

A Tremendous Affair Buyers Here Tomorrow The Great Stock Reducing Sale All Merged

Life & Co.
Merit Only

Embroideries & Laces
ONE-FIFTH to HALF
Less Regular Price

Voile and Crepe Flouncings
Regular \$5.00 yard.
Special \$1.33

Handsome flouncings 45 inches wide
beautiful Venise and Irish lace effects
suitable for dresses as well as under-
garments.

BABY FLOUNCINGS
27 inches wide—in dainty ruffled and
distiched effects—of fine lawn and
muslin—in floral and conventional de-
signs.

Real Laces Half Price
—Real Princess laces, Duchess laces, La
Bonne laces, fillet laces, Bruges, Venise
and Maltese laces—in flouncings, bands
and edges.

—Selling regularly from 65c to
\$1.50; sale 33c to \$1.50 yard.

Novelty Laces Half Price
—From 15 to 45 inches wide—in a
great assortment of patterns—many of
the designs being worked in silk and gold
threads, others in colored effects.

—Regular \$2.50 to \$10.00 yard;
sale \$1.25 to \$5.00.

Triangle All-Overs Half Price
—Handsome lace all-overs in black and
ever spangle, 12 to 27 inches wide.

—Regular \$3.50 to \$8.95 yard;
sale \$1.75 to \$4.48.

Lowered Chiffons Half Price
—In all colors, 45 inches wide.

—Regular \$1.50 to \$3.50 yard;
sale 75c to \$1.75.

Embroidery Insertions
—In nainsook, cambric and Swiss—in
hand and eyelet designs—half to one and
half inches wide.

—10c to 12½c embroideries... 7c
5c embroideries... 9c
8c to 20c embroideries... 12c
5c embroideries... 15c
First Floor

Element Store
Cups and Saucers
at 9c

shape, also suitable for hand-decorating
possible to duplicate these cups.

Painted and Domestic
LY TO \$1.00
ch

with fine laces and insertions. In many
of the curtains. Size 1¼ to 1½
white and Arabian colors.

WASH DRESSES, 89c
—Stripes and plain colors. Made in
with and without bloomers attached.
seam in the garment.

HEATED SLIPPERS, 39c
—Lambwool soles. In light blue, red,
and gray.

for Women and Girls
Special 48c

—Men and girls. Made with deep cuff,
and gray.

—Sale of All
selling to \$1.00

—Embroidery and galatea Russian style, made
with turn-down collar, and pants of
to 8 years.

75c Box Stationery 39c
—Pure white linen paper, 24 sheets and
24 envelopes to match with new French
cut flap—bordered with gold.

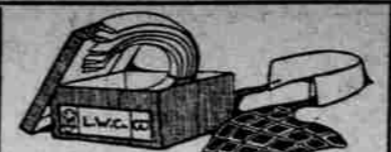
50c Card Cabinets, 25c
—Packed with 24 gold-edge cards in two
sizes with envelopes to match. Basement

9346 Men's Shirts—Tomorrow—Cost and Less

This Is the Time for a Man to Stock Up
All Things Considered This Is the Most Notable Sale of Shirts Ever Announced by This Store—Remarkable

Silk Mixed, Woven Madras, Printed Madras
—These garments are the product of one of New York's most prominent
makers of men's high-grade shirts, which sell at first-class haberdashers
throughout the United States.

\$1.25 Plain and Pleated Bosom Shirts, sale... \$1.15
\$1.50 Madras and French Percale Shirts, sale... \$1.38
\$2.00 Plain and Pleated Stiff and French Cuff Shirts, \$1.38



Men's Collars, 6 for 39c
—Troy-made collars, pre-shrunk,
four-ply material, hand turned—
and hand laundered—in twelve
different styles, showing the wing
and long point styles (and with
medium and low bands).
—The equal of any 12½c
collar on the market. 1st Flr



\$6.00 Cowhide Bags \$3.95
—These bags are made of genuine
cowhide, mounted on steel frames,
and with sewed edges. Lined with
leather. Suitable for both men and
women. —Basement

**All Mesh Bags
Half Price**
—Of sterling sil-
ver, gold filled,
gunmetal and
German silver.
Plain and en-
graved frames.

\$10.00 Mesh Bags... \$5.00
\$12.50 Mesh Bags... \$6.25
\$15.00 Mesh Bags... \$7.50
\$35.00 Mesh Bags... \$17.50
—First Floor



Boys' Suits \$4.95
—Navy blue serge and cheviot sack
suits, regular \$8.50 to \$13.50, sizes
11 to 18 years. And \$6.50 to
\$12.50 fancy mixture Norfolk and
sack suits, sizes 6 to 18 years. 4th Flr

Wonderful and Substantial Economies in Household Linens

Irish Hand-Embroidered Bed Linen HALF PRICE
\$7.50 Sheets \$3.75; \$10.00 Sheets \$5.00; \$12 Sheets \$6.00
\$3.50 Pillow Cases, pair \$1.75; \$6 Pillow Cases, pair \$3.00

—These sheets and cases are made of extra quality round thread linen, of
Irish manufacture, beautifully hand-embroidered. In sizes for full and
three-quarter beds.

Hand-Embroidered Irish Bed Spreads HALF PRICE
12 Spreads \$6; \$12.50 Spreads \$6.25; \$13.50 Spreads \$6.75
\$15.00 Bed Spreads \$7.50; \$18.00 Bed Spreads \$9.00

Bolsters to Match
\$3.75 Bolsters \$1.88; \$4 Bolsters \$2.00; \$5 Bolsters \$2.50
—Spreads and bolsters are made of sheer imported batiste, bordered on
four sides, with elaborately hand-embroidered centers in white, blue and
pink. In sizes for full and three-quarter beds.

FINE IRISH LINEN CLOTHS AND NAPKINS REDUCED
\$ 6.00 cloths, 2x2 yds., \$5.19—\$ 7.50 cloths 2½x2 yds., \$ 6.39
\$ 9.00 cloths, 3x2 yds., \$7.69—\$10.50 cloths, 3½x2 yds., \$ 8.96
\$11.50 cloths, 3x2¼ yds., \$7.79—\$13.50 cloths, 3x2½ yds., \$11.49

Regular \$8.50 Napkins, size 24x24, dozen \$7.29
—These cloths and napkins are made of extra heavy, finest double linen
damask, full grass bleached, in circular patterns, and bordered on four
sides to match.

ALL ART LINENS ONE-FIFTH TO ONE-HALF OFF
FRENCH CLUNY PIECES in all sizes, from 6-inch doilies to 72-inch
cloths, of fine linen, with hand-made laces.

MADEIRA HAND-EMBROIDERED PIECES in doilies, scarfs,
centerpieces, cloths and napkins, made of pure linen, beautifully hand-
embroidered.

VENETIAN LACE PIECES, consisting of doilies, centerpieces and
scarfs, in handsome patterns.

\$2.50 TWIN BEDSPREADS, SPECIAL \$1.69
—In assorted patterns, in satin weave and finish, hemmed, scalloped and
fringed, with cut corners to fit metal beds. Full and three-quarter sizes.
Basement

One-Quarter Off
On All Framed Pictures
On All Picture Frames
On All Picture Framing

Order by Mail
All orders entrusted
to our care are filled
in our Personal
Service Bureau and
shipped by the first
return mail.



For One Week Only All Hair Goods Without Exception One-Fifth to Half Off

—Switches, transformations,
pin curls, psyches, puffs, rolls,
in all the best qualities of hair, in-
cluding both French and German hair,
in all shades and gray. Below we men-
tion a few of the very special reduc-
tions to be found in this sale:

French Hair Switches.
Regularly \$3.95, \$4.95 to \$5.00.
Sale, \$3.16, \$3.96 to \$4.40

GERMAN HAIR SWITCHES
Regularly 95c, \$1.85 to \$3.85
Sale, 76c, \$1.48 to \$3.08

GRAY HAIR SWITCHES
Regularly \$1.95, \$2.95 to \$7.50
Sale, \$1.56, \$2.36 to \$6.00

TRANSFORMATIONS
Regularly \$1.95, \$4.95 to \$11.95
Sale \$1.16, \$3.96 to \$9.56

ALL HAIR ROLLS ONE-HALF OFF
—These rolls can be washed and
combed. Second Floor.



Special Demonstration COMMENCING MONDAY

—Through the courtesy of the Fleis-
her Yarn Co., Miss Schaffer their ex-
pert from Philadelphia has been sent
here to give special instructions in knit-
ting to Volunteer sewers of the Red
Cross. Also to our regular patrons
who desire instructions in knitting and
crocheting. —Fifth Floor

Gloves Are BEST Bought Here

\$1.50 Reynier Fanchon Suede, 2-clasp over-seam style
gloves in broken sizes in black, white, brown, gray, tan shades... 98c

\$1.50 Fancy embroidery back German lambskin gloves, one-clasp
pique style, fine glace finish, excellent wearing qualities. In
black, white, tan and gray... \$1.19

\$2.25 Select Quality glace gloves, 2-pearl clasp heavy crochet embroi-
dery, one-half inch welt or wrist to match embroidery—black,
white, tan, gray, champagne... \$1.79

—\$1.75 High-Grade Cape Gloves, pique and P.X.M.
styles, plain or embroidered backs—in black, white and tan... \$1.59

\$1.50 One-Clasp Washable doe and chamois gloves,
plain and fancy trimmed. In white and natural shades... \$1.25

—\$1.25 one-clasp doe skin, P. X. M. and pique styles... 95c
—\$1.25 and \$1.00 regular prices of broken lines of glace and
lambskin gloves in black, white, tan, gray and navy. Very special... 75c
First Floor

White Sale of Knit Underwear

Union Suits \$2.95; Regular \$5.00 and \$4.00
—Swiss ribbed union suits in a medium weight, silk trimmed fronts and
necks, regular styles.

\$6.50 Pure Silk Union Suits \$4.95
—Thread silk union suits in white and flesh color—made with half sleeves,
Dutch neck and ankle length. Reinforced with silk for extra wear.

\$2.00 and \$1.75 Silk and Wool Vests \$1.17
—Swiss ribbed vests, all imported and extra fine quality silk and wool—
silk trimmed fronts and neck.

\$1.75 and \$1.50 Black Wool Tights 69c
—Sixty pairs of fine black wool and silk, and lisle mixture, Swiss ribbed
—open and closed styles—knee and ankle length.

Vests Special 39c
—Single vests from several lines of our regular \$1.25 and \$1.00, 75c and
50c grades. Of medium weight wool and cotton mixtures.

\$1.75 and \$1.25 Corset Covers for 69c
—Silk and wool and mercerized corset covers with silk fronts and silk
trimmed yokes. Swiss ribbed—long sleeve style.

\$4.25, \$3.50 and \$3.25 Union Suits \$1.98
—Ribbed union suits of pure wool—silk and wool—and mercerized—all
form-fitting and reinforced.

\$2.00 and \$1.50 Vests, Special 95c
—Swiss ribbed vests in silk, silk and lisle mixed, all made with fancy
hand-crochet yoke in attractive patterns. —First Floor.



Novelty Waists \$2.95
Regular \$4.00 and \$4.50
—Blouses of shadow laces, chiffon,
crepe de chine and messaline. In plain
tailored and fancy dress styles.
—Third Floor



\$1.25 Cape Gloves 98c
—Women's one-clasp cape P. X. M.
style gloves, made of fine, flexible
stock, suitable for dress or street wear.
In tan and white. —First Floor



\$2.95
For all Trimmed Hats Selling
Up to \$12.00
—Hats of silk velvet, trimmed with
ostrich fancies, ribbons and flowers.
—Second Floor



Neckwear Set
Special 50c
Reg. \$1.25
Of chiffon
organdie, collar
and cuff sets,
pleated picot edge.
—First Floor



Combination Suits
Regular \$1.35
Sale 98c
—Made of excellent
quality longcloth, with
round neck, waisted
style, open-leg drawers.
Trimmed with embroi-
dery medallions, lace
insertion and edging and
ribbon. In two styles,
showing two different
trimmings. —Fourth Floor



House Dresses
Selling to \$1.50
Sale 95c
—Made of per-
cale, gingham
and chambray in
checks, fancy fig-
ures, plaids,
stripes and plain
colors. In laven-
der, pink, cadet,
light blue, navy,
black with white,
blue and white checks. —Fourth Floor

HOSIERY SALE For Women, Children

25c STOCKINGS 19c
—Black cotton hose, full fash-
ioned, double heel and toe and
made with double garter tops.

75c LISLE HOSE 59c
—Silk lisle hose of extra gauge,
with double heel and toe and dou-
ble garter top. In black only.

35c CASHMERE HOSE 29c
—Women's ribbed cashmere hose
in medium weight, extra long and
elastic, reinforced heel and toe.

\$1.25 SILK HOSE 89c
—Extra special weight thread silk
stockings in black and white. Made
with double reinforced heel and toe
and double garter tops

50c CASHMERE HOSE 25c
For Boys and Girls
—300 pairs of ribbed cashmere
stockings made full and long
with double reinforced heel and
toe, for hard wear. First Floor

History-Making Sale Silks and Dress Goods

HALF PRICE AND LESS
On Thousands of Yards of Newest Silks
EVERY YARD REDUCED
On Thousands of Yards of Dress Goods

—Monday ushers in the second week of our History-Making Silk Sale.
It is by far the largest and most comprehensive, the most important and
the greatest money-saving sale ever announced by this store.

—This applies to the magnitude of the sale—the richness of the assort-
ment as well as the desirability of the fabrics.

—All are this season's newest weaves—a choice representation of the finest
art in foreign and American silk-making. The woman who has use for
silk of any kind will surely gratify her wish in this sale.

\$4, \$3.50 and \$3 taffeta, crepe de chine, charmeuse, \$6.75 embroid'd crepe \$3.38
\$5 black Velour du Nord, at only... 98c
\$3.00 and \$2.50 print warp chiffon, at only... \$1.98
\$5 Silk Duetyne... \$1.98
\$7.50 chiffon velvet, plushes on sale for... \$3.75
\$6 chiffon velvet, plushes on sale at... \$3.00
\$5.50 chiffon velvet, plushes on sale at... \$2.75
Brocaded velvets and satins to \$12.00, special... \$3.98

All Black Silks Reduced
—Messalines, satin Duchess, faille,
bengaline, moire, poplin, crepe,
pussy willow taffeta, crepe meteor,
Canton crepe, taffeta and foulards,
Special 79c, 89c, \$1.10 to
\$4.49 yard. —Second Floor

—The most impressive gathering of every-day needed wool dress materials
in weaves that are considered STAPLE AT ALL TIMES. Those
wonderful serges, chevots, tweeds, mixtures, checks and plaids that are
never affected by style or season.

—These are the dress goods that we are proud to offer in tomorrow's sale.
—You're buying them under the most favorable circumstances when you
make your purchases HERE.

—Cloakings, suitings, waistings, skirtings, materials especially adaptable
for children's wear.

—The majority of these fabrics will unquestionably be the favored materi-
als for Spring. Why not take advantage of the economies and buy them
now?

Crepe voiles, special... 95c
Cheviot plaids, special \$1.29
Cloakings, sale... \$1.45
Plain and Roman Stripe Cloakings, sale... \$1.45
Roman stripe suitings \$1.75
Crepe suiting, sale... \$1.73
Velour suitings, sale, \$2.45

Imported Gabardines... \$2.45
Plaid suitings, sale... \$1.65
Imported broadcloth... \$2.19
Plaid black and chinchilla cloakings, sale... \$2.95
50-inch Black Astrakhans Special, \$2.95, \$3.75 to \$4.75
Scotch plaids, sale... 59c
Second Floor.



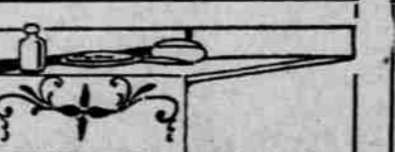
75c Box Stationery 39c
—Pure white linen paper, 24 sheets and
24 envelopes to match with new French
cut flap—bordered with gold.

50c Card Cabinets, 25c
—Packed with 24 gold-edge cards in two
sizes with envelopes to match. Basement

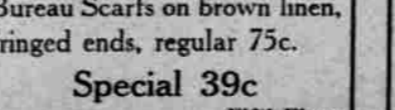
Children's Dresses
Regular \$1.50 to \$2.50 Each
Sale 98c
—Of lawn, lingerie
cloth and crepe,
straight and waisted
styles, trimmed with
embroidery or lace
insertion, others with
colored pipings. Sizes
2 to 6 years. Fourth Floor



HAND-EMBROIDERED
Bureau Scarfs on brown linen,
fringed ends, regular 75c.
Special 39c
Fifth Floor



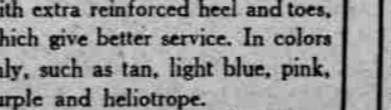
Colored Silk Stockings
Regular \$1.00 Pair
—Women's colored silk stockings,
made of pure thread silk, all made
with extra reinforced heel and toes,
which give better service. In colors
only, such as tan, light blue, pink,
purple and heliotrope. —First Floor



Rubber Water Bottles
Reg. \$1.50
Sale 63c
These bottles are made of
heavy maroon rubber with
reinforced strapped seams.
Durable and serviceable. Two
and three-quart capacity. First Floor



Framed Pictures
69c
Reg. \$1.50
—These pictures are beautiful color reproductions of the old masters, artistically framed in Roman gold and French gray antique finished frames, decorated with rosebuds and carved effects. In two sizes. Sixth Floor



House Dresses
Selling to \$1.50
Sale 95c
—Made of per-
cale, gingham
and chambray in
checks, fancy fig-
ures, plaids,
stripes and plain
colors. In laven-
der, pink, cadet,
light blue, navy,
black with white,
blue and white checks. —Fourth Floor