

"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 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 smiling it e 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

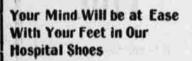
Women's Extra Heavy Fleece Lined Vests and Pants and Union Suits,—And Boys' and Girls' Heavy Underwear in gray and white 396 flat goods—50 to 75c value



Ladies' Suits at Smiling Prices



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



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



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 Notion Handy Book 15c val | 9c |
Toilet Soop "Jergens" 25c values | 9c |



Percale Pleasantries

Big assertment of Dress Percales, very fine, light, medium, and dark colors, bargain at 80 10c yard, for Figured Sateens, blues and blacks extra good quality 20c values 121-20



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

Full Bleached Pillow Cases 36x45— 20c values Full Bleached Sheets, 72x90 size good 85c value, for Extra Heavy Fleeced 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 5, regular 3.50 to 4.50 values 2.45



A Smile Behind a Pretty Veil

Fringed White Bed Spreads, full size heavy, fine, handsome.—\$1.25 value

Merrymaking Millinery Quotations

Women's dressy trimmed. Every hat in the house, prices 5.00 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, exford mixtures, specks and plaids, all good colors, 39c, 50c and 29c 59c grades, your choice for



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 grass bleached, \$1.25, to make you smile 88c Turkish Towels, 22x36, 15c values each 9c





A Smile for the Boys



Shoes to Tickle Your Sola

Lot Men's 5.00 and 5.50 Shoes go at 1.95
" " first quality Artic oversomes 1.75 values ... 1.45
100 pair heavy wool sox asst 55c .values 25c



Underwear to Tickle Your Back

δ 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.

Net \$10.00 for Choice of Suits But Better

100 Men's 10,00 to 15.00 Suits at 6.50
Also one let of Men's 13.50 to 20.00 9.8
50 Edg's Suits age 3 to 13 years values 4.00 to 7.00 2.9



The Pair THE PLACE TO SAVE MONEY

Phone Stack (30)

Vergere No. 32



