

# THE WOMEN'S STORE

Announces Saturday, January 11th, the Opening Day of the

# GREAT WHITE SALE

A merchandising event for which preparations have been under way for many months. An event which affords immeasurable opportunities for noteworthy savings on staple merchandise for home and personal use



### UNDERMUSLINS

Not only the extremely dainty creations of lingerie fabrics and Crepe de Chine, but unprecedentedly large stocks of plain and staple lines, made from fine grade Longcloth and Nainsooks, all new fresh goods, at decisive savings.

- Envelope Chemise ..... priced from \$1.13 to \$2.85
- Night Gowns ..... priced from \$ .95 to \$3.15
- Corset Covers ..... priced from \$ .45 to \$1.19
- Drawers ..... priced from \$ .90 to \$1.35

### SCARCELY A DRESS BUT WHAT IS REDUCED IN PRICE

DRESSES, DRESSES, DRESSES! Silk Dresses, Georgette Dresses, Serge Dresses, Satin Dresses, Jersey Dresses! Ever, ever and ever so many styles. There are dresses for afternoon, for semi-dress and dancing. If you need a dress for winter wear—if you need a dress for many months to come—now is the time, and these are the dresses to buy.  
Special prices at \$8.50, \$12.50, \$15.00 \$18.50 and up to \$37.50.



### WOMEN'S WINTER SUITS

If we have your size they will be sold awful cheap. Tailored in navy blue and black poplin, serge and mixtures. Reduced for White Sale, they will create busy selling at these prices:

\$16.50, \$18.50, \$22.50, \$27.50

### LARGE STOCK SKIRTS

Practically any woman who needs a skirt can get one at these prices. They are made in many types, from plain and fancy material, both silk and worsted.

Priced at \$2.50, \$3.50, \$4.75, \$6.50, \$8.50

### SILK AND JERSEY TOP PETTICOATS

With soft Taffeta flounces, in nearly all the wanted styles and colors; pleating and flounces finished with small ruffles. These, too, are in the January Sale as one of the many money-saving opportunities.

Priced at \$3.95, up to \$6.50

### WHITE SALE OF CORSETS

High grade Corsets in pink and white, and front or back laced models. Are broken in sizes and styles. While they last they will be sold greatly reduced.

89c, 98c, \$1.15, \$1.65 up to \$4.50

## SPECIAL OFFERINGS FROM OUR DOMESTIC DEPARTMENT

#### LADIES' HOSE

Fast black Economy Hose for ladies... Special, five pair for ..... \$1.00

#### CHILDREN'S HOSE

Economy Hose for children, broken sizes. Special, six pair for ..... \$1.00

#### SPECIAL

- Bleached linen crash toweling ..... 25c
- Stevens all linen heavy crash toweling ..... 33c
- Extra heavy Cheviot shirting, while it lasts, per yard ..... 35c
- 36-inch Berkly cambric ..... 29c
- 36-inch fine quality Lakeside cambric ..... 24c
- 36-inch heavy bleached Muslin ..... 19c
- 36-inch Daisy nainsook ..... 23c
- 36-inch bleached fine muslin ..... 24c
- 36-inch fine baby nainsook ..... 36c
- 36-inch special lot fine Longcloth ..... 33c
- 36-inch fine English nainsook ..... 60c
- 72x90 united seamed sheets ..... \$1.09
- 81x90 standard bleached sheets ..... \$1.85
- 81-inch Wearwell bleached sheeting ..... 69c
- 81-inch Wearwell brown sheeting ..... 65c
- 42x36-inch united pillow cases, each ..... 32c
- 45x36-inch Wearwell pillow cases ..... 48c

#### WOMEN AND MISSES COATS

Odds and ends of high priced Women's and Misses' Coats of full length, plain or mixtures. Some with plush collars. Dressy Coats of better styles than you would expect to find in this always busy department.

Priced \$16.50, \$21.00, \$33.00, \$45.00

#### CHILDREN'S COATS

In this January White Sale we include our entire line of Children's Coats. The assortment is very complete as to sizes and styles. When you see these you will wonder why you did not buy long before this.

Priced at \$4.25, \$6.25, \$8.50, \$10.50

#### SKATING COATS

All wool Mackinaw Skating Coats, made with high collar, semi-fitting, in three-quarter lengths. Gives plenty of room and freedom in skating. Not heavy, but wind proof and warm. Special Sale prices, each ..... \$10.00

#### BED SPREADS

Five dozen superior quality, full size bed spreads at ..... \$2.35  
Three dozen extra good quality bed spreads, cut corners, Morsales pattern, full size ..... \$3.35

#### JANUARY SALE ON SILKS

- 36-inch fancy plaids and stripes... Special, \$1.89
- 33-inch imported Pongee... Special ..... \$1.33
- 40-in. C.C. quality Crepe de Chine. Special, \$1.55
- 27-inch Susie silk... Special ..... 29c
- 36-inch black Taffeta... Special ..... \$1.39

#### BLACK DRESS GOODS

- 42-inch fine all-wool Princess cloth ..... \$2.25
- 50-inch fine all-wool Charmeuse ..... \$1.90
- 42-inch fine all-wool Poplin ..... \$1.10
- 50-inch fine all-wool French Serge ..... \$1.90

#### COTTON BLANKETS

64x76-inch Wearwell heavy cotton blankets, white, gray, tan... Special ..... \$2.95

#### TOWELS

- Huck Towels ..... 25c
- Twenty-five dozen of fine heavy cotton huck towels, plainly hemmed. .... 19c
- Bath Towels ..... 19c
- Twenty-five dozen 15x30 inches, bleached, double thread Terry bath. .... 39c
- Turkish Bath Towels ..... 39c
- Ten dozen 22x36 inch heavy bleached, double thread bath towels, neatly hemmed ends. ....



### GEORGETTE AND CREPE DE CHINE WAISTS

Pretty dainty affairs with round or square necks and trimmed with beads or plain tucks. May be had in white, flesh, navy blue, black. Sizes 36 to 46 ..... \$5.45

### PLAID AND STRIPED SILK WAISTS

In smart convertible collars; are serviceable and pretty. They are in the White Sale at ..... \$4.65

### CREPE DE CHINE WAISTS

Of snowy white, dainty pink; also dark colors, including black. Made in many different new models. They are also grouped in this White Sale at a greatly reduced price of ..... \$4.15

We do not hold many sales, but when we do you may be sure that they are honest, above-board, and founded on a legitimate cause. Then, too, we carry only dependable merchandise, thus protecting you at all times from receiving inferior goods.

# THE WOMEN'S STORE

H. N. MOE, Prop.

During the rush and excitement of our January White Sale, the service of this store will be doubly appreciated. Just because prices have been reduced is no reason why service should be curtailed. At least, that's what we think.