

ECONOMY BASEMENT

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See the Toy Ad on Page 3

Annual December Christmas Gift Sale

See the Furniture Ad on Page 1

for "Shop Early" Customers Who Buy Wisely and Economically



Extraordinary!

Of Course It Is—It's Unparalleled—Think of It!

—Dresses of Canton crepe, crepe de chine, tricotine and poiret twill—tailored in the very newest styles, smartly trimmed—ready for immediate wear.
—Why, in most cases the material cost is greater than the sale price.

Tomorrow These Dresses Go on Sale

\$12

—Also at this extremely low sale price—\$12—are coats of fabrics that cost by the yard more than these finished garments are to be sold for. Coats of velour, melton, heather mixtures, tweeds; many of the coats richly fur trimmed. All sizes 16 to 44.
—In your own interest we ask you to come early with the opening of the store so we can extend you the service we delight in giving.

Practical Gifts FOR WOMEN

Women's Mercerized Silk Bloomers **98c**

—Full cut reinforced bloomers of mercerized silk. Sizes 5 to 9. Big bargains at 98c a pair.

Women's Silk Fiber Vests, Special at . . . **\$1.39**

—Dropstitch effect in flesh tint, white, orchid and maize. Also plain stitch vests. All sizes.

Girls' Silk-and-Wool Union Suits, Special **\$1.75**

—Size 6 to 16 years. Fine quality. Very acceptable gifts. Extra special.

Women's Wool Hose Very Specially Priced . . **98c**

—Brown, green, blue and gray heather. Reinforced heels and toes. Slightly imperfect. All sizes.

Women's Silk Hose Unequaled Bargains **\$1.19**

—Ribbon-backed hose in black, Cordovan and African brown. All sizes. Extra special \$1.19 a pair.

Infants' Silk-and-Wool Hose Special at **59c**

—All sizes 4 to 6½, in white only. Silk toes and heels. Some slightly irregular.

Gift Handkerchiefs at Bargain Prices

—Who ever heard of buying such pretty handkerchiefs as these for as little as **5c, 12c and 19c**
—Women's and children's handkerchiefs, all white and white with colored borders. Three great groups at three wonderful sale prices.

LEATHERWARE GIFTS

500 All-Leather Handbags and Vanity Boxes

Special at

\$1.95

—Dozens of styles in black, brown, tan and gray. Soft pouches, swagger effects and regulation styles. Wonderful for Christmas gifts.

Boston Bags Special at \$1.49

—Genuine cowhide bags in black and brown, 14, 15 and 16-inch sizes—100 in the sale. Come early.

Children's Vanity Boxes 69c

—Just like mother's, with fittings and everything. Large mirrors. Special.



Nothing short of sensational is this Millinery Sale in the Economy Basement.



216 Trimmed Hats

Direct from New York Extra Special

at **\$2.98**

—Satin and gold cloth turbans, lovely velvets, pretty trims, fetching shapes, the most remarkable millinery offering in a long time. At \$2.98.

—Gifts the women will appreciate when the winter winds howl.

Women's All-Wool Beacon Blanket Bathrobes

Extra Special

at **\$3.95**

—Trimmed with satin ribbon on collar and with cord to match. Light and dark grounds with pretty floral designs. Practical and serviceable gifts for the women.



Infants' Beacon Robes **\$1.00**

—Extra specially priced Beacon blanket robes in pink and blue, with animal designs. Cord to match. Very special at \$1.00.

Make Rainy Days Pleasant

Give Her an All-Silk Umbrella—Special at

\$3.95



—Umbrellas with new style handles, made of all-silk taffeta on 7-ribbed paragon frames. Guaranteed rainproof. Black, brown, navy, green, purple and red. Buy now for Christmas giving.

Piece Goods and Domestics at Prices That Mean Big Savings

—27-inch costume velvet. Specially priced, yard **\$1.69**

—36-inch wool batiste. Specially priced, yard **69c**

—40-inch wool fabrics. Specially priced, yard **98c**

—50-inch brocaded velour. Specially priced, yard **\$2.45**

—36-inch Tuscan nets. Specially priced, yard **49c**

—36-inch new cretonnes. Specially priced, yard **19c**

REMNANTS REDUCED

—Large lot of remnants in 1 to 10-yard pieces.

Ginghams
Percales
Outing Flannels
Sateen
Longcloth
Etc., etc.

—Some priced as low as

10c a Yard

MEN! Here Are Some Real Bargains for You

Men's All-Wool Union Suits Extra Special at **\$4.45**

—Heavy weight, just right for winter wear. Full cut and made for comfort and service. All sizes at this unusually low price.

Men's Outing Night Shirts **\$1.29**

—Medium weight gowns of excellent quality. Flat and military collar. Sizes 16 to 20.

Men's Wool Heather Sox **49c**

—Just about half price for these all-wool hose. They're slightly imperfect but real bargains nevertheless.



Men's Wool Knitted Vests Special at **\$3.39**

—Just 100 of these new style novelty vests to go at this almost unheard-of price. Plain and fancy shades and color combinations. Many of these about HALF PRICE. Sizes 36 to 44.

BOYS! Have Your Mothers Bring You Tomorrow After School

Boys' Wool Mackinaws **\$6-95**

—All-wool garments, made to withstand hard usage. Sizes 6 to 10 years. Full belted, with deep notched collars. Checked and plaid patterns in green, red, brown and gray.



Boys' Sweaters Special at **\$3.49**

—Heavy wool sweaters for sturdy outdoor boys. Wanted colors with contrasting stripes. Sizes 28 to 34.

Boys' Pajamas Special at **\$1.69**

—Heavy outing flannel pajamas for boys of 8 to 16 years. Military collars. Coats finished with frogs.

Boys' Caps Special at **69c**

—All-wool caps of home-spuns and chevrets. Desired shades. Extra specially priced at 69c.

Gift Stationery

500 Boxes of Stationery at **33c**

—Blue, pink, helio, buff and white. One quire of paper and 24 envelopes greatly underpriced at 33c. Very acceptable gifts.

Gift Jewelry

Imitation Pearl Necklaces

Special, **\$1.19**

—Graduated strings of fine luster. 24-inch length, in satin-lined box. Wonderful gifts.

Sterling Silver Bar Pins

Stone Set **\$1.39**

—All of sterling silver set with rhinestones and combination color stones. In individual velvet boxes.

Men's Pure Linen Handkerchiefs Special at **25c**

—Fifty dozen full-sized linen handkerchiefs with ¼-inch hem. Extra special at 25c each.