

ANNUAL WEEK OF SALES.

B. Lowenstein & Bros

A Marvelous Day Tomorrow in The Ready-To-Wear Section

A Tremendous Sale of Women's Garments As A Headline Feature for the "Week of Sales"

We haven't advertised another single sale of ready-to-wear so far this season—our efforts have been concentrated on the preparation for this most important event—hence when we publish this startling announcement you can feel assured that the sale is of real importance to every woman in Memphis.

The prices quoted will only give you a base of suggestion of the remarkable character of the values therein.

These garments are all the production of high-grade manufacturers. They were bought at a large discount as a result of stagnant trade conditions—if such a thing were possible, we would guarantee that these values will not be even approached the remainder of the season.

It is impossible to estimate the savings, if you will buy your entire Fall requirements here tomorrow.

The Result of a Master Stroke
In Merchandising

The Newest
Street Frocks

\$20.00 and \$22.50 Values

\$12.50

Just think of it! In this sale you can purchase these beautiful and stylish dresses of Wool Jersey and French Serges at the ridiculous low price of \$12.50. The styles are very smart—straight line models predominate—some are trimmed in braid and buttons, others are beautifully embroidered—all are among the most sensational values of the season.



A Great Demonstration
of Wonderful Value Giving

Beautiful
Silk Dresses

\$30.00 Values

\$18.45

Considering style, workmanship and the fine materials used in the making of these beautiful dresses, we are sure that comparison will prove to you that these dresses are the most astonishing values. Models of Satin, Meteor and Charmeuse, correct for street and afternoon wear—all fashionable colors and black.

Sale Extraordinary!

Women's
Ultra Fashionable

Dresses

\$50.00 and \$55.00 Values

\$28.45

These are the most charming dresses of Satin, Meteor, Kitten's Ear Crepe and Tricotine that we have seen at anywhere near the price this year. Beautiful creations that show novelty and beauty of the highest order. All the accepted and correct styles in navy, black, taupe and brown.

By Far the Greatest Values of the Season

Sale of Girls' and Misses'
Winter Coats

Coats for Girls

\$20.00 and \$22.50 Values

\$12.50

Good and serviceable coats for girls' school and general wear, made of all-wool velour and silvertone, in tan, brown and Pekin. Girlish and becoming styles, lined throughout. Sizes 6, 8, 10, 12 and 14.



Coats for Misses

\$30.00 and \$35.00 Values

\$18.75

Most extraordinary values are these misses' winter coats in sizes 14, 15 and 17. The styles are youthful and very smart—all are full lined. Made of velour, polo cloth and heather mixtures, in brown, olive and Pekin.

A Magnificent Offering!

Women's
Extra Smart

Plaid Skirts

\$20.00 Values

\$12.45

Offering for Wednesday's selling a lot of wonderfully smart Dress Skirts that are truly record values. Stylish box and knife pleated effects of fashionable wool plaids in a splendid assortment of effective and new color combinations.