

These Are the Days When a Store's Helpfulness Is Put to the Test So Extremely Busy! That Is Why We Are

Women's Full Fashioned Silk Hose
Pretty, sheer quality, full-fashioned pure thread silk hose, doubly reinforced heels, soles, toes, and elastic garter tops—black, white and shoe shades; all ready for presentation, in pretty boxes, at a pair **\$1.50**

Mercerized Hose, 50c Two splendid weights in women's fine quality mercerized hose, doubly reinforced soles, heels and toes, black only, all sizes, Saturday at 50c	50c Lisle Hose, 3 for \$1 Three pair of these well-fitting, comfortable weight black and white lisle hose, full seams, in attractive gift boxes, three pairs \$1.00 for	Children's Hose, 50c The famous wear-and-tear proof Buster Brown hose, in fine, medium and heavy ribbed qualities—all sizes, black and white, at a pair 50c
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Children's Heavy Ribbed Hose, 39c
Dependable qualities in children's black school hose—heavy and fine ribbed, knit in sizes up to 2 1/2, slight flaws that don't affect the wear bring them at **39c**

Main Floor.

Bray's
MEMPHIS, TENN.

\$1.49 Circular Veils 98c
Another new lot of these fashionable, fancy circular veils—many attractive border effects in different style meshes—black, brown, taupe and blue, special Sat. only at **98c**

Main Floor

Women's \$2.00 Union Suits
A splendid lot of comfortable-fitting styles in women's high neck, long sleeve and ankle length union suits, well made and nicely finished, in snug-fitting regular and extra sizes, featured Saturday at a pair **\$1.69**

Children's Taped Union Suits, 89c
Children's snug winter weight union suits, high neck, long sleeve and ankle length, with specially taped buttons, all sizes, special at a pair **89c**

Children's Vests and Pants
Children's well-fitting woolen dressed vests and pants, comfortable winter weight garments in all sizes, featured Saturday at each **49c**

A Sale of 336 COATS

Fashioned In the Season's Smartest Modes
Many Fur-Trimmed Coats in the Assortment—Some With Large Fur Shawl Collars
Values up to \$45, Your Choice

\$24.95

Coats, Styled in Keeping With the Latest Fashion Ideas

New Materials, New Colorings. In Fact Everything That's New.

Not One or Two Styles, But a Score to Select From
This offering is possible through trade ills which have beset the manufacturers of practically all lines with the conclusion of the war. Our buyers are kept on the jump to keep in touch with the market, to be on hand that they may take advantage of every opportunity. This coat offering is the result of a hurried trip to New York by our coat buyer, with the result that tomorrow we are in position to offer you coats of fashion, quality and in variety that will amaze you at the price—coats that if we had to purchase them three weeks ago we would be compelled to ask to \$40.00 for.

The models are particularly recommended for their smart and clever lines—some with the plain semifitting backs and belted fronts—others with snug-fitting bodice and full gathered skirt—yet there are many, many other styles too numerous to mention. The materials are the kinds best suited for fall and winter wear—**Silvertones—Velour—Broadcloth—Pompom—Bolivia—Plushes**

Candy
SPECIALS for SATURDAY

Assorted Pure Sugar Stick Candy, Pound Box, 44c.
Pecan Butter Scotch Brittle Squares, Lb., 30c.

VERY SPECIAL FRENCH NOUGATE
In All Its Glory.
Heaps of luscious French fruits, fresh almonds and pistachio nuts, with honey, eggs and sugar, delicious, and very special at a pound **60c**

Chocolate and Maple Roast Almond Fudge, Pound, 40c.

Blue Bird Special
4 to 5 O'Clock Surprise Box **25c**

Pecans—1918 Crop
Orchard Run, 29c; Paper Shells, 40c.

NEW HATS
of Satin and Fur
\$8.50 and \$10

Something entirely new—and surely there could be nothing smarter for winter wear. These hats have made a tremendous hit in New York, and are shown here for the first time Saturday. Many attractive styles.

SPECIAL, SATURDAY MORNING—\$8.50 TO \$10.00 TRIMMED AND TAILORED HATS
Just 300 of these hats—models marked down from our regular stock—on sale as long as the lasts, at **\$5.00**

"Wirthmor" Christmas Blouses

We positively do not know of any other article that can be bought for so small a sum that offers such exceptional value and that will yield so much genuine satisfaction.

There's a pleasing diversity of style in these four new models; tailored, semitailored and trimmed styles sufficiently varied to meet every whim and taste. They are the daintiest and neatest Wirthmors that have been here for quite a while; the kind that will surely please.

\$1

MAIN FLOOR—AISLE THREE.

Women's Smart, New Neckwear

Hundreds and hundreds of becoming new effects in fashionable new neckwear—fresh, crisp organzies and lawns, soft satins and pretty quality piques—interestingly priced at each **49c and 98c**

Main Floor.

"Welworth" Christmas BLOUSES \$2

Buy Her a Pretty Blouse For Christmas

Everybody it seems knows the WELWORTH; they're the favored blouse of their class from one end of the country to the other. Every Welworth represents a definite and unvarying standard of quality and embodies a style that is assuredly correct. Buy her one of these pretty new Welworths, put up in an attractive holiday box. You can be sure she'll appreciate it thoroughly. They are priced at just \$2.00.

\$104

The Welworth Blouse

Satine Petticoats

EXTRA SPECIAL 98c

Today's market doesn't afford anywhere near such splendid quality satine petticoats as these featured for Saturday special at **98c**—black and a few figured patterns; choice **98c**

Extra Size Petticoats, \$1.49
Good-looking petticoats, correctly full cut to fit and not "bunch"; well made, with neat flounces, not too heavily trimmed, in stylish designs; special **\$1.49** Saturday at

FLANNELETTE DRESSING SACQUE
For the early morning hours, till the house gets heated up—one of these attractive flannelette dressing saccques in rich, colorful patterned Windsor flannelette; popular high collar and long sleeve, belted styles, at **\$1.25**

Girls' & Misses' Coats, Dresses

Also Sizes for Little Tots and Juniors, Worth to \$20, Special for **\$14.95**

Coats
Swagger girlish coats, fashioned in scores of strikingly youthful models of all-wool Broadcloths, Velours, Pompoms, Chevots, Silk Plushes, Kerseys, etc.; kerand, fur, and pile fabric trimmed and nicely lined; featured Saturday **\$14.95** at

Dresses
Stunningly youthful frocks, splendidly made in charmingly girlish models of pretty quality French and Storm Serges, Satins, Georgettes, Velvets and combinations—dressy and simple tailored models in all the fashionable colors, appealing values Saturday at **\$14.95**

Girls' and Misses' High-Grade Sample Coats
Values to **\$22.50** Choice **\$35** Values to **\$45**, Choice **\$35**

Many of these handsome coats are destined for Christmas gifts—rich broadcloths, soft, warm, silvertones, velours, pompoms, etc., in chic new strikingly girlish models with luxurious collars of racoon, beaver, seal, or self-material, featured Saturday at **\$22.50 and \$35.00**

Men's \$5.00 SILK SHIRTS

Special Purchase and Sale, All Sizes, 14 to 18, Choice **\$3.98**

It's very likely he wouldn't buy them himself, but he'd be mighty proud to have a thoughtful wife, mother or sis give him one for Christmas—these are gift-worthy—correctly fall cut and beautifully made, in gorgeous patterns; **\$3.98** sizes 14 to 18, and special at

\$7.50 SWEATER COATS
If it's to be a sweater, you'd go far indeed to find such splendid quality, all-wool ones at anywhere near this price—big and roomy, with big shawl collars, navy, Oxford, leather, brown and maroon, in sizes 34 to 46, **\$5.98**

Boys' Suits, Overcoats, Mackinaws

\$7.50

Only three Saturdays to Christmas—practical fathers and mothers will find this splendid group of fine suits, overcoats and mackinaws particularly interesting—tailored in snappy boyish models—suits and mackinaws size to 18, overcoats, 2 to 18-year sizes, featured at **\$7.50**

Boys' Suits and Mackinaws, \$9.95
Or perhaps it will be one of these fine military or loose-belted Norfolk suits of distinctive patterned cassimeres and chevots, and warm wool Mackinaws, in 8 to 18-year sizes, at **\$9.95**

Boys' Suits and Overcoats
The finest makers of the country—designed the snappy suits and overcoats embraced in these wonderful groups—carefully tailored in every detail, 8 to 18-year sizes, featured special, Saturday at **\$15.00 and \$12.95**

Boys' Knickerbockers
Reinforce his suit with an extra pair of these splendidly tailored corduroy or cheviot knickerbockers, 6 to 17-year sizes, at a pair, **\$1.50**

Boys' Raincoats
He'll be proud to be comfortable in one of these full-cut rubber-back tweed mixture slip-ons—6 to 18-year sizes, at **\$5.95**

Infants' Coats

\$3.98

An interesting selection of colored coats for baby boys and girls—wise me styles for charming blue and brown eyed girls with boyish-looking coats that will appeal to the proud mother of a baby boy—Bonies, Chinchillas and novelty cloaks, featured at **\$3.98**

Fifth Floor.

LITTLE TOTS' BONNETS
Quint velveteen bonnets—a very attractive model, specially featured for Saturday—beautifully made and finished with a pretty shirring of silk ribbon—appreciably less than usual at **\$1.98**

MEN'S BATH ROBES
At Decided Savings **\$3.98** To **\$22.50**

Comfortable news for comfort seekers of warm bathrobes—full cut robes in a wonderful assortment of rich patterns in practical dark colors—seams firmly taped, cord ribbing, etc.—from very handsome ones at **\$22.50** to as low as **\$3.98**

Main Floor.

Sale of Men's Neckwear

Just in the nick of time comes an extraordinary offering in men's neckwear—planned to come at a time when it would do the most good—gift-buying season; beautiful domestic and imported silk neckwear, in a bewildering color and pattern assortment, arranged for quick clearing in four attractive price-groups.

65c and 75c \$1 and \$1.25 \$1.50-\$1.75 \$2 and \$2.50

Ties Ties Ties Ties
47c 67c 87c \$1.37

MAIN FLOOR—AISLE FIVE.

\$2.50 and \$3.00 Pure Silk Knit Ties, \$1.98

Men's \$2.50 Kid Gloves, Pair \$1.98

A fine pair of gloves would be appreciated, too—these of excellent, soft, pliable quality—crape, black, etc.—specially over-stitched at wrists and sport-point backs in black and tan, pair **\$1.98**