

Tomorrow Will Be Our 591st Bargain Friday Sale

Let These Extraordinary Offerings Speak for Themselves

85c Silk, Friday at 49c Yard

It is an unwritten law in our Silk Section that each Friday special must be a little better than the one that preceded it. This offering has been arranged accordingly. Forty bolts of Pure Silk Taffetas of chiffon finish, of rich high luster, shown in all the wanted shades for street or evening wear. It is a very durable silk of full width, that is always sold at 85c a yard. Specially priced for Bargain Friday at only **49c**



Dress Goods Sale Continues

If you have not already taken advantage of the wonderful values offered, do not fail to be here tomorrow.

- 50c and 65c Silk Plaids reduced for Bargain Friday at only **39c**
- 85c New Novelty Fabrics reduced for Bargain Friday at only **69c**
- \$1.25 Anderson's Scotch Plaids reduced for Bargain Friday at **89c**
- \$1.50 New Novelty Fabrics reduced for Bargain Friday to **99c**
- \$2.00 All-Wool Suitings reduced for Bargain Friday to only **\$1.39**

Great Underpricing Sale Women's and Children's Knit Underwear and Hosiery

A Great Overstock Is Underpriced! And Reductions Run Up to a Third and a Half! Be Sure You Profit By These Extraordinary Savings!

It is better to err sometimes and provide too liberally for a new season's demand than to "run out" before the season is half over, for many a good customer is lost through a "skimpy" stock. We have only ourselves to blame for the loss we're about to take—and we take it cheerfully, because the greatest Fall business in our career justifies the sacrifice. We say frankly that for the past months no customer has gone away from our Knit Underwear or Hosiery Sections because something was missing that should have been in stock, and hence we believe no customer has been lost to the store. Likewise, we'll make more friends now by the stock-reduction savings. These are good, sufficient and reasonable reasons, friends, for the present matchless values. READ OF THE WONDERFUL SAVINGS WE OFFER FOR THIS GREAT SALE AND SUPPLY ALL YOUR NEEDS NOW!



Women's Knit Underwear

25c Instead of 40c—Women's Cotton Vests and Pants, well fleece-lined to insure warmth, Fall and Winter styles, in white and cream colors and in all sizes. Neatly finished garments, bought to sell regularly at 40c. Reduced for this sale to **25c**

98c Instead of \$1.50—Women's All-Wool Vests and Pants, shown in the desired styles for Fall and Winter wear. Fine non-shrinking garments of fine rib. They come in all sizes in gray and white colors and are sold regularly at \$1.50 each. Reduced for this sale to **98c**

98c Instead of \$2.50—Silk-and-Lisle Vests and Pants, exceedingly high grade garments, made by the celebrated Globe Mills. Shown in Fall and Winter styles and in all sizes, in white color. Garments that fit perfectly and sell regularly at \$2.50. Reduced for this sale to **98c**

Children's Underwear

Good, warm, dependable Underwear for children from 8 to 16 years, at reductions that will surprise you.

98c Instead of \$1.50 to \$2.00—Children's Vests and Pants in the wanted styles and in all sizes from 10 to 16 years. High-grade all-wool and silk-and-wool garments that sell regularly from \$1.50 to \$2.00 each. Reduced for this sale to **98c**

\$1.69 Instead of \$2.50 to \$3.50—Children's Union Suits, extra fine all-wool and silk-and-wool garments, shown in high-neck long-sleeve styles, in ankle length, and in all sizes from 8 to 16 years. The kind that sell regularly at \$2.50 to \$3.50 a suit. Reduced for this sale to **\$1.69**

Children's Fine Ribbed Cotton Vests, Pants and Drawers, in cream color and in all sizes from 16 to 34, 35c and 40c grades, reduced to **19c**

Wool & Cotton Stockings

Anticipate both present and future needs and take advantage of these great price reductions.

19c Instead of 35c—Women's Woolen Hose. This offering consists of a splendid line of Women's All-Wool Stockings in oxford gray color. They come in all sizes and are made with double heel and toe and were bought to sell regularly at 35c a pair. Reduced for this sale to **19c**

19c Instead of 35c and 40c—Children's Woolen Hose, suitable for both boys and girls. They come in fine and wide rib and are guaranteed fast black. They are very durable, being made with double heel and toe. All sizes. Regular 35c and 40c grades. Reduced for this sale to **19c**

The Old Hickory Stockings for boys, made of the best grade cotton, with double heel and toe, sizes 6 to 10, 25c grade, reduced to **19c**

Greater Values in Our Women's Stylish Suits

Sample Lots and Broken Lines in the Most Desired Colors and Novelty Mixtures, Handsomely Tailored—Best \$15.00 to \$22.50 Values—Your Choice Bargain Friday

\$11.50



Twenty different styles brand new Suits, shown in sample lines and broken lots. They come in black, navy and a large variety of mixtures in brown, gray, green and tan. Style, material and workmanship of the best. You should see these garments to appreciate them. Reg. \$15.00 to \$22.50 values priced for this sale. **\$11.50**

Women's Waists 39c

A large assortment of Women's Waists, sample and broken lines, made of good quality lawn, gingham, madras, poplin, percale and other wash materials. Prudent shoppers are sure to take advantage of this sale. Get your share, too. Reg. values to \$1.00 priced for Bargain Friday. **39c**

Long Kimonos \$1.10

A sale of about 50 dozen Women's Long Kimonos, shown in 12 different styles. All made of good washable materials—German flannel, flannelette and crepe—in light and dark colors in pretty oriental, Persian and figured designs. Neatly finished garments, regular \$1.50-\$1.75 values. **\$1.10**

5000 Yards of Standard Quality Flannelette

Shown in a Full Assortment of New Styles in All Colors—Our Best 12 1/2c Grade, a Yard **8c**

In our Domestic Section tomorrow we place on sale over 5000 yards of standard quality Flannelettes at less than the present mill cost. The assortment includes the choicest new styles in light, medium and dark colorings, suitable for kimonos, waists and children's dresses. Best 12 1/2c quality special Bargain Friday at **8c**

Bungalow Curtain Net at 21c Yard 30c to 40c Grades

In Our Basement we have arranged a bargain sale of 1200 yards of Bungalow Curtain Net. Comes in a full assortment of neat and attractive designs and in white and Arabian colors. Regular 30c to 40c values for Bargain Friday at only **21c**

Mercerized Bleached Damask at 37c Best 50c Quality

In Our Linen Section we place on special sale tomorrow about 20 bolts of Mercerized Bleached Damask. Comes full 60 inches wide and shown in a large variety of neat new designs. Our leader at 50c a yard. Priced for one day only, Friday, at **37c**

Great Sale Neckwear

New Side Ruffles of Oriental Lawn, Net and Venise Lace, Best 50c Kind **25c**

This is one of the most important sales of Women's Neckwear ever announced at this store—the assortment includes 1000 dozen nobby new side ruffles made in the latest and best styles—they come in oriental, lawn, net and Venise lace, plaited on bands to match; they are extra wide, perfectly finished and can be used either on coat or waist—if these had been bought regularly they could not be sold for less than 50c each—tomorrow you have your choice at half price **25c**

Handkerchiefs at Half Price

Fine all linen hand embroidered Initial Handkerchiefs of good size and quality, finished with neat 1/4-inch hem **10c**—regularly sold at 20c each.

Extra Heavy Black Taffeta Ribbons, full 6 1/2 inches wide. A good durable ribbon of perfect quality, always sold at 35c a yard. For Bargain Friday only, for per yard **18c**

A Lot of Ribbons at Half Price

Extra heavy hair bow ribbons, full 4 1/2 inches wide, shown in all wanted shades as well as black and white—best taffeta Ribbons, on sale Bargain Friday at, yard only **12 1/2c**

Venise lace Round Collars, in white and ecru, all widths from 4 to 7 inches, in styles to fit either waist or coat collar, vals. \$1.75, choice **68c**



A Great Sale of Men's Golf Shirts

Made Coat Style, With Cuffs Attached or Separate, Soft Bosom, Two Separate Collars—They Are Regular \$1.50 Values—Special for Bargain Friday at This Very Low Price

\$1.15

Two lines of these popular Shirts with special features. One is made coat style, with cuffs attached, soft bosom and two separate collars to match. The other line is also coat style, with four separate cuffs. "No fade" guarantee with every shirt. The wise man will take advantage of this sale and lay in a season's supply. Regular \$1.50 values. Priced for this sale at **\$1.15**

Another Special Offering Men's Underwear, Regular 79c

For tomorrow, a special-price reduction on Men's Underwear. Natural Gray Wool Underwear, shown in regular Winter weight. The shirts are made with ribbed bottom and extra long ribbed cuffs, self-facing on the front. Drawers are faced with best silesia, have extra facing in the back and three pearl buttons on front. Our best \$1.00 values. Priced for this sale only **79c**

A Great Sale of Flannel Gowns

150 Dozen Women's Outing and Daisy Flannel Night Gowns, in white and neat pink and blue stripes. All sizes. Best \$1.50 grade. Priced for Bargain Friday at, garment

98c Ea.

See our window display. This is without doubt the greatest bargain we have ever offered in Women's Flannel Gowns, and few women will care to miss such a splendid saving opportunity. 150 dozen night gowns made of extra high grade outing flannel or daisy cloth, in plain white, also neat pink and blue stripes. These garments come good full width and length and are very neatly trimmed and finished. Dozens of pretty styles to choose from, Regular \$1.50 values, specially priced **98c**



Revelation in Shoe Values!

At This Sale Economy Goes Hand in Hand With Style

Boys' All Leather Shoes, sizes 8 to 5 1/2, \$2.50 vals. **\$1.49**

Fashionable New Handbags Nearly Half Price

500 Leather and Velvet Handbags in New Styles and Shapes, Friday 97c Each

It's a special purchase of fashionable new Hand Bags—just received from one of the largest dealers in the country—the assortment includes both leather and velvet bags in the styles and shades that are in the greatest demand—Velvet bags in navy and black with long cord handles, and fine leather bags in tan, brown and black, with neat strap handles and well finished frames—they are leather lined and come with coin purse fittings—regular \$1.25, \$1.50 and \$1.75 grades, special on sale this extraordinary Bargain Friday at only, each **97c**

Men's \$4 Shoes at \$2.85

The acme of style and quality in these Shoes of gunmetal, patent, vici kid and tan Russia calf—button or lace styles with high knobbed, plain or tipped toe—light or heavy soles and low or high heels—shoes that are sold regularly at \$3.50 and \$4 a pair, Bargain Friday at **\$2.85**

Women's \$4 Shoes \$2.95

Shapely shoes over the new lasts, in gunmetal, patent leather and vici kid—button or blucher styles—high or low heels—light or heavy soles—new short vamps with plain, tipped or high knob toes—all wanted sizes and widths—regular \$3.50 and \$4.00 grades, on sale Friday at **\$2.95**