

# ANNUAL MID-WINTER SALE

## Just Folks.

By EDGAR GUEST.

### AGE AND YOUTH.

are talking fame and fortune, are young and brave and are talking friends and friends—

—that's a sign I'm getting old; are talking deeds of valor, high achievements and success; no doubt you think me foolish just for talking helplessness.

I've lived for fame and fortune, served them both and struggled through.

to think them all-important, when I was a lad like you; when some old-foggy muttered words about the joy of friends, put him down as crazy; I was seeking nobler ends.

must fight and try to conquer, seek new goals at every turn, from lines but from experience all the truths of life we learn; when all the fighting's over, the battle's lost or won.

even want to count their friendships and the good that they have done.

we thought and acted kindly, have we helped the times we could? we lived among our people as an influence for good?

we love the esteem of others, have we loved as well as gold? are we what we find important when at last we're getting old.

willard Storage Battery Company

CLEVELAND, OHIO.

Programs Eastern Standard Time.

WTAM—Cleveland—265 Meters.

Monday, Feb. 16th, 1925.

7:00 to 7:30 p.m.—Willard Studio.

8:00 to 8:30 p.m.—Willard Studio.

9:00 to 9:30 p.m.—Willard Studio.

10:00 to 10:30 p.m.—Willard Studio.

11:00 to 11:30 p.m.—Willard Studio.

## SURPRISING VALUES

### DRESS GOODS

#### DO NOT MISS THEM.

This is an opportunity you should not let pass. We have made substantial reductions on all the following lines, and we strongly urge you to purchase early, as we have only a small quantity in some of the following items:

**GABERDINES**—Beautiful all-Wool Fabrics, 54 inches wide, some of them sold originally for \$5.50. Sale Price . . . **1.48**  
Very Special all-Wool 54 inch Gaberdine. Reg. 6.30. Sale Price . . . **2.50**

**WOOL SERGES**—Navy ground, half inch White Stripes. Makes up beautifully in Ladies' Costumes, very dressy, 52 inches wide. Regular 5.20. Sale Price . . . **1.78**  
Plain all-Navy Striped, extra wide width, heavy quality Serge. Regular 3.20. Sale Price . . . **1.28**

**GREY SERGE**—A pretty medium Grey shade, 40 inches wide. Regular 3.50. Sale Price . . . **78c.**

Here you have a selection of two Pieces in mid-Grey, 50 inches wide, of exceptional value. Regular 3.25. Sale Price . . . **88c.**

**ARMURE CLOTH**—Shades Green and Fawn, 40 inches wide. Reg. 1.55. Sale Price . . . **98c.**

**SILK POPLIN**—A splendid Sky Blue Silk Poplin, 40 inches wide. Sale Price . . . **1.18**  
NAVY CORDED-POPLIN. Sale Price . . . **1.35**

**CASEMENT CLOTH**—In a shade of Red only, 36 inches wide. Regular 50c. Sale Price . . . **28c.**

**DRESS TWEEDS**—In Dark Grey and Green, 40 inches wide, also included here are two pieces of Brown Check, 50 inches wide. The early purchaser secures the best. Reg. 2.25 & 3.50. Sale Price . . . **79c.**

Heather mixed all-Wool Tweed. Very special value here, 56 inches wide. Regular 2.20. Sale Price . . . **1.09**

All-Wool Tweeds, shades: Saxe, Fawn, Fancy Checks and Heather Mixtures, 54 inches wide. Regular 4.50. Sale Price . . . **1.75**

54 inch Dark Grey Check Tweed. A splendid value. Regular 3.50. Sale Price . . . **1.59**

A line of very pretty Tweeds in mixed Fawns. All Wool, 54 inches wide. Reg. 4.50. Sale Price . . . **1.98**

Dark Grey Striped Tweed, very neat Stripes, 50 inches. Regular 4.50. Sale Price . . . **1.25**

**COLOURED CHEVIOT SERGES**—Shades: Green, Purple, Dark and medium Grey, 54 inches wide. Regular 4.50. Sale Price . . . **1.75**

Colored Cheviot Wool Serge, in shades Brown Saxe, 54 inches wide. Regular 4.85. Sale Price . . . **1.88**

## Corduroy Velveteen

A splendid chance to buy the making of a Spring Costume at a very reasonable price, and below the new importations. Shades: Grey, Black, Navy, 27 inches wide. Regular 95c. Sale Price . . . **78c.**

Shades: Saxe, White, Myrtle, Navy, Scarlet, Purple, Maroon, 27 inches. Regular 1.50. Sale Price . . . **98c.**

Special in Navy only. A very nice soft Corded Velveteen, 27 inches. Regular 1.95. To Clear . . . **1.38**

## Coloured Velveteen

We offer these as a very special value to all women, and particularly to you mothers who are on the lookout for cheap and pretty fabrics at little prices.

In Ivory, only one piece of this left, 23 inches wide. Regular 70c. Sale Price . . . **48c.**

In shades, Sky, Saxe, Grey, Taupe, Fawn, 23 inches wide. Regular 1.40. To clear quickly . . . **98c.**

Beautiful Soft Pile Velveteen, in shades Green, V-Rose, Red, Cardinal, Myrtle. Regular 1.80. Sale Price . . . **1.28**



## Exceptional Values in GLOVES

**WOMEN'S GLOVES**—White Wool Gloves, seamless knit; some splendid values among them. In Brushed Wool, Regular 55c. 70c. 80c. Sale Price . . . **19c. 35c. 48c.**

**WOOL GLOVES**—Ladies' Black Wool Gloves, raised and Seamless knit. Great for rough wear. Reg. 55c. 70c. Sale Price . . . **19c. 48c.**

**WOMEN'S WOOL GLOVES**—In Brown Heather mixtures only; leather bound wrist, two dome fasteners. Reg. 95c. Sale Price . . . **48c.**

**WOOL GLOVES**—In Brown, Navy and Fancy mixtures, all-Wool Ringwood Gloves; seamless knit. Regular 55c. 70c. 80c. 1.00. Sale Price . . . **38, 48, 58, 68c.**

An assembly of values of which we never had the equal. Every item timely and repriced for quick clearance. Some of them remarkable for their low prices, others for their quality, but all of them for their splendid VALUE GIVING.

## Showroom Department

### Extraordinary Savings



## LADIES' FURS and MUFFS

In a variety of styles, Black and Coloured. Marked less than half price to clear. Reg. 2.90 to 90.00. Sale Price . . . **1.20 to 28.50**

**CHILD'S and MISSES' SELETTE SETS**—Black, Fawn and White. Regular 6.50 to 10.00. Sale Price . . . **1.50 to 5.40**

**CHILDREN'S FUR SETS**—Brown and Grey Hare. Reg. Price 3.10 to 6.50. Sale Price . . . **1.98 to 4.50**

**COATS FOR YOUR DAUGHTERS**—Every-day-wear-Bargains. Warm Coats for school wear. Regular Price 4.50 to 35.00. Sale Price . . . **1.50 to 8.95**



**CHILD'S and MISSES' RAGLANS**—To fit from 4 to 10 years. Balance of large stock. To Clear . . . **1.55 to 4.65**

**CHILD'S and MISSES' DULL RUBBER COATS**—Sizes 6 to 14 years . . . **2.98 to 3.50**

**LADIES' SHORT MACKINTOSH'S**—Only a limited number. Reg. 12.90. Sale Price . . . **7.90**

**A SPECIAL SALE OFFERING**—In Misses' Dresses, made of Wool, Cashmere and Silk Rep. Colors: Rose, Grey, Brown, Champagne. Reg. Price 5.75 to 11.00. Sale Price . . . **2.48 and 2.58**

**ERMINE NECKLETS**—Just the thing to wear with your new Spring Costume. Specially priced for this Sale . . . **3.95 to 7.25**

**MARABOUT COLLARS and STOLERS**—Regular Price 2.00 to 24.00. Sale Price . . . **1.98 to 4.50**

**REMARKABLE VALUES: LADIES' DRESS SKIRTS**—Consisting of Serge, Tweed, Emolene, Lustre, Saten. Marked down for this Sale, regardless of cost . . . **1.18 to 3.50**

One only all-Wool Knit Navy Skirt. Regular 10.50. Sale Price . . . **5.98**

**SPECIAL: LADIES' FANCY UNDERSKIRTS** . . . **78c.**  
**LADIES' STRIPED ZEPHYR UNDERSKIRTS** . . . **50c.**

**MISSES' NAVY SERGE SKIRTS**, Special . . . **98c. to 1.28**

**JERSEYS**—Suitable for small Women and Misses. Surplice tie back style. In shades of Coral and White, Turquoise and White, Maroon and White. To Clear . . . **1.59**

**COATS—TWEED and BLANKET CLOTH**, Colours: Rose, Henna, Saxe, Grey . . . **1.95 to 9.95** Black **4.78**

**POLO CLOTH COATS**—Special for this Sale. Regular 14.90. Price 29.50 . . . **14.90**

## BLOUSES, JUMPERS, etc.

**FANCY MUSLIN BLOUSES** . . . **38c.**  
**GEORGETTE BLOUSES**—Regular values up to 11.00. Sale Price . . . **1.98**

**DELAINÉ AND COTTON JUMPERS**—**46c.**  
**CHILDREN'S JERSEY COMBINATIONS**—Jersey and Knit, with Pants, Cream and Brown. **2.65 and 2.95**  
**ONE ONLY LADIES' ALL WOOL KNIT SKIRT**. Reg. Price 10.50. Sale Price . . . **5.98**



## Clear Away of Remnants!

Reductions made here regardless of the first cost, we want them cleared out, so they must go even at the tremendous sacrifice we have marked them, consisting practically of everything required in the home, in fact far too many to mention individually. Here are a few of them: Serges, Tweeds, Voiles, Flettes, Scrims, Sheetings, Flannels, Muslins, Lawns, etc., etc.

## CHARMING SILKS AT SPLENDID REDUCTIONS



**COLORED SATIN CHARMANTE**—Shades of Ivory, Taupe, Nigger, Myrtle, Saxe, Navy, 38 inches wide. Reg. 4.30. Sale Price . . . **2.28**

**COLORED CHIFFON TAFFETTA**—Shades: V-Rose, Saxe, Ivory, Myrtle, Grey, Nigger, Navy, Prunelle, 36 inches wide. Reg. 3.50. Sale Price . . . **2.82**

**COLOURED SATIN MOUSELINE**—Shades of Pink, Sky, Grey, Golden Brown, Purple, Taupe, Navy, Myrtle, Champagne, 38 inches wide. Regular 2.95. Sale Price . . . **3.28**

**WHITE SATIN MOUSELINE**—Very Special, 38 inches wide. Regular 3.95. Sale Price . . . **2.89**

**WHITE SATIN CHARMEUSE**—A very beautiful finish, an ideal Dress fabric. Regular 7.80. Sale Price . . . **4.89**

**FOULARD SILK**—In Black and White, Navy, White, Brown and White, 38 inches wide. Regular 3.70. Sale Price . . . **1.98**

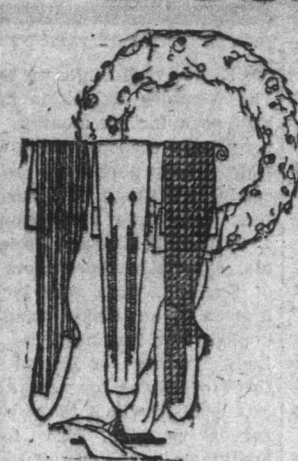
**SATIN MOUSELINE**—Very Special offer in Navy and White Stripes, Navy and White Spot. Regular 3.75. Sale Price . . . **1.98**

**SHANTUNG SILK**—Navy only. Very Special. Regular 1.50. Sale Price . . . **1.48**

**BENGALINE SILK**—A genuine bargain for the early purchaser, 36 inches. Regular 2.75. Sale Price . . . **1.48**

**SILK POPLIN**—In Navy only. Will make up very nicely. Very soft texture, 36 inches. Regular 1.55. Sale Price . . . **98c.**

## Unusual Values in Women's and Children's HOSIERY



### CASHMERE HOSE.

Plain Tan Cashmere Hose, spliced heels and toes, fashioned leg; also 41 ribbed extra spliced feet. Reg. 69c. Sale Price . . . **49c.**

### CASHMERE HOSE.

All Wool Tan Cashmere Hose, extra spliced feet, fashioned leg, in plain and 41 ribbed. Beautiful value. Reg. 98c. Sale Price . . . **69c.**

### WOMEN'S HOSE.

In shades of Tony Red and Henna. Marvellous value here. Pure Wool Cashmere, double sole, fashioned leg with reinforced suspender waists. Regular 1.50 and 1.80. Sale Price . . . **78c. 89c.**

### WOMEN'S CASHMERE HOSE

Black Cashmere Hose, spliced heels and toes, fashioned leg, 2 1/2 and 4 1/2 rib. Reg. 1.55. Sale Price . . . **98c.**

### CASHMERE HOSE

In Black only, pure Wool Cashmere, 41 rib, spliced toes and heels, fashioned leg. Regular 1.75. Sale Price . . . **1.10**

### WOMEN'S HOSE

Black Cashmere, all-Wool Hose, 41 rib, seamless toes and heels, fashioned leg. Reg. 1.95. Sale Price . . . **1.19**

### CHILDREN'S WOOL HOSE

Black, heavy New Knit Wool Hose. Mothers, here is a genuine bargain; keep the little legs warm; in sizes 6 1/2, 7, 7 1/2 only; wide rib. Regular 55c. Sale Price . . . **28c.**

### GIRLS' HOSE

Black Cashmere, 2 1/2 and 4 1/2 rib, seamless toes and heels, spliced knees, fashioned ankle; Sizes 9 to 5. Sizes 00—Regular 35c. Sale Price . . . **28c.**  
" 0—Regular 35c. Sale Price . . . **30c.**  
" 1—Regular 40c. Sale Price . . . **35c.**  
" 2—Regular 42c. Sale Price . . . **35c.**  
" 3—Regular 47c. Sale Price . . . **44c.**  
" 4—Regular 53c. Sale Price . . . **48c.**  
" 5—Regular 58c. Sale Price . . . **55c.**

### Raglan Cloth

In three shades only: Brown, Fawn and Grey, 64 inches wide. A splendid Cloth for Men's, Women's and Children's Raglans. Regular 2.50. Sale Price . . . **1.68**

Regular 5.25. Sale Price . . . **3.95**

### Tweeds

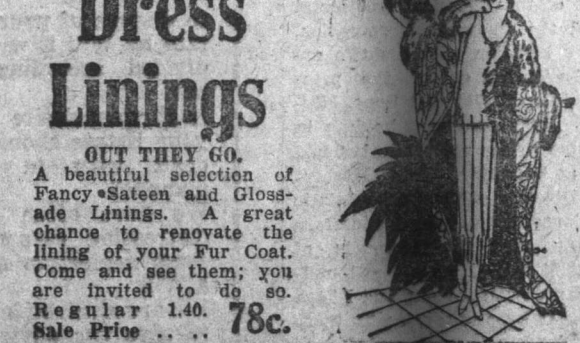
We have collected the very best values in Tweeds in both single and double width. This Department has contributed its very best in Green, Grey and Brown Check; also some splendid Fancy mixtures. An opportunity we strongly advise you Mothers and Dad to take advantage of. You can make up a Suit for your kiddie at very little cost.

Single. Regular 80c. Sale Price . . . **38c.**  
Single. Regular 75c. Sale Price . . . **59c.**  
Single. Regular 1.25 Sale Price . . . **73c.**  
Single. Regular 1.55 Sale Price . . . **88c.**

Double width. Regular 1.20 Sale . . . **69c.**  
Double width. Regular 1.50 Sale . . . **97c.**  
Double width. Regular 1.85 Sale . . . **1.25**  
Double width. Regular 2.35 Sale . . . **1.99**

### Dress Linings

**OUT THEY GO.** A beautiful selection of Fancy Saten and Glossade Linings. A great chance to renovate the lining of your Fur Coat. Come and see them; you are invited to do so. Regular 1.40. Sale Price . . . **78c.**



## Bargains in Underwear

This is a clearing lot of a few discontinued lines; Ladies' and Children's Vests, Pants and Combinations, Wool and Cotton, all-Wool, Wool and Silk, selling at prices regardless of cost.

**VESTS and PANTS**—High, Low and V-neck, long and short sleeves. Reg. 1.15 to 2.90. Sale Price . . . **88c. to 1.98**

**COMBINATIONS**—Regular 2.50 to 6.40. Sale Price . . . **1.68 to 3.18**

**CHILDREN'S PANTS and COMBINATIONS**—Reg. Price 1.10 to 1.25. Sale Price . . . **68, 78, 88c.**  
**COMBINATIONS**—Regular . . . **88c.**

# G. KNOWLING, Ltd.