

Saturday In the January White Sales Will Be Gown Day

CLEARING OF ALL REMAINING
Winter Blouses
All Sizes and Kinds—In Three Big Groups

\$10 \$6.95 \$3.98

Georgette blouses, broken lines or slightly mussed, but excellent values and styles. Trimmings of every description, collars or collarless models, fancy or plain sleeves, in any wanted color, including flesh and white.

(Main Floor.)



CORSETS

Sold Exclusively By Bry's in Memphis. More Memphis women daily learn the merits of this celebrated corset. Exactly what the name implies—"Nulife." Carried here in all sizes and kinds.
(Fifth Floor.)

It's no wonder that "All the Quakers Are Shoulder Shakers" And you'll be likewise when you hear the newest "All-Star Trio" Victor record of that title. It's some dance record. No. 18626, 85c. There are many other good records in the January list. Come in and hear them.
(Music Shop—Second Floor.)

And a gown day that will long be remembered in Memphis. Thousands of gowns; table after table loaded with gowns; sheer gowns of finest silks, medium weight or heavy gowns without end, and each and every one a phenomenal bargain.

Muslin Gowns 98c About 25 dozen gowns of fine quality muslin in white and flesh; embroidery trimmed; colored embroidery work on some others tailored; sizes 15, 16, 17 **98c**

Cambric Gowns \$1.98 Long sleeve, high-grade cambric, trimmed with embroidery; made with double yoke; sleeves full length; gowns cut full length; sizes 15, 16 and 17 **\$1.98**

GOWNS	GOWNS	GOWNS	GOWNS
\$1.49	\$4.98	\$5.98	\$7.98
About 50 dozen gowns; mostly lace and embroidery trimmed in white and smartly tailored numbers in flesh; sizes 15 to 17 \$1.49	Seco silk trimmed with soft val laces and fillet lace; flesh colored; four different styles \$4.98	Crepe de chine; cut full length; trimmed with lace or pretty colored medallions; sizes 16 and 17 \$5.98	Crepe de chine of finest quality, which sold for considerably more, will be closed out; all sizes \$7.98



Silk Flounce Petticoats With Heatherbloom Tops

\$3.98

These petticoats are well made and very durable. The flounces are tucked, ruffled and hemstitched; they come in solid and changeable colors.

Jersey Petticoats \$7.95

All-Jersey petticoats, made of high-grade silk jersey; flounces made of beautiful patterns and designs; trims of ribbons; accordion pleated and color combinations are wonderful; adjustable waistbands.
(Third Floor.)



First Showing Spring Skirts

HEY MA! LOOK HERE!

Suits and O'Coats Every Boy Likes To Wear

The newest model suits and have all the points of finish. Watch pockets, belt loops, lined trousers, etc., that make suits look good to the boy. The materials are chevrons and dark mixtures. Sizes 6 to 17 years. The overcoats are of chinilla, chevrons and cassimeres in dark grays, browns and fancy mixtures; sizes 3 to 10 years **\$8.00**

BOYS' DRESSY SUITS \$10
The latest models; fancy mixtures, gray, brown and green; trousers cut extra full, lined; sizes 6 to 17 years; value \$12.50, at **\$10.00**

SUITS AND OVERCOATS \$12.50
Made for dress wear; waist- seam coats; detachable belts; made of all-wool cassimeres and chevrons. There's green, brown and gray mixtures; the trousers are full cut and lined; sizes 8 to 18 years; specialized by us at \$15.00, clearing price, \$12.50.

Juvenile Suits Velvets and fancy mixtures; new model Norfolk coats; sizes 3 to 9 years; extra saving, special, at \$5.00.
Chambray Blouses Sizes 8 to 14 years; made of best quality Amoskeag chambray, guaranteed fast color; \$1.25 values, at 98c.

(Fourth Floor.)

SATURDAY WE START CLEARING ALL Juniors' and Misses' Winter Coats

\$13.95 \$16.95 \$19.95 \$25.00

All Sizes, 12 to 20 Years

In this collection you will find sport models and full length styles, some with yokes, shirring, tucks, others loose backs, blouse and belted models. Colors are black, navy, Copen, Pekin, tan, brown, green, burgundy, etc.

Materials embrace velours, broadcloths, silvertones, silvertips, Bolivia, polo, kersey, silk plush, leatherettes and sport goods. Workmanship of these coats is out of the ordinary and the grade of materials is excellent.



Large collars of self-material, also furs of seal, mole, velvet and plush, nobby belts, pockets, buttons, groups of tucks, corded tucks, and the linings are of serviceable silks in the full length and one-half lined.
(Third Floor—Annex.)

January Sales Include All Remaining DRESSES



Complete clearance of Street and Afternoon Dresses from our higher priced lines. Models showing every variation of the prevailing mode, including a particularly good showing of youthful types. Several hundred Dresses sacrificed for immediate clearance.

\$13.75 \$18.75 \$23.75

In particular do we direct attention to our special showings. Dresses of all-wool serge, all-wool Jersey, new satins, Georgettes and combinations. The newest mid-season styles for street, afternoon, theater, dinner and business wear. The most unusual and clever effects.

You will find a collection of smart-looking beaded dresses in the fashionable shades of colorings and sizes of beads, beautifully braided in unique effects; a collection of buttons used for trimmings and finishings.

A Notable Gathering of Charming SUITS \$33.75

A wonderful collection of over 400 Suits, all radically reduced for final selling. Most of these suits are without fur trimming and will do for early spring wear.

Materials embrace silvertones, velours, tricotines, broadcloths, etc. Newest shades, embracing all the pretty colorings, black, navy, taupe, etc.

Every style included, the plain tailored, the straight line; others with tucks, belts, convertible collars of self materials, well lined; all sizes.

FURS

Are Going Now At Savings Of 20%, 30%, 40%

You buy furs here and now means a tremendous saving. Bear in mind, too, that these prices are for furs of the very finest and most luxurious quality. Each and every one made up from the richest, fullest furred, most reliable pelts. Our entire stock is included, but we have not room here to mention any of the thousands of wonderful opportunities in store for you. Come and profit by them.
(Women's Wear—Third Floor.)

Ball-Bearing Roller Skates \$2.25
For all size boys and girls for Saturday only \$2.25
We also have a few velocipedes and tricycles, rubber tires and ball bearing.
(Auto Shop—Second Floor.)

About 200 High-Class TRIMMED HATS



\$5.00

A varied collection of stylish hats in black panne, colored velvets, felt and embroidered duvetyne, trimmed with ostrich, flowers and fur.

(Fourth Floor)

Not Another Store In Memphis Can Show Such Coats at

\$23.75 \$46.75

This is another example of our exceptional values in coats. At these two prices you will find coats that are worth a great deal more. We are not exaggerating the values, and a glance will verify our statement.

Fur is used as trimming on most of them, including sealine, nutria, kit coney, racoon and opossum. Large collars that fit snug, long deep cuffs and invertible belts are featured. Styles are the late models, fancy pockets. Materials are silvertones, iridescent cloth, velour superior, broadcloth, Normandy, polo cloth, kersey, bolivia, plumettes, silk plush, suedene and crystal cord. A large variety of colors, blues, browns, greens, taupe, black, etc.

(Third Floor.)

Here Are Girls' Smart Dresses



Street, Afternoon, Party Wear

\$15.95, \$12.95 \$21.50

Velvets, jerseys, serges, tricotines, satins, taffetas, nets, laces, etc., in black, navy, Pekin, copen, taupe, rookie, brown, green, burgundy and pastel colorings. Dresses that are unusually attractive for their style features.

Warm Coats For Tots (2 to 16)

A Special Group—100—All New

Coats embrace silk corduroy, albelline, kersey and mixture weaves in colors of taupe, green, burgundy and fashionable and always attractive blues. You will find a display of trimmings such as velvet collars and collars of self-trim. Unique pockets, both large and small, and a collection of odd buttons **\$5.95**
(Third Floor—Annex.)

A Factory Purchase of ALL-WOOL REMNANTS

Consisting of French serge, gaberdines, tricotines and storm serges. Suitable for dresses and suits. Savings in many cases as much as half.

36-Inch Woolens, Per Yard	45-Inch Woolens, Per Yard	54-Inch Woolens, Per Yard
\$1.49	\$1.98	\$2.98