

E. R. ISAAC & CO.

OUR GREAT ANNUAL

STOCK REDUCING SALE

- - Starts Tomorrow, Saturday, October 31st - -

The Earlier You Come, The Better the Selections

YARD WIDE
White
Outing Flannel
19^c Yard
Limit 10 yd. to a Customer.
No Phone Orders

2 Lb. Climax
Comfort Batting
85^c Each
Size 72x90
No Phone Orders

The Sale That Never Disappoints

Pure Linen Table Cloths
\$3.69

Size 85x68 in Floral Patterns with Borders all around. Sold Regular, \$5.98.

Lingerie Materials, Yard
35c

36 inch in Fancy Checks in Pink, Peach, Blue, Orchid. Regular Values to 48c Yard.

Ruffled Curtains, Pair 89c

Queen Ann Curtain, made of Fancy Marquisette, with Tie Backs—Here is Real Value for this low price.

Glove Special, Pair \$1.59

Ladies Cape and Suede Gloves with two clasp, in colors Tan, Brown and Grey. Regular Values to \$2.75 Pair.

Silk Underwear, Special
\$2.48

Silk Step-in, made of good quality Crepe de Chine in Pink, Lace Trimmed. Good Assortment of sizes. Regular Values to \$3.98.

We Offer Our Entire High Quality Stock of Ready-to-Wear at Greatly Reduced Prices

Dresses

Not many women are able to wear Imported Gowns, due to the difficulties in securing and in their extreme high cost, but the

Lovely Frocks

We are offering in this stock reducing sale are accurate copies of the latest and best Paris Creations reproduced by the leading American dressmakers. Both Silk and Wool Dresses in this sale.

PRICED IN GROUPS

\$9.95

Formerly \$11.98 to \$14.98

\$14.98

Formerly \$17.50 to \$19.75

\$18.50

Formerly \$22.50 to \$25.00

\$25.00

Formerly \$27.50 to \$31.50

\$29.75

Formerly \$32.50 to \$37.50



Coats

Every Coat offered in the Sale is new this season, made of the Latest Materials, Fur Trimmed Collars, Cuffs, Tabs and Bands. If you have not purchased your Winter Coat, take advantage of this splendid price.

COATS PRICED IN GROUPS

\$18.95

Formerly 21.50 to \$25.00

\$24.50

Formerly \$27.50 to \$29.75

\$27.50

Formerly \$32.50 to \$37.50

\$39.00

Formerly \$42.50 to \$47.50

\$45.00

Formerly \$49.50 to \$57.50

CHILDRENS COATS

ALL AT

Special Low Prices for the Stock Reducing Sale

BUY NOW!

The Greatest Sale of the Entire Year

Womens Wool Union Suits
\$2.98

Come in High Neck, Long Sleeves, Values to \$5.25 in this lot. A real bargain in a Wool Union Suit.

Silk Petticoats, Each \$2.69

Made of "Rayon" Silk, Silk Jersey and Radium. Regular Values to \$4.98.

Silk Umbrellas, Each \$3.95

SPECIAL LOT OF THESE High Grade Colored Silk Umbrellas, with fancy handles and amber tips. Regular Values to \$7.98. Extra Value to close out, \$3.95.

Silk Petticoats, Each \$3.89

High Grade Silk Petticoats in a large range of colors made from Heavy Knit Jersey and Italian Silk. Regular Values to \$9.98.

Silk Top Union Suits \$1.29

"Athens" and "Kaysor" garments in the special sale come in Flesh, Pink. Good assortment of sizes. Sold Regular, \$2.69 Suit.

Womens Union Suits \$1.19

Cotton Fleece Suits in Sizes 36 to 44

Stock Reducing Sale of Bedding

COMFORTS
Challo Covered Comforters in attractive patterns filled with snow white cotton, \$4.95 Regular.

\$4.48

BED SPREADS

\$4.19

Cotton Crinkled Colored 'Stripe' in Blue Pink and Gold.

Pure Wool Batting

\$3.95

2 lb., size 72x84, Pendleton Pure Fleece Wool for Comforts.

"Pendleton" Fancy Blankets All Reduced For This Sale

WOOL BLANKETS
Size 66x80
\$7.49 Pair

Block Plaid, Colors: Grey, Tan, Pink and Blue.

Cotton Blankets
Size 66x80
Extra Value, \$2.75 Pair, Regular.

PEQUOT SHEETS

Each **\$1.75**

PEQUOT TUBING

42 inch
Yard **42^c**

Pullaway Sheet

Each **\$1.19**

All Wool Blankets

\$8.95

66x80 heavy Wool Plaid Blankets with fine soft finish. Sold Regular, \$10.50.

All Wool Blankets

\$10.98

70x80 Soft Wool Blankets in Block Plaids, Pink, Blue, Rose, Tan, Grey and Lavender. Regular, \$12.95.

Wearwell Cotton Blankets

Pair **\$3.29**

Size 70x80—Extra Heavy

PLAID BLANKETS

\$5.69

70x80 Heavy Wool Mixed Double Blanket in Pink, Blue, Grey and Tan.

KERCHIEFS
At Stock Reducing Prices

Women's Pure Linen **HANDKERCHIEFS**
Each **35^c**

Made with Hand Embroidery, come in a good assortment of Colors. Regular Values to 65c Each.

Mens Handkerchiefs

6 for **\$1.00**

White with Colored Border in Blue, Tan and Lavender. Sold Regular, 20c Each.

Lingerie Materials

Yard **45^c**

36 inch in silk check and drop-stitch Patterns. Come: Pink, Blue, Peach and Orchid. Sold Regular, 59c Yard.

Kimona Crepes

Yard **29^c**

50 inch in Japanese and Floral Pattern. Sold Regular, 39c Yard.

Outstanding Values in Silks

Crepe Satin
Yard **\$2.19**

40 inches wide in light colors, suitable for under garments. Regular Value, \$2.69 Yard.

Flat Crepe
Yard **\$2.48**

40 inch pure dye-crepe of fine, heavy quality. Good range of colors. Very special. Sold Regular, \$3.25 Yard.

SKINNERS
Guaranteed

Satin and Taffeta

Yard **\$2.19**

36 inch wide in a good assortment of Colors. Regular \$2.75 Yard.

Reflection Crepe Satin
Yard **\$2.95**

A wonderful silk for dresses in the new Fall Colors. Regular Value, \$3.25 Yard.

CANTON CREPE
Yard **\$1.69**

36 inches wide in a good assortment of the wanted colors. Sold Regular, \$1.95.

Wool Dress Goods at Special Low Prices

All Wool Poiret Twill

Yard **\$1.98**

45 inch in several good colors. Sold Regular, \$2.48.

WOOL COATING

Yard **\$1.95**

Here is a splendid low price on a lot of good Coatings. Values up to \$3.98.

Fancy Wool Flannels

Yard **\$2.19**

54 inch in Checks and Plaids in the wanted colors. Values up to \$3.95 Yard.

WOOL CREPE

Yard **98^c**

36 inch—Several good colors for dresses. Sold Regular, \$1.69.

Wool Crepes

Yard **\$1.75**

42 inch in good assortment of colors. Sold Regular, \$1.98 Yard.

81x90 Wearwell Sheets
\$1.39

Limit 4 to a Customer—No Phone Orders

81x99 Wearwell Sheets
\$1.59

Limit 4 to a Customer—No Phone Orders.

42x36 Wearwell Cases
38c Each

These Prices Are Representative of the Many Values Offered

TABLE CLOTHS
Each **\$1.35**

Mercerized size 54x54 with Colored Border, Hemstitched, Sold Regular, \$1.48 Each.

Leader Bed Spreads
Each **\$2.95**

Honey Comb Spreads in this Sale size 80x90, Heavy Weight. Sold Regular \$3.25.

Daisy Pillow Cases
Each **34^c**

Size 42x36 and 45x36 made of fine quality Muslin.

HUCK TOWELS

Each **17^c**

Size 16x32 made with tape edge. Regular Value, 40c Each.

Table Damask
Yard **59^c**

Mercerized, 58 inch in Floral Patterns, Extra fine quality for family use.

Silk Camisoles
Your Choice **98^c Each**

Wonderful Values at this low price. Sold Regular up to \$3.98.

BOYS SWEATERS
Each **\$2.75**

All Wool Pullover style in Orange and Black and Maroon and Orange. Regular Value, \$3.50 Each.

Womens Cape Gloves
Pair **98^c**

Come in Brown and Tan, one and two button style, stitching on back.

Ladies Silk and Wool Hose
\$1.25 Value, Pair

88c

No Phone Orders
Colors: Beige, Fawn, Rosewood, Bombay, Black and Brown.

Outing Flannel

Yard **22^c**

36 inch Fancy Stripes, light and dark patterns. Sold Regular to 30c Yard.