

We Nearly Doubled Last Year's Opening Day's Sale Attendance -- A Total of 9,481 Persons Entered the Store Yesterday

High Grade French Velours Purchased in 1913--Worth Now \$4.25



Surprising in view of the fact that no velours have come from France, to speak of, since war's advent Canadian mills choked with orders-American factories closed to us because of tariff. THEREFORE, this offer takes on an

aspect of hugeness in value-giving. This morning we offer the remainder of our ines of French Velours, English Velvets, Velours, Chenille, etc., at the one price, of hangings. ALL 50-INCH GOODS. We value these at \$4.25 the yard. You'll say they are worth more. BUT please shop early to avoid disappointment. No C.O.D.

Also 100 of these, family size, cuts

all kinds of fruits, meats and vege-

Moroccoline

Nottingham Curtains, 98c Pair

Involving Grades Retailing \$1.25 to \$1.75 About 100 pairs of Nottingham Lace Curtains, in colors of white and cream, 2 1-2 and 3 yards flong, with overlocked edges;

Brass Jardinieres | Food Choppers

too only, all brass, brushed brass and bright finish; very neat design, medium size. A

tables into fine, medium or coarse pieces. A combination for 1 and meat cutter. Three extra knives; capacity, two pounds per minute. Regular \$2.50. wonderful bargain. Regular \$2.00 and \$2.25.

Genuine Leather Club Bags, \$4.95

25 only, genuine leather, black, walrus grain, extra deep, leather corners; full size, double leather handles; Fabricoid lining, 18 and 20-inch. A very handsome bag. Regular \$10.00.

Tiffany Blend Wallpapers

Leather, \$1.00 Yard Clearing the balance of the most 11-2 yards wide, in a beautifully beautiful conventional designs. Regblended effect of brown. Regular \$2.00

We will supply enough Enough Paper for a wall, border and ceiling for Room Costs \$2.58 any room in the house to 12x 12x9 for only\$2.58

A Departure of Formerly to \$7.00 Now



This is decidedly a sale with a vengeance! These are shapes that would sell ordinarily for as much as \$7.00. Not a single hat in the lot is worth less than \$3.50-500 take the reduced tags today. There are:

120 Misses' and Young Ladies' Tams, black and colors.

50 Ladies' Ready-to-Wear Hats.

80 Shapes for matrons.

54 extreme shapes.

196 Sailors, small, medium and large styles. A majority are of the famous French Lyons velvet with an exquisite soft nap. Your choice of these lovely Untrimmed Hats today

Floor Two.

Laces Now 29c

chet, also Val. and Novelty Laces, Edges and Insertions.

HANDKERCHIEFS

In all-linen; initials, plain hemstitched and Cluny. Real Irish Cro- 1-4 inch hems, also hand embreidered sheer linen. These are 50c, 75c and \$1.00 regular

Regular to \$1.00 yard-29c



COAT MIDDIES, \$1.45 Former \$1.98 to \$3.50 Grades

A very special offer, indeed! 50 only Jean and Drill Coat Middles or Pullovers, all white or with colored smocking and colored collars and ties. While the 50 middles last, \$1.98 to

65c BRASSIERES Now

Why Not a Kitchen Set, 39c?

Your Boy Needs a Sweater!

Woven of good weight cashmerette, soft to the touch and yet

very warm; in navy and brown. The entire suit from head to

ankles. What better means of protection from cold and high winds.

Crepe de Chines Debut, \$1.39

Crepe de Chine at such a figure before. We have 250 yards of it.

An exceptionally rich weave-quite for the best frock and blouse

tan, golden brown and grey; \$1.50 to \$2.25 qualities, at, yard, \$1.39

Better ORDER This Navy Serge NOW!

Main-7th Avenue.

When Were Gold Bracelets Lower?

Bracelet, set with pearls, in scroll design and in solid gold. Regular price

Bracelet, in solid gold with locket, for two photos. Regular price \$11.50.

Bracelet, in plain 9k gold band, with | 1 only, with pearl set scroll in solid

Men's Signet Rings Clear Out at Half

Men Call This

Sturdy Boot--- "A Bear

year west, full toe, good fitting last. Regular \$9.00.

Just the boot for the out-of-town man who requires a heavy

Dark Brown Calf Blucher Cut Boot, with double sole, Good-

Army Grain Tan Blucher Cut Boot, double soles to heel,

boot, or the city man who likes a stout walking boot. Shown in

Solid 10k and 14k Rings, in plain signet and embossed patterns;

gold; regular \$15.00. Half price,

only\$7.50

only, engraved half-round band.

with buckle in solid gold, with

safety chain attached. Regular

\$15.50. Half price\$7.75

Four only Gent's Rings, in

large buckle style, set with two

or three garnets. Regular \$9.50

Colored Piques

200 yards of fine quality English

piques; colors of saxe, blue, Alice blue

and also grey; 36 inches wide. Regu-

lar 75c yard. for, yard27 1-2¢

Main—7th Avenue.

Cannot remember having ever sold this particular grade of

In sky blue, flesh, pink, old rose, nigger brown, Russian green,

A generous value in All-wool Navy Serge. The 54-inch grade

200 yards only, so an early trip is certain of reward-all-wool,

Cold stormy days when the young fellow must trudge off to school or on Satur-

days when out of doors means the most to

him—these are the times when a sweater comes in handy. A certain means of protection against colds. These are heavy

knit, right for boys up

to 10 years; \$1.89 sweat-

Entire Jersey Suits

that sells regularly for \$3.25-

safety chain attached. Regular \$11.50. Half price\$5.75

Girl's Bracelet, regular \$15.00.

for\$7.50

Full Size Bracelet, regular \$15.50.

for\$8.75

Ladies' Fancy Dress Rings, set with

We Induced a Traveler to

Part With

100 Towels only, comprising all large

singles, in white linen with hemstitched borders; brown linen Bath Towels, with

fringed ends. Deep spongy weave, actually a great value. Reg. 85c to \$1.00, for, each 47¢

Oxford Shirtings

200 yards, today, very serviceable

English Oxford Shirting, in pink

and white stripe; fast colors; 28

7c Each

rubies and pearls, sapphires and

pearls, and a few other stone settings;

all set in 14k gold. Regular prices

real heavy weave, strong. Regular \$3.25, for,

For Little Boys

making-

4 pieces in all, including one each of the following: 2, 3 and 4-pound low jars and quart milk pitcher. Best quality fine hard glazed stoneware, and a most useful set for holding but-ter, hard, salt, dripping, gravies, pre-serves, etc. Very special, set39c

Buy Crocks Now A Dimited quantity of 3, 4 and 5 gal-lon sizes remains of salt-glazed stone-ware—extra thicknes. Always useful about the house.

Cups and Saucers This Japanese China, neat red and reen decoration; low ovide shape; 6

Candy Snaps 200 lbs. Cream de Menthe Cushions, per

Children's Comfy Combinations, 15c Fine Rib White Cotton Suit, half-open front, perfect fitting,

shell trimmed neck, pearl button front, long sleeve, ankle length, full gusset drop seat; ages 6 to 14 years. \$1.50 value for 75¢

A Small Stock of Manufacturers' Sample Winter Coats and Suits

A continuation of the sensational selling of Tuesday, when we offered the first lot of this stock of makers' sample coats and suits at practically the cost of the materials involved. We have 100 coats and the same number of suits to begin the sale. These that remain at these reductions-

Suits-\$18.50, \$24.50, \$29.50

the fact that they are factory menders. all black, and size 91-2 only. We find most women who can wear

size 9, 91-2 and 10 can be fitted

satisfactorily. While they last - no more than 4 pairs to one customer;

4 pairs\$1.00

Main-Center.

The suits at \$18.50 are easily worth to \$27.50. Of cheviot serge, in many colors and style treat-

Suits at \$24.50, worth to \$35.00, are of guaranteed serge; coats lined with Skinner's twoyear guaranteed satin.

Suits at \$29.50, worth to \$50.00, of smart Donegal tweeds; many for women of large stature.

Coats-\$14.50, \$18.50, \$24.50

Those sale priced \$18.50 and worth up to \$32.50, cut on full, loose raglan lines, all-round belts and large wrap collars.

Coats worth up to \$25.00 and selling for \$14.50, include a lovely line of striped velvets, French cloths and smart tweeds.

Coats selling for \$24.50, and retailing value to \$35.00, are of all-wool Whitney. All cut on latest lines; some fur

Floor Two.

The Model

Hat Water Bottles, 95¢ Of pure gum, guaranteed under normal conditions for year. Two-quart size, strongly made at neck-200

Toilet Paper-Large rolls of Regular 15c each. Sale price, 3 rolls29¢

French Toilet Soaps, of high-grade perfume. Tablets we sell regularly at 50c, 65c, 75c each. Sale price, tablet 29¢ Main-Opp. Elevators.

You'll Thank Us For This Offer of WOMEN'S **BOOTS**

Ready

Service

Garments

Floor Two

A Splendid Range of Ladies' General-Purpose Boots in

the Better Grades Soft Kid Boot, in button styles, in medium heel lasts and comfortable toes. There is generally such a regular demand for this style of boot that it seldom is marked down in price. Sizes 2 1-2 to 9. Regular \$7.50, for \$4.97



Goodyear welt, a full toe last. Regular \$7.00. Black Box Calf Blucher Cut Boot, leather lined, Goodyear welt, double soles to heel, good fitting round toe last. Regular \$7.00.

Any of these Boots

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Sliced Prices

APPLE

A Carload With Thinly

Books, 98c Books Worth Regul \$1.25 to \$2.50

Books suitable for all ages, be and girls' books, selling regularly \$1.50; also a collection of gift b which sell regularly from \$1.25 t each. Your choice SEE WINDOW Main-Right of Elevator

The Store Th Sells Paint Ready-Mixed Paint-I-pir

These sell here daily from \$2.50 to \$3.00. Today, each suit \$1.95 regular 60c All shades as well as whit interior or exterior purposes. paint is right out of regular st.

> Lemon Polishing Oil for all polishe surfaces, especially for use on pig and mahogany furniture Regular

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Men's Shop



These Are Very Heavy Hose, 15

Of hard-wearing grey, double-p cotton. Reinforced at the harde wearing points. Essentially winter hal hose this is. The regular selling price of 25c has been cut to per pair 15

Pay But \$2.25 for a Sweater Coat

A very good winter weight sweats coast for very little money. You probably have a good idea of just what GOOD sweater SHOULD cost you rig now Then investigate these

shawl collar coats. Worth \$3.50, an Main-Tobacco Store Entrance.

Office Men! Commercial Envelopes In Lots, 500 for 79c

Per 500 SEE WINDOW

Writing Tablets

Letter size, ruled or plain, good quality paper; reg. 19c, for 10¢ Main-Right of Elevators.

Dressmaking Forms Take a Price Tumble

Some of these are adjustable some are stationary. All carry mark-a warranty of good con-

Not all sizes, but if your figure is duplicated in proportions, here a value with interest is yours.

For all \$4.50 forms.

\$3.95 For all \$6.50

\$5.95 For all \$10.50

For all \$18.50 and \$22.50 forms.