

SNAP! SNAP! SNAP!

"Prices are breaking all along the line"—and rightly so! The tremendous buying and selling power of this great store is being utilized to the utmost to bring down prices to pre-war basis!

SAVINGS IN THIS SALE AVERAGE 20%

AND SURPASS 50%—WELCOME NEWS FOR THRIFTY PURCHASERS!

There are three things a store must conscientiously adhere to if it is to judiciously gain and hold the confidence of a growing patronage. First, it must sell quality merchandise; secondly, it must advertise that merchandise honestly, and third, it must maintain an efficient and courteous organization to dispose of that merchandise to patrons who respond to the advertising, whether the advertising be direct or indirect. Interlocking are these things, and where one finds a confiding public, one finds a store which has adhered well to these three principles. Or find the institution with an earnest, honest regard for these three, and you will find a large or steadily growing clientele of worthwhile patrons. You may judge us from either angle. Inherent in our service, merchandise and appeal, these three ideas make us new friends and better old friends every day. Comparison and contrast will develop interesting things for you if you will take the time to think—to investigate and make this store YOUR STORE.

Hosiery! For Women and Children in a Sensational Underpricing!

We Have Chosen This Group of Special Offerings as the Feature of This Great Sale Because It Represents What We Believe To Be the Most Astonishing Values in Hosiery of Dependable Quality—Come and See for Yourself.

Children's Lisle Hose at 39c Pair

Just an even 700 dozen to sell at this special price—they are medium heavy mercerized Lisle Stockings with reinforced heel and toe—they are slightly irregular in make, but it is hardly noticeable—nothing to impair their wearing quality—they come in black, in sizes 5, 7, 8, 8½, 9 and 9½.

This Sale While They Last at Pair..... 39c

43c Pair For Women's Mercerized Lisle Hose, Also Silk and Fiber Mixed

FIRST QUALITY Mercerized Lisle Hose, made with garter top and reinforced heel and sole—they come in black, white, rose, purple, pink, champagne, light and dark green, etc.—also white with fancy stripes—not all sizes in each color, but all sizes in the assortment.

And—at the same low price we include a fine lot of silk and fiber mixed Hose in tan color.

It is a saving opportunity to secure a generous supply of summer Hosiery that few women can afford to miss.

Women's Cotton Hose at 19c Pair

We have a splendid lot of Women's Cotton Stockings which we have especially underpriced for this sale, knowing full well that at no other store can you find such unusual values at such a low price.

They are perfect-fitting stockings of good wearing quality, shown in black and in tan colors.

This Sale While They Last at..... 19c



TAKE ONE OF THESE Black Walrus Bags at \$4.79

THE SAVING WILL WELL REPAY YOU In our Basement Section we have underpriced a limited number of Black Roxylite Walrus Grain Traveling Bags made with stitched corners and tan lining—they come in 16 and 18-inch and are both light and durable. While they last this sale at..... \$4.79



LOOK! You'll Hardly Believe It!

But It's True Nevertheless! Here You Can Purchase

Short Silk Gloves at 25c Pair

A FINAL CLEAN-UP OF ALL ODDS AND ENDS—ALL OF FIRST QUALITY AND OF FAMOUS MAKES

The Quantity Is Limited—So Be Here Early If You Would Profit By This Astonishing Underpricing.

Both Tricot and Milanese Short Silk Gloves in two and three-button lengths. Included are black, brown, navy, copenhagen, tan, purple, lavender, etc. Sizes are 5½, 6, 6½ and 7—not in each color, but in the assortment. There will be sensational selling. Come early.

Pay Only 25c Pair While They Last

Only a limited number of pairs to any one purchaser. No phone or mail orders. No C. O. D.'s.

Astonishing! IS OUR IDEA OF THIS OUT-OF-THE-ORDINARY UNDERPRICING OF WOMEN'S FASHIONABLE Pumps and Oxfords at \$1 a Pair

300 Women Will Be of the Same Opinion, for That Is the Exact Number of Pairs to Close Out at This Ridiculously Low Price—a Price That Only Represents a Mere Fraction of Actual Cost of Production.

A final disposal of all that remain from our great special purchase and sale of factory rejects in such well known makes as—

J. AND T. COUSINS, HOLTERS AND A. M. CREIGHTON

And which created such a furor among other shoe merchants and the trade at our former sale price of \$5.85. Pumps and Oxfords in makes regularly sold up to three times this figure. But in order to adjust stock we have decided to close out the entire lot at \$1 Pr.

All are this season's styles in patent, gunmetal and kid leathers—both pumps and oxfords with military and French heels—Goodyear well—McKay and hand-turned soles—broken sizes from 2½ to 8, in widths from AAA to C and D.

Come try on as many pairs as you wish—until you find the pump or oxford that fits and suits you best.

PAY ONLY \$1.00 AS LONG AS THEY LAST

No Phone or Mail Orders—None Exchanged, Sent C. O. D. or Delivered.

Mothers! Don't miss the important saving afforded by this sale of

Ready Made HAIR BOWS 50c

In 4½ to 6½ Inch Ribbons—Plain Colors, Stripes, Plaids, Checks, Warp Print Fancies, Moires, Etc., All at One Price, Ea.

We love to assist you in making the little girls beautiful, and that is just what these handsome Ribbon Hair Bows will do—and what a saving! Many of them should sell at twice or more than the price quoted for this sale.

Included are hundreds of bows made up from Moire, Satin and Taffeta Ribbons in 4½ to 6½ inch widths—1¼ to 1½ yards to each bow—they come in all wanted plain colors—plaids—stripes—checks—printed warp novelities, etc. Of course, the prettiest bows will sell first—therefore, we urge an early visit to our popular Ribbon Section. COME EARLY—PAY ONLY 50c

Exactly 1/2 Price! For Embroidered For Ruffled

Georgettes Net Flouncings
Pretty embroidered Georgette Crepe in flouncings and all-over—comes in black, brown, navy, taupe, champagne, white, pink and orchid, with handsome patterns embroidered in self color or contrasting combinations. To Close This Sale at Half-Price

A fine selection of ruffled and tucked Net Flouncings in one and one-half to three-yard lengths—comes in white, cream, and ecru. A very popular and especially desirable material for the making of summer dresses. A Leader—This Sale at Half-Price

18c Yard for Cotton Wash Laces Camisoles, Brassieres and Underwear

Purchase at this sale for your entire summer needs—such a splendid saving will not again be presented for many, many months.

You have choice from a full assortment of pleasing patterns, suitable for Brassieres—Camisoles—Underwear—Trimming Dresses, etc. Widths from 4 to 5 inches, in white and real shades—bands and edges in Platt Vals.—Imitation Chuni—Crochet—Fillet—Colonial, etc., also narrow Venise and Fillet Venise Laces in white and cream. Unrestricted choice this sale—yard..... 18c

NO MAN— Can Well Afford to Miss the Savings Made Possible by This Sale of Seasonable Weight Underwear

Reliable Makes in Worthy Qualities and Correct Styles for Present Needs—Values That Will Surprise the Most Critical—Note These Two Specials:

Shirts and Drawers, Gar. 79c Union Suits in 98c All Sizes, Suit. 98c
Men's Balbriggan Shirts and Drawers of good weight and well tailored; drawers come with double seat. All sizes up to 46.
Men's Jersey ribbed cotton Union Suits, form fitting and closed crotch. Of regular summer weight, short sleeves and ankle length. Sizes to 46.

Ten Tables Piled to Overflowing with Especially Underpriced Offerings That Will Bring Worthy Savings to HOMESEWERS and HOUSEKEEPERS

PAY OUR MAIN FLOOR—DOMESTIC, WASH GOODS AND DRAPERY SECTION AN EARLY VISIT MONDAY MORNING

TABLE No. 1

19c for Choice From:

- Part Linen—Unbleached—16-inch Crash Toweling.
- Huck Towels—12x28 Inches—White with Red Border.
- Heavy Dice Napkins—Hemmed—White Bleached—Size 18x18 Inches.
- Wash Cloths of Good Size—Pink or Blue Border—2 for 19c
- Standard Calicoes—Both Light and Dark Color Patterns. Every Offering an Unmatchable Value

TABLE No. 3

39c for Choice From:

- Standard Percales—36-inch—Neat Light Colored Patterns.
- Chambays—32-inch—Blue and White Stripes, and Plain Colors.
- Pillow Cases—42x36 Inches—Hemmed—Best Standard Quality.
- White Mercerized Suitings in 36-inch Width—They Come with a Beautiful Finish. Every Offering an Exceptional Value.

TABLE No. 5

59c Yard for Choice From:

- White and Colored Japanese Crepes 29-Inch Width
- Dainty Voiles Crisp new goods—Voiles in both light and dark colors, in an extensive showing of the season's most popular patterns. Three Underpriced Offerings
- Plain Colored Hawaiian Cloth 36-Inch Width

TABLE No. 7

89c Yard For Choice From: Cretonnes Madras Bungalow Nets Marquisettes

All in desirable styles, in white, cream and ecru—also novelty colorings.

TABLE No. 8

98c Yard For Choice From: An Extensive Variety of Styles and Colors in Standard Cretonnes High-class Goods

TABLE No. 9

98c Yard For Choice From: New Dress Voiles in Hundreds of Attractive Dark Colored Patterns Beautiful Fabrics

TABLE No. 10

Summer Bedding Specials Price-Clips That Will Prompt You to Purchase for Both Present and Future Needs

- Bleached Sheets Made of standard quality sheeting, and well made. 72 by 90 Sheets, \$2.25 81 by 90 Sheets, \$2.45 81 by 99 Sheets, \$2.65
- Pillow Cases Well made of fine quality bleached muslin. 42x36 Inch Pillow Cases at 39c Each
- Bed Spreads White Bead Spreads, full size for double beds—a heavy durable quality, finished with neat hem. While They Last at \$3.95
- Huck Towels White with Red Borders 16x32 Inch Special Sale Price, \$2.75 Per Dozen
- Turkish Towels Full Bleached and Ribbed 17 by 37 Inch, at 45c Each Special Sale Price, \$5.25 Per Dozen

Every Woman Will Be Impatient to Profit by This Underpricing of

Black Silks In All Staple and New Weaves



At the first sign of a price break our Silk Buyer snapped up a great lot of high-grade, lustrous Black Silks! Now—you are to profit to the fullest extent by the savings that we secured. These sale prices are just about what other merchants would pay ordinarily—Their Profit Is Your Saving!

At \$1.98 a Yard

- You Have Choice From: 36 Inch Black Peau De Cygne 36 Inch Black Moire Silks 36 Inch Black Taffeta Silks 36 Inch Black Messaline Silks

Black Silks At \$2.49 Yard

First quality, yard wide Black Messalines and Swiss finished Taffetas in the same width. Also 40-inch Crepe de Chine. Every yard a decided bargain at \$2.49

AT \$2.98 A YARD

- You Have Choice From: 36 Inch Black Satin Dutcheuse 36 Inch Black Peau De Cygne 36 Inch Black Gloria Satins 36 Inch Black Dress Satins

Black Silk for Every Purpose and Every Need—All Underpriced

A Third to a Half Saved at This Sale of High-Grade Gowns and Envelope Chemise

This Sale Only at \$1.39 For Choice

They Can't Be Beat! They Can't Be Equaled Elsewhere at Anywhere Near This Low Price.

Diligently we have searched through our entire stock and gathered these extraordinary values consisting of surplus lots, sample garments—those mused or soiled from handling or display—short lines, etc. All these we place on sale at a price that is truly remarkable when the quality, style and workmanship of these garments are considered.

- The Gowns—About 24 styles of fine minkook and muslin gowns with dainty lace-trimming or hand embroidered, pastel shades and plain embroidered designs. Also many fine plain tailored and "Blue Bird" patterns, etc. All cut full width and length and full seamed. \$1.39 All to go this Sale at..... \$1.39
- Envelope Chemise—About 62 styles in these Envelope Chemise with every conceivable trimming of lace, embroidery and hand embroidered. Materials are of the finest minkooks, batiste, longcloth and muslin. Scores of these patterns are valued 25% to 75% more. \$1.39 All to go this Sale at..... \$1.39

