

"Where was the crowd going today, Dora?" "Why, they were going for GINGHAMS, dear, at Fisher's"

"And it was just simply marvelous too, dear. They were so wonderfully pretty and so terribly cheap. But you should have seen how they are selling everything, even Shoes, Dresses and those perfectly grand Silks and Blouses, Corsets, Underwear and Hose, just like there hadn't been any war, high prices or anything."

On account of the large assortment and the appreciation of our prices on these fine pieces, we cannot help but promise special attention to the Gingham counters for the rest of this week. Don't wait! It is because of the demands made by our customers who have learned of prices charged on these same pieces elsewhere, that we have decided to give special attention for a short time to GINGHAMS. We have taken every precaution to guard against confusion by crowds. Extra sales people have been employed and there will be ample service at all counters. Should there be sickness they will be properly attended. Ask freely for information. Watch our ads.

*15% to 25% off on all Stock during the
Sacrifice Sale.*
