

We Close Saturday Night at 9 O'Clock

CAHEEN BROS.

Promises in Relation to Business

It is easy enough for a store to make promises—and break them. But if it "doesn't make good" it can't make business good despite the most energetic efforts to survive the consequences of the broken troth.

Promises are merely the blossoms of business. The truth is a fulfillment of the promise.

Square dealing rounds out the faith in a store and its value.

If this business cannot be made to pay through truth it is not worthy of public patronage. You cannot counterfeit the real by using the cloak of deceit, and therefore to "make good," we must make this store good by keeping every promise made.

New Sport Coats \$5.98

We are now showing the most complete line of Sport Coats to be found in the city. White chinchilla, corduroys and fancy mixtures, in light and dark colors, showing the new collars, with patch pockets and strap belts. Wide range of colors to select from. Choice \$5.98

36-Inch Middy Cloth 18c Yard

36-Inch Middy Cloth, a new white fabric with small twill, similar to galatas but much nicer finish, for middie blouses, white skirts and children's suits. Special, yard 18c

Special Prices on Pepperell Sheets

Pepperell Sheets and Pillow Cases have stood the test for years; a sheet that looks, washes and wears right. Wise housekeepers know the value of this well known brand. All Pepperell sheets and cases are torn and hemmed, not cut.

90x80 Pepperell Sheets	69c
81x90 Pepperell Sheets	65c
72x90 Pepperell Sheets	59c
45x36 Pepperell Cases	16c
42x36 Pepperell Cases	15c

Children's School Dresses 98c

Made of gingham and percales, in checks, stripes and solid colors, trimmed in pretty braids and contrasting colors, made in new fall styles; age 2 years to 16 years 98c

89c Hemstitched Sheets 69c

81x90 Hemstitched Sheets, large hems, neat hemstitching; made of standard 9-4 round thread sheeting; looks and wears like real linen; worth regular 89c. Special 69c

We Give Brown Trading Stamps

CAHEEN BROS.

Toilet Goods

Oderono, regular 50c size, special for	39c
Java Rice Face Powder	35c
4 ozs. Peroxide of Hydrogen, special at	4c
Extra fine quality of Tooth Brushes, 15c values	8c
Powder Puffs, 25c values	15c
Seamless Fountain Syringes, \$1.50 values, special for Monday and Tuesday, for	98c
Goodyear Unbreakable Combs	19c
Dolphin Hair Brushes, in real bristles, hand drawn, \$2.00 values, for	\$1.39

15c Curtain Goods 10c

Fifty new pieces of 36-in. Curtain materials, in white, cream and ecru; neat hemstitched and lace patterns; made of good quality Serim and Voile, 15c values. yard 10c



Millinery

CHOICE from any of these chic and charming new fall hats and you're sure of modish correctness in trimmings and shape, for every one was patterned after the vogue as leading milliners know and practice it. Even at the low price of \$5 and \$7.50 you'll find a mint of hints—and the most becoming hat to suit your own individuality.

Inspect, Compare and Be Convinced of the Extra Style and Quality in These Suits and Dresses

New Fall Suits \$19.50

One of the largest dress manufacturers in New York sent us over eight hundred dresses to sell at a price that will turn them into cash. We will put them on sale Monday. This lot of dresses represents everything that is new in the dress line; all silk crepe de chine, taffetas, serges, plaid silk combinations, all the latest and best styles, blacks and all the new fall shades. Sizes to 46 bust. This is your chance right now at the beginning of the season to buy your dress at a great saving. None exchanged or taken back. Choice of any dress in lot for \$19.50

Monday's Big Dress Sale—\$12.50

Monday we show special over one hundred and fifty smart styles in Ladies' and Misses' Suits. There are 12 different models in the lot to select from. Styles for large ladies and exclusive modes for misses. All the new materials are used in these Suits. Some are fur trimmed, others are braided in the smart tailored effects. You will agree with us that these are the best values you ever saw. If you intend paying \$25.00 for your suit, be sure and see these before buying, and save the difference. Special \$12.50

Ladies' and Misses' New Skirts \$5.98

We want you to see the new styles we are showing in Ladies' and Misses' Skirts, fancy mixtures, golphine styles, gaberdines and serges, all the latest styles are shown in black and all the season's most wanted shades. \$5.98 Special showing Monday

These Dress Goods and Silks Will Drape "Divinely"



And not only do the fabrics excel in their draping quality, but in beauty and newness of pattern and weave. Let this notice of our readiness with a complete showing for fall and winter be as the ring of an alarm clock awakening you to the fact that to wait means to lose the charm of first choice.

New Silk Plaid Taffetas, in all colors, 24-inch. On sale at	75c
New Taffeta Silk, in stripes and plaids, 36-inch, at \$1.50 and	\$1.98
40-inch Silk Poplin, in all colors; \$1.50 value. On sale at	\$1.19
New Wool Plaids, 42-inch, at	\$1.00
New Otomes Wool, 44-inch, all colors. On sale at	\$1.00
New half wool Check, 42-inch, at	50c
All wool Storm Serge, 36-inch, at	50c
Wool Poplins, 44-inch, all colors, at	\$1.19
Half wool Plaids, 36-inch, at	59c



Gloves

THERE was no stumbling or tumbling when this fine new stock of Women's and Misses' Gloves was selected for the fall and winter season of 1915-16—it offers an unlimited range of choice in all colors and lengths. The superiority in fit and finish of American makers is pronounced—the qualities are superior every way.

Stylish Suits for Stout Ladies

The stout ladies of Birmingham and vicinity know from past experience that this is the only department in Birmingham to show stylish models in extra sizes to meet the demands of this fast growing department. We have added double space in order that we could properly display the many new styles we are showing this season. The styles are so varied we cannot describe them in this space. We want all the large ladies to call and look them over. You will be pleased.

- Extra Size Suits
- Extra Size Dresses
- Extra Size Coats
- Extra Size Skirts
- Extra Size Waists

The Department for Extra Sizes



New Laces

Match sets of Fillet Lace, up to 5 inches wide; regular 25c patterns. Special, yard 10c
Cotton Torchon and light weight, Beylle Lace, for underwear. Special, yard 5c
12-inch Shadow Lace Flouncings, white and cream. 25c
Vandyke, Beading, Edges, in beautiful patterns. 25c

\$2.00 Sea Island Nainsook \$1.50

One hundred pieces 36-inch Sea Island Nainsook, yard wide, soft lingerie finish, for better undergarments; come put up in 10-yard boxes; good \$2.00 value. Box \$1.50



Hosiery

ONLY Hosiery that can be depended on to give the satisfaction that all women seek can enter here and go out here, these and everywhere with our guarantee—also would this store lose trade, heavily and steadily. This little notice is just intended to make your assurance of hosiery satisfaction doubly sure here—will you test the store out?

Munsing Underwear The Best Wearing Union Suit on Earth



prove in appearance after each trip to the laundry.

NOTICE

We have several good positions open in our Millinery, Suit and Underwear departments for thoroughly experienced and capable assistants. Positions are permanent with good salaries.

An Autumn Surprise in Wash Goods

Hyde-Grade Galates—The material for house dresses, dressing saques, children's wear, middies and little boys' suits. Per yard	12c
White Flannel—1-4 wool 15c; 1-2 wool 25c; 3-4 wool 35c; all wool 49c; Vegella Flannel 68c per yard.	
Dress Gingham—32 inches wide, beautiful plaids, stripes, checks and solids. Per yard	15c
Macrae and Percale—36 inches wide; patterns for aprons, dresses; abundance of shirting patterns. This is a 15c value. Per yard	10c
Aleco Silk—Street and party shades; this material is 36 inches wide, heavy and washes like linen, and is extensively used for dresses, underwear, gowns and all purposes a wash silk is used. Per yard	25c
Gingham—Dress Gingham in pretty patterns, solid colors and Apron Gingham in all size checks. This is an extra good value. Per yard	6c
Outing Special—36 inches wide—extra heavy, soft and fluffy—all other Outings are just 27 inches. This is a 15c value; comes in neat stripes for underwear, gowns, pajamas, etc. Per yard	10c
Rubber Sheetting—Special low prices. This is the best quality made; each piece is marked 25c per yard cheaper than regular price. 27-inch 50c; 36-inch 75c; 45-inch \$1.00, and 54-inch \$1.25 per yard.	
Shirting Madras—Highly mercerized, fine quality, up to 35c values; quantities of the best shirt patterns, from neat stripes to large fancy stripes of several tones. Per yard	19c
Kimono Fleece—Pretty patterns for wrappers, kimono, dressing saques and robes; a 15c value. Per yard	10c

Ladies' Princess Slips 79c
Princess Slips, made of best quality of cambric and muslin, trimmed in lace and embroidery. Colors pink, yellow, blue and white. Selling all season for \$1.25 and \$1.50. Special 79c

\$1.00 Longcloth 69c Bolt

10-yard bolt English Longcloth, soft chamois finish; yard wide; for all kinds of undergarments. A good dollar value, bolt 69c

Special Prices On All Wool BLANKETS

Large 11-4 lamb's-wool Blankets, weighs 5 pounds. Come in plain colors and beautiful Scot plaids, \$7.00 and \$7.50 values, pair	\$6.00
Large 11-4 all wool Blankets, weigh 4 1/2 pounds. Plain colors and assorted plaids and checks, \$6.00 and \$6.50 values. Pair	\$5.00
10-4 all wool Blankets, nicely finished, weight 3 1/2 pounds. Come in plain colors and assorted plaids; \$5.00 values. Pair	\$3.90

Special Prices On All Table Linens

72-inch fine Irish double damask, all new patterns, \$1.50 value. Yard	\$1.15
70-inch Irish, German and Scotch Damask, extra heavy; a dozen patterns to select from. Every piece worth \$1.25. Yard	95c
70-inch Union Linen and fine mercerized Satin damask, all new patterns; firm, heavy quality; 75c values. Yard	58c

New For Fall

New Elastic Belts, fur trimmed and all the leading shades, at, each \$1.00
Figured Chiffon, in floral patterns, 42 inches wide, light shades, evening colors. Yard \$1.50
42-inch Spangled Nets and Chiffons, all black, black and purple striped, suitable for evening dresses, separate blouses, etc. Yard \$1.25 & \$1.39
Fish Scale Medallions—Allovers, bands and drops; very reasonably priced.
45-inch Radium Nets, in all colors, dark and evening \$1.50 shades, at, yard

Bungalow Aprons 50c

Aprons made of gingham and percale, trimmed with braid; cut full lengths and all sizes 50c

Notions

OCEANS of notions—the trustworthy sort on which a woman can pin her faith. You will never find this store lacking in the little "serving things" which make such a big difference if they're not found handy in the workbasket just when they're wanted.

Supply six months or a year's requirements now and see how the small savings in the aggregate count up.

\$3.50 and \$4.00 Marseilles Bed Spreads \$2.90

Large 12-4 Marseilles Bed Spreads, satin finish, heavy raised patterns, scalloped and cut corners; worth regular \$3.50 and \$4.00. Special \$2.90

Ladies' & Misses' Gowns 39c

Gowns made of Longcloth, trimmed in lace, embroidery and ribbons, high and low neck—cut full width and length. Special for 39c

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