

# A Store's Standing In the Community Depends On the Amount of Good It Does to the Greatest Number of People

## Sweeping Reductions In COATS



Prices That Insist On Anticipating Future Requirements  
**CLEARANCE GROUPS Repriced in Four Lots**

The very thing that constitutes a bargain in our estimation is very much in evidence in these four special groups—that is desirability of style, quality and variety. Despite the fact that we call them clearance groups you will find them equal in variety to many stores' showing right in the midst of the season.

- Coats, \$10.00
- Coats, \$14.95
- Coats, \$19.95
- Coats, \$24.95

All the favored materials are here in abundance. Silvertones Bolivia, Wool Velour, Plushes, Broadcloth, Pompom—in a good selection of colors and a full range of sizes. Remember winter weather is on the way. On the other hand, you'll save a considerable sum to anticipate your future needs.

## Winter Suits, Greatly Lowered in Price Offering a Liberal Variety of Styles to Choose From New Spring Suits, Capes and Dresses

Every day ushers in new fashions in Women's and Misses' Spring Apparel—reflecting the most promising style features for the coming season. You will find it enjoyable pastime to inspect and acquaint yourself with the new modes.

- SUITS—\$19.95, \$24.95, \$35.00, \$45.00
- CAPE—\$14.95, \$19.95, \$25.00, \$35.00
- Silk and Serge Dresses \$14.95, \$19.95, \$24.95
- The New In Skirts, \$5.00

This is a marvelous selection of Skirts at this price. They embody all the new styles, colors and materials—and are suitable for any occasion. These Skirts are now on display. For Saturday we are featuring all-wool poplins, serges, mixtures, worsted stripes, failles, taffetas and silk poplins; some are plain, straight, tailored; some are dressy; at \$5.00



## Extra Size SKIRTS For Stout Folks

Our entire efforts and resources are devoted to buying smart, up-to-date skirts, in youthful, slender models for women with large figures. These styles were carefully selected, as well as the high-grade materials and superior workmanship—in French Serges, Gabardines, Viciouse, etc., \$7.95

## Silk Petticoats for the New Modes

They embody all up-to-the-minute style features, combined with a certain conservative note, that the well-dressed American women demand. They are all well finished, well made garments, that will appeal to our clientele. You can find the Petticoat you want, whether it is popular priced model or the more expensive, exclusive designs. Jersey Petticoats in novel ideas and any color you wish, also taffeta, at \$10.00 to \$3.98

## Dainty Silk Underwear FOR LESS

Satin and Crepe de Chine Teddies

A fresh supply of these splendid Wash Satin Teddies, finished with hemstitching and dainty models of crepe de chine, with lace-trimmed tops; truly remarkable values, appealing to your sense of economy, and truly beautiful underthings, appealing to your sense of the dainty and artistic, at \$2.98

- New Satin Teddies \$4.98
- Springtime Camisoles 98c

Two very attractive new Spring styles, developed especially for us. Both have corset cover tops with lace insertion. The garments are of selected quality Wash Satin, and these values will surely please you, at \$4.98

Four new models of entirely different types; Valenciennes or Cluny Lace-trimmed Silk Corset Covers that look worth much more; a full size range. We bought them underprice, or we could not sell them for 98c

Fifth Floor.

Fifth Floor.



20,000 Fresh Cut

## Carnations Special

Saturday Only

On Sale at 10 O'Clock While They Last, Dozen..... 39c Not Over 2 Dozen to a Customer



Saturday Specials

- Pecan Divinity Kisses, Vanilla and Maple, 49c
- Pecan, Chocolate and Vanilla Caramel Cream Fudge, Saturday, a Pound, 44c
- Molasses Peanut Butter Chips, 39c
- Pecan Layer Nougatines, 49c

Miss Ruth's Luscious Fresh Strawberries In Milk Chocolate 60c

Big, red, ripe Florida Strawberries, dipped in cream fondant, and covered with rich, velvety milk chocolate.

Blue Bird Special

4 to 5 O'Clock, Only One to a Customer— 25c

## Colored Coats For Baby

Special Saturday \$2.98

For playtime or an auto ride, the baby needs a good, warm Coat. Economical mothers will find rare bargains of just the right thing in coats in this clearance lot of colored Coats for babies; sizes 2 to 4 years; in Infants' Section. Every Coat very greatly reduced, at \$2.98

Fifth Floor.

## Choice of Colored Bonnets, 79c

Velvet Bonnets in several attractive shapes; good color assortment; originally priced \$1.35 to \$2.49. Bring baby with you, as there will be none left to exchange, for we will close the lot at 79c

Fifth Floor.

## Clearance Sale of TABLE Blouses



TABLE No. 1 Lingerie voile waists, Wirthmor, discontinued numbers in this, also some Georgine waists, worth \$1.58. This is your opportunity to supply your needs at \$69c

TABLE No. 3 Crepe de chine, chiffon cloth and Secco striped, in flesh, white and Georgette. These are good quality, lustrous silks, and are the kind of waists you really want. Table Clearance Sale price is \$1.69

TABLE No. 4 Crepe de chine and tub silk waists, flesh, white and striped, pretty, dainty models in good quality silks—Table Clearance Sale price on these is very much lower than the original price. \$2.69

TABLE No. 5 The sheer, pretty, Georgette waists, in the favorite flesh and white, also some suit shades in this dainty material—and when the blouse matches the suit, you have a costume. \$2.69

TABLE No. 6 Soft, lustrous crepe de chine blouses in flesh and white—also striped tub silk blouses in good colors and tailored models. These are exceptional values at the Table Clearance Sale price of \$3.69

TABLE No. 7 Georgette blouses, exquisitely embroidered and stunningly headed effects—in flesh and white, also the suit shades that blend so well with the tailored suit and convert it into a costume. \$3.69

TABLE 8, 9, 10 The sheer, clinging Georgette is fashioned into blouses, headed, embroidered and tailored to suit your fancy, in flesh, white and pastel shades. Very specially priced in this Table Clearance Sale at \$4.50

TABLE No. 11 Georgette and crepe de chine blouses in flesh, white and dark combinations. The "Dream Blouse" you have looked for is here in all its daintiness and specially priced in the Table Clearance Sale, at \$6.69

TABLE No. 12 Smart Georgette blouses of the finer models. If you are interested in blouses these will surely make their appeal to your artistic and economical taste, at the price of \$7.69

TABLE No. 13 Effective Georgette blouses—the kind that come in the "only one of a kind" class. Combining elegance with economy in this price, they secure distinction in dress. If your size is here, you get the best for \$9.69

TABLE No. 14 Voile lingerie waists, worth up to \$3.98, in a variety of styles and trimming effects—for real value and assured satisfaction, you can rely on these and they are priced for your choice at \$1.49

## Misses' and Juniors' New Spring Silk Dresses \$12.95



Dresses that will bring out the winsome charm of youth—a large and versatile line, brilliantly conceived and faithfully executed, in the most fashionable fabrics of the season, in models of individuality. There are Taffeta, Serge, Satin, Crepe de Chine and Georgettes in Copen, Pekin, rose, brown, tan, light gray, navy and black, in bloused and belted styles, trimmed with colored and self embroidery, fancy silk collars and cuffs, and very moderately priced at \$12.95

- Girls' Washable Frocks, \$2.49
- Girls' New Spring Coats, Capes \$4.95 to \$16.95

This is a display of new and excellent models—smart and convincing yourself—there are many new surprises in store for you. Many samples, bought greatly underprice. Fine gingham, linen, rep, pique, etc., in plaids, stripes, solids, combination colors—in all white, rose, peach, pink, light blue, Copen and Belgian, tan, gold, green, etc. \$2.49

They are worth looking at—this new line of coats. Remarkably attractive values, in poplin, French and storm serges, pique, tweed, wool khaki and silk poplins—in Copen, rose, rookite, green, black and, in fact, all the favored colorings and tailoring of the highest excellence. The New Models in Cape Coats are full flared, belted and empire, with shirred, pleated and plain flares, \$4.95 to \$16.95

## Special Sale "Ford Parts" and Accessories

LIBERAL SAVINGS

- Ford Top Cover \$10.50
- Ford Top Covers, with rear curtain, for any model; sale price \$10.50
- Front Radius Rod For Ford \$2.19
- Second Floor.
- Front Ford Cushions, Special, \$8.00
- Rear Ford Cushions, Special, \$9.50
- Coil Units, \$1.98
- No. 17 Tool Sets, \$1.98
- Side Lamps, \$2.98
- Brass Hub Caps, 22c
- Plain Lenses, Pair, 45c
- 1916 RADIATOR, SPECIAL, \$24.95
- Ford Switch Keys, 3c
- 1916-17 Fan Belts, 19c
- Spark Plug Brushes 16c
- Cut-Out Sets, 50c
- Spark Plug Wrench 29c
- Nelson's Foot Accelerator, \$1.49
- Windshield Rubbers 45c
- Tire Pumps \$1.98
- A Few Long Distance Plugs, Special, 98c
- Brass Radiator Caps for 27c
- Goodrich \$3.50 Yale Lock, Sale Price \$2.98
- \$14.50 Ford Windshield, Special \$12.50
- Stewart 2-Ray Spotlights, \$3.98
- Tire Covers, 30x3 and 3 1/2, Special 98c
- 5 Threaded Valves, 18c
- Tool Box, Special, \$1.98

## Attractive Bargains in Boys' Suits

Boys' Correctly Tailored, Serviceable Apparel at Greatly Lowered Prices, Embracing Several Recent Underprice Purchases

\$5.95 NORFOLK SUITS, \$4.50

A counter full of serviceable Chevots and Cassimeres; desirable patterns. The Coats new, loose-belt models, with full-cut, lined knickerbockers; good-looking and good-wearing; will stand the rough wear a boy from 6 to 17 years can give them. \$4.50

Boys' Norfolk Suits \$7.50

These suits are the greatest \$7.50 values you have ever seen. Splendidly tailored of fine quality chevots and cassimeres. New, loose-belt Norfolk coats, full lined knickerbockers. Dark and medium mixtures, sizes 6 to 17. \$7.50

Boys' Fine Dress Suits \$10

Are the talk of Memphis. Just see them and you'll understand why these splendid suits are being talked of everywhere—all wool materials—tailored patterns—new model Norfolk, sizes 9 to 17 years, sale price \$10.00

Boys' Knickers \$1.25

Made of durable chevots and cassimeres, in gray and dark mixtures and tan corduroy, cut extra full, made to give service for the rough and ready boy and very specially priced in the sale for Saturday at \$1.25

Rainy Day Outfits \$2.80

Boys' Rainy Day Outfits; 90 Coats and Hats to match; sizes 6 to 16 years; made of tan rainproof cloth, and the thing all boys need and want. \$2.80

Boys' Hats and Caps 50c

The Hats for the little tots; Rab Rah styles in pretty plaids, black velvets and astrachans; the golf caps for larger boys in chevots and cassimeres 50c

## Boys' New Spring Blouses

Just in by express—60 dozen of them—made of percale, madras and blue chambray; collars attached; sizes 6 to 14 years; quantity restricted to 6 to each purchaser; impossible to make them up at the price, so be on hand early. 45c

