusually elastic, and of wonderful wearing qualities. Ask for Boys' Educator Hose, at, per pair..... **25c**

Boys' Tear-Proof Hose, strong as iron, soft as silk—it is guaranteed and money will be refunded if it is not found satisfactory, per pair..... **25c**

Boys' Heavy Ribbed Hose that's a Challenge right at per pair..... **15c**

Boys' Hose (slight imperfection) sizes 6 to 10..... **12c**

Hundreds of Excellent Muslin Underclothes



Most women have come to realize the persistent efforts put forth by us constantly to combine quality with economy in our countless bargain offerings to our customers. From the dainty corset covers, brassieres and drawers at 25c and up, to the higher priced garments, we prove our claims for quality and economy.

Crepe Slipover Gowns; White Crepe Gowns with hand-embroidered front, yoke and sleeves, finished with Torchon Lace edge, also a pink and white Roman stripe Indian crepe; neck and sleeves finished with linen lace edge. Prices \$1.00 and \$1.25.

Samples and soiled Muslin Combination Suits (corset covers and drawers) lace and embroidery trimmed, val. up to \$1. A sure enough Challenge..... **39c**

Dainty Muslin Underskirts, lace and embroidery trimmed, deep dust ruffles and the wide, flaring skirt..... **50c to \$2.25**

Challenge Drawers, 35c
3 pairs for \$1.00
Three different patterns of embroidery trimmed muslin drawers.

This Big Sale Starts on Saturday next



Big Value Corset Covers 25c



One like cut; front and back of allover embroidery, gathered, with narrow silk wash ribbon; arm holes edged with narrow linen lace. Over a dozen other styles.

Envelope Chemise
Nainsook; yoke trimmed with organdie medallions and German val lace insertion; lace edge to match at yoke, arm hole and bottom of skirt.
69c-89c
Other qualities and prices

Women's and Children's Muslin Drawers, 25c
made of nainsook and muslin, finished with embroidery or lace in regular circular and knickerbocker styles, open or closed. Over 200 pairs.
A CHALLENGE TO DUPLICATE THIS ASSORTMENT anywhere at the price, 25c.

36-inch Princess Long Cloth, soft finish, 10-yd. pieces 95c, a yd..... **10c**

Splendid quality long cloth in 12 yd pieces, at \$1.45 and \$1.70 a piece. Other qualities at 12 1/2c, 14c, 15c, 16c, 18c, 20c, 22c and 25c.

Fine sheer Nainsooks, soft silk finish at 1915 prices, 12 1/2c, 15c, 18c, 20c, 22c, 25c

A Direct Challenge---

--to Yale shoppers to take advantage of the many underprice offerings on this page and a "sporting challenge" to myself to make THE PRICES IN THIS AD INCREASE 1916 SALES FOR MAY \$500 OVER LAST MAY. Cut out the following coupon and read the conditions.



NOTICE THIS!

No One Knows

the answer to the damask question, but everyone realizes that linen damask is really a thing of the past with wholesalers. Women who have always used linen damask are not going to take to cotton damask very eagerly, but will compromise by paying a very little more during this sale than former low prices, but on the \$1.50 Special—the Same Old Price and Same Old Quality of All Pure Linen

Just three full pieces and three small pieces of 70-inch heavy Satin Finish, all pure linen damask, value on present market price about \$2.00 a yard, designs Greek Key, Rose, Cat-tail, Dot and Scroll Border, Challenge Price, yd..... **\$1.50**

One piece 68-inch Heavy Satin Finish, Laurel Wreath, with French Dot center, value \$2 yd Challenge Price, per yard..... **\$1.75**

70-inch All Linen Damask, Chrysanthemum and Scotch Thistle Design, A Challenge at per yard..... **\$1.25**

70-inch All Linen Damask, Maple Leaf, Daisy and Tulip Design, Challenge Design, per yard..... **\$1.00**

60-inch All Linen Bleach Damask, three full pieces, Tulip and Calla Lily Designs, Challenge Price, per yard..... **85c**

58-inch All Linen Bleached Damask Four-Leaf Clover and Tulip Design, A Challenge at, per yard..... **65c**

58-inch All Linen Unbleached Table Linen, Tulip and Dot, Four Leaf Clover and Daisy Designs, Challenge, per yard..... **59c**

64-inch Bleached Mercerized Table Damask, Dot and Floral Border and Satin Stripe and Fanny, a beautiful lustre. Per yard..... **59c**

Markedly Superior Values, Pure Linen Damask Patterns, Table Cloths at 1915 Prices.

Fine selected Scotch Linen, durable, firm weave, finest bleach, satin finish, 70x80 patterns in Rose, Shamrock and Key, Poppy and Ribbon and Scroll Designs, Challenge Price..... **\$4.00**

72x90 Best Scotch Linen, finest texture, heavy satin finish, rich combinations in Marguerite, Acanthus and Spot, Festoon Ribbon on Bars, Empire and Rocco, Poppy Designs, Challenge Price..... **\$5.00**

70x106 Beautiful Irish Linen, heavy, rich satin quality, Rose, Laurel Wreath and Fleur de Lis and Poppy Designs, Challenge Price..... **\$6.50**

Women's Eiffel Silk Hose.....

Per pair, 25c

16-inch Fibre Silk Boot, light weight, double silk lisle sole, high spliced silk heel, double top or "Kant Tare" top. Colors are black, white, pink, light blue, navy, gray, smoke, tan.
Received 113 dozen of this one kind of hose in January, and since then it has raised in price and is now in the 35c class. It's a wonderful hose for..... **25c**



American Lady Corsets Please the Discriminating

American Lady Corsets correct irregularities of the form, supplementing graceful lines and perfect ease, which please the discriminating dressers. American Lady Corsets are modeled for all types of figures, slender, medium and stout, including a model for "your" particular figure. American Lady Corsets are warranted to wear and not to rust. Why not buy service and satisfaction, added to smart style, especially when prices are popular? Let us show you the new models. Try "your" American Lady model and note the good lines you secure.

Priced \$1 to \$2.50

"Corset wise" women are quick to see the wonderful values in our SPECIAL CORSET PURCHASE at 59c. Last Shipment includes a new pink model in coutil.
5 Styles All Sizes 59c

CUT OUT THIS COUPON
If Cochrane's Sales for May, 1916, are \$500 more than May, 1915, this coupon and 25c entitles the holder to
* 8 BARS OF FLAKE WHITE SOAP *
On Saturday, June 3rd. Not good on any other date
CUT OUT THIS COUPON