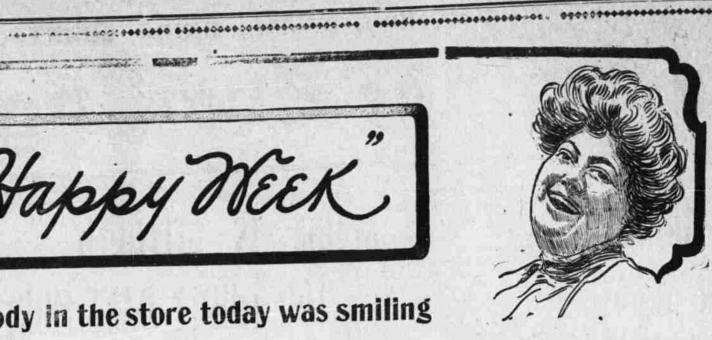


appy NEEK

STATES



Everybody in the store today was smiling

"Happy Week" is rightly Named

Is "Happy Week" to be the most unusually successfully and enjoyable event ever known in merchandising circles in this city

Just ask any friend of ours who has spent an hour ortwo with us today.

No matter what you want-in good-timely, modish merchandise-you'll find it here, priced so remarkably, and agreeably that while you buy just exactly what you want --- what you need and must buy Somewhere at once --- you'll thoroughly enjoy paying the tiny sum. You'll smile all the time you're here -- the spirit of good nature that will be everywhere throughout the store, will act as a veritable tonic to puzzled, blue, or discouraged people, but at the same time, apart from the smilling si le of the occasion there's an intensely practical and helpful side to the sale -- and there is not one woman or man who can afford not to come to this store during "Happy Week."





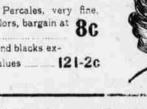
Bed Clothing Specials to 'Warm the Cockles of Your



Girls Made Happy-

9c

Lace and Embroidery Counter



A Smile Behind a Pretty Veil Made Grepe Chiffon Veils, all colors, 11g

Heart."

Full Bleached Pillow Cases 36x45- 150 20c values Full Bleached Sheets, 72x90 size good 73c 85c value, for Extra Heavy Fiseced Blankets, in tan with colored borders, short fine nap 1.19 \$1.50 value, a pair for.



Warm 4.50 Coats, full length, ionse back, fancies, ages 6 to 14, happy price 2.98 3.98 6 00 to 7.50 values Child's all wool Coats, ages 2 to 5, reg-2.45 ular 3.50 to 4.50 values

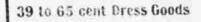
ards long. -Just for a little juke \$1.50 to 75c 1.25 to 62 1.2c 98c to _____ 490 White Bed Spreads at 98c Fringed White Bed Sprends, full slas 980

Merrymaking Millinery

Oustations

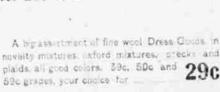
Women's dressy trimmed. Every hat in the iouse prices 3.00 and 3.50, happy price 1.29 4.50, 5.20, 5.60 values, happy price 2.29 6.50 to 8.50 values " 3.29





Tollet Ship "Jurgens" 25c values

for 29c Yard





Smiling Prices on Table Linen

Warrant oll pure linen 65 in. wide bleached 60c values 39c 70 in Bleached All Pure Linen, 90c value 68c 72 in Pare German Linen free from starch grass bloached, \$1.25, to make you smile 880 Turkish Towels, 22x36, 15c values each 9c





A Smile for the Boys

Boy's Reefer Overcoats. 5 to 8 years. 4.50 to 6.00	1.98
Boy's Ulsters, 4.50 to 5.00	1.98
Boy's wool Underwear, 24 to 34 size	60c
" "Sweaters, 1.25 to 1.50 valu	



Shoes to Tickle Your beld

Lot Men's 3.00 and 3.50 Shoes colut. 1.95 " ... first quality Artic coursinees 1.45 1.75 values _____ 100 pair heavy wool sox asst SDC values 25c





Underwear to Tickle Your Back

4

5 entire lines to clean up, all wool garments but broken lines, regular 1.25 and 1.50 850

Lot 2.25 to 3.00 Men's Sweaters 145 Free if youdon't smile.

Not \$10.00 for Choice of Suits **But Better**

100 Men's 10,00 to 15.00 Suits at 6.50 Also one lat of Men's 13.50 to 20.00 ___ 9.85 50 Boy's Suits, age 5 to 13 years 2.98 values 4.50 to 7.00





	Jolly Muslin Pri	ces d
Lowni Pappa	sdale 12%o value reli Pitiow Casing, blea, 12	10c
values		12 1-20
C h	and R Brown	8 1·3c
9 Gu	arter Pepperell blea Sheetin	ng 24c