



"Happy Week"



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 or two 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 smiling side 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."




Underwear to Make You Happy--
50 to 75 cent Value for 39c

Women's Extra Heavy Fleece Lined Vests and Pants and Union Suits,--And Boys' and Girls' Heavy Underwear in gray and white flat goods--50 to 75c value **39c**



Ladies' Suits at Smiling Prices

15 Ladies' Suits, all colors and styles values **4.25**
12 Ladies' Suit 10.00 to 15.00 values **6.75**
10 Ladies Suits values to 22.50 for **9.85**



You'll Sure Get Happy at the Lace and Embroidery Counter


Laces 8 to 15c values for **5c**
Embroidery 7c to 15c values for **5c**

Your Mind Will be at Ease With Your Feet in Our Hospital Shoes




Women's Hospital and House Shoes--like walking on velvet--Soft yielding sole, Hub gores, rubber heels--In dongola kid--Regular price \$2 pair--Just to make you happy **1.69**

Happy Prices for Notions



Back Combs 25 to 50c values **15c**
Black and White Tape, all widths per yd **1c**
Tooth Brushes, 20c values **9c**
Manila Shopping Bags, 35c values **19c**
20th Century Nation Handy Book 15c val **9c**
Toilet Soap "Jergens" 25c values **9c**

Percalé Pleasantries




Big assortment of Dress Percales, very fine, light, medium, and dark colors, bargain at **8c** 10c yard, for
Figured Sateens, blues and blacks extra good quality 20c values **121-2c**



Bed Clothing Specials to "Warm the Cockles of Your Heart."

Full Bleached Pillow Cases 36x45--20c values **15c**
Full Bleached Sheets, 72x90 size good 85c value, for **73c**
Extra Heavy Fleece Blankets, in tan with colored borders, short fine nap, \$1.50 value, a pair for **1.19**



Girls Made Happy--

Warm 4.50 Coats, full length, loose back, fancies, ages 6 to 14, happy price **2.98**
6.00 to 7.50 values **3.98**
Child's all wool Coats, ages 2 to 6, regular 3.50 to 4.50 values **2.45**




A Smile Behind a Pretty Veil

Made Crepe Chiffon Veils, all colors, 1 1/2 yards long,--Just for a little jive marked, each, \$1.50 to **75c**
1.25 to **62 1-2c**
98c to **49c**

White Bed Spreads at 98c
Fringed White Bed Spreads, full size heavy, fine, handsome--\$1.25 value **98c**

Merrymaking Millinery

Quotations




Women's dressy trimmed, Every hat in the house, prices 3.00 and 3.50, happy price **1.29**
4.50, 5.00, 5.50 values, happy price **2.29**
6.50, to 8.50 values **3.29**

39 to 65 cent Dress Goods for 29c Yard




A big assortment of fine wool Dress Goods, in novelty mixtures, oxford mixtures, checks and plaids, all good colors, 39c, 50c and 59c grades, your choice for **29c**

Smiling Prices on Table Linen




Warrant all pure linen 65 in. wide bleached 60c values **39c**
70 in. Bleached All Pure Linen, 90c value **68c**
72 in Pure German Linen free from starch gross bleached, \$1.25, to make you smile **88c**
Turkish Towels, 22x36, 15c values each **9c**



A Smile for the Boys

Boy's Reefer Overcoats, 5 to 8 years, values 4.50 to 6.00 **1.98**
Boy's Ulsters, 4.50 to 6.00 **1.98**
Boy's wool Underwear, 24 to 34 size **60c**
" " Sweaters, 1.25 to 1.50 values **75c**



Shoes to Tickle Your Sole


Lot Men's 3.00 and 3.50 Shoes go at **1.95**
" " first quality Ardo overcoats 1.75 values **1.45**
100 pair heavy wool sock asset 30c values **25c**



Underwear to Tickle Your Back

5 entire lines to clean up, all wool garments but broken lines, regular 1.25 and 1.50 **85c**
Lot 2.25 to 3.00 Men's Sweaters **1.45**
Free if you don'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 lot of Men's 13.50 to 20.00 **9.85**
50 Boy's Suits, age 3 to 13 years values 4.50 to 7.00 **2.98**

The Fair
THE PLACE TO SAVE MONEY

Phone Black 1301 Vergere No. 32

Jolly Muslin Prices



Lowndale 12 1/2 value **10c**
Pepperell Pillow Case, blea, 17 1/2 values **12 1-2c**
C. Island R Brown **8 1-3c**
9 Quarter Pepperell blea Sheeting **24c**