

TOMORROW, WE START A HISTORY-MAKING, VALUE-GIVING EVENT!



Earle's Anniversary Sale

The Earle Store
Market and 10th Streets, Philadelphia

Women's \$1 Combed Yarn Union Suits 59c
Made of fine combed yarn; low neck and sleeveless, with tureen lace or cuff knee. Neatly trimmed. Regular and extra sizes.
Women's 35c Vests, 20c
Ribbed cotton, with pretty crocheted yokes. Sleeveless. Regular and extra sizes.
EARLE STORE—MAIN FLOOR

The Greatest Collection of Bargains in New Seasonable Merchandise Ever Offered By Any Store Will Be Presented in Our First Birthday Sale
Every Department in The Store Shares!—Supply All Your Needs at These Savings!
After a year of earnest endeavor on our part to give the people of Philadelphia a department store of first rank, and aided by your (our customers') marked appreciation in enabling us to make the Earle Store a marked success, we have put forth every effort **To Outdo From a Bargain Standpoint Any Other Sale Event Ever Held**

For months we have been preparing—collecting the best the markets afforded at best possible price advantages. Our makers have co-operated with us, giving us special lots of merchandise below market values—and now we are ready with an event that assures us of being able to offer bargains of such magnitude, that every woman with an eye to economy will come and share with us.



A Truly Remarkable Anniversary Sale Feature!

437 Women's and Misses' Sample Fall Suits

Originally Intended to Sell at \$20.00, \$22.50, \$25, \$29.75 & \$34.75 **\$17.95**

After weeks of careful preparation and with the co-operation of our best makers we were able to collect this assortment of wonderful suits to sell as an Anniversary Day Sale feature.
They are samples—naturally they are the showpieces—their tailoring is perfect and their style expressions faultless.
The majority are in sizes 16, 18, 36 and 38—but quite a few range up to 44 bust.
Developed of broadcloths, velours, poplins, serges, oxfords, gabardines, burellas and chevots. All the new autumn shades are represented as brown, green, taupe, reindeer, plum, bergie, navy blue and black. Furs, Korami plush, braid and velvets are used for trimmings.
EARLE STORE—SECOND FLOOR



Women's Smart Boots

Values up to \$10.00 **\$3.90** Values up to \$10.00

A wonderful sale of high-grade footwear at a most modest price. All the proper shapes and color schemes of the prevailing mode. Choice of

Lace and Button Boots

With Toppings of Leather and Cloth in Black and Contrasting Colors
In patent leather, black kid, gun-metal, Russia calf, colored kid and colored suede. Some styles have a complete side range, others are incomplete, but the collective assortment is comprehensive.
EARLE STORE—MAIN FLOOR



Men's \$12.50 & \$15.00 Fall Suits & Overcoats \$10.95

We prepared for this event months ago, otherwise it would be impossible to offer such remarkable values at such a low price, at this time of the year.

The suits for young men, in single and double-breasted styles, with belt all around or half-belted French model, in fancy mixtures of chevots, cassimeres and tweeds.

The suits for men, in conservative 2 or 3 button sack style, in neat patterns of worsted, chevots and cassimeres. All sizes in shorts, stouts and regulars.

The overcoats, in fancy mixtures, in tweeds and chevots. Plain or pinch-back style. Also the conservative black and oxford gray Fall topcoats for men. Sizes 33 to 44.
EARLE STORE—SECOND FLOOR

Men's High-Grade Cotton, Wool and Worsted Underwear

A sample lot of cotton, wool and worsted shirts, drawers and union suits, the Janeway brand, at almost half price. Divided into three lots.

Lot 1—Fine combed cotton and wool shirts and drawers. Medium and heavy weight. Sample sizes. Values \$1.50 and \$2.00, at... **95c**

Lot 2—Medium and heavy weights, in shirts, drawers and union suits. All high-grade qualities. Sample sizes, \$2 and \$2.50 values... **\$1.39**

Lot 3—Medium and heavy wool and worsted union suits. All tailor made and high grade. Sample sizes, \$2.50 and \$3.50 values... **\$1.79**

No sample underwear sent C. O. D. No mail or phone orders filled.
EARLE STORE—MAIN FLOOR

Men's 85c and \$1.00 Neglige Shirts 75c

All brand-new patterns and colorings. Made of a fine soft mercerized pongee and fine percale. Perfectly finished and cut amply full. Coat style and soft double cuffs. All sizes.
Men's \$3.50 Fiber and Silk Shirts, \$2.19
A very handsome and high-grade shirt, in solid colors, with a self-colored satin stripe, in pink, blue, tan and lavender. Coat style, with soft double cuffs.

Men's \$4.50 Pure Tub Silk Shirts, \$3.45
All this season's latest patterns and colorings, in both neat and brilliant effects. Made of extra heavy tub silk, guaranteed for color. An excellent assortment.

Men's New Fall Silk Neckwear, 25c
Many of these made of regular size silks. Regulation open-end shape, and a best selection of colorings and patterns in stripes, figures and plain colors.
EARLE STORE—MAIN FLOOR

Men's Sample Fall Hats \$1.25

These are all soft hats in popular shapes and colors. This is an assortment of the manufacturer's broken lines, after his orders have been filled. Every size is here, but not in all styles and colors.
EARLE STORE—MAIN FLOOR

Boys' 2-pr. Pants \$4.29 Norfolk Suits

Nice bright patterns in medium colors. Pinch-back Norfolk style, with extra pants. All sizes to 16 years.
Boys' Norfolk Suits at \$2.98
In several new patterns of brown, gray and olive mixtures. Light and dark colors. Sizes 6 to 16 years.
Boys' Blue Serge Norfolk Suits, \$4.49
Good, fast color navy blue serge, three-piece, belted style. Full lined knickers. Sizes 7 to 16 years.
Boys' Mackinaws, Overcoats and Topcoats, \$4.29
In Scotch plaid mixtures of green, gray and brown. All sizes 7 to 17 years. Cut full and well made.
Boys' Sturdy Knee Pants 59c
Of good, serviceable chevot and cassimeres mixtures. Sizes 6 to 15 years.
EARLE STORE—SECOND FLOOR

22c Fruit of the Loom 15c Bleached Muslins, yd.,

Also other high-grade muslins. Limit 20 yards to a purchaser. None sent C. O. D. No phone or mail orders filled. Yard wide.

75c Bleached Table Damask, yd., 42 1/2c
Beautiful assortment of patterns, with high satin-finished luster. A limited lot to sell at this price.
Heavy Turkish Towels
A manufacturer's samples. All white or with colored borders. Plain or fancy weaves.
18 to 20c 15c Towels, 20c 11 Towels, 55c Towels, each 15c each...
\$1.50 Crochet Bed Spreads, \$1.15
Raised Marcellas designs. Double-bed size. Limited lot to sell at this price.
Remnant Lengths of Flannels, yd., 10 1/2c
5000 yards of flowered and figured flannels, in good useful mill remnant. 16 to 18c grades. Yard 10 1/2c.
EARLE STORE—MAIN FLOOR

Women's Pure Silk Hosiery, at 95c

A wonderful lot of hosiery, secured especially for our anniversary sale. Included are plain black, white and all newest shades. Also handsome embroidered hosiery. All have reinforced lisle garter tops, high spliced heels and double soles. Some are slightly imperfect, although nearly all are perfect. All sizes. \$1.25 and \$1.50 values.

Women's 59c Fiber Silk Hosiery, 35c
In fast black and white. Double lisle garter tops and double soles. Seamless. Slightly imperfect. All sizes. 25c pair, 3 pairs \$1.00.

Children's 25c School Hosiery, 15c
For boys and girls. Heavy ribbed cotton, double heels and toes. Seamless. Mill runs. All sizes. 15c.
EARLE STORE—MAIN FLOOR

Girls' \$5.98 Serge Sample Dresses \$2.98

A sample lot of 100 dresses that are worth to \$5.98. Being samples, there are only one or two of a kind. Trimmed in contrasting colors, embroidery, braid and silk. Sizes 8, 10 and 12 years.

Girls' Cloth and Gingham Dresses, 54c
In sizes 6 to 14 years. Plaid, striped and checked ginghams, cotton serges and plaids. Every dress worth \$1.50.

Girls' Colored Wash Dresses, 33c
Sizes 2 to 6 years. Of plaid, striped and plain-colored ginghams. Pretty trimmed with contrasting colors. Worth 69c.

Children's Muslin Drawers, 8c
Hemstitched and tucked. Made of muslin. Value 15c. Sizes 2 to 12 years.
EARLE STORE—SECOND FLOOR

Boys' Nickel Watches 95c

Guaranteed movements and unbreakable crystal. Just the thing for the boy going to camp. Value \$1.50.
EARLE STORE—MAIN FLOOR

Roll Ends of Genuine Inlaid Linoleums at 37 1/2c & 57 1/2c

a square yard
Full 3 yards wide. Colors go through to the back, and cannot wear off. Many pieces of the same pattern can be matched easily. No mail or phone orders filled. \$1.25 and \$1.50 values.

Full Rolls—New Process Linoleums at sq. yd. 29c
2 yards wide. Variety of patterns. Square yard, 29c.
EARLE STORE—THIRD FLOOR

9x12 Seamless Velvet Rugs \$17.45
Alexander Smith's well-known make. Seamless, and in size 9x12 feet. Pretty Persian effects. The rug noted for hard wear. \$22.50 value.

\$21 9x12 Tapestry Brussels Rugs, \$15.45
Seamless. This season's newest designs and colorings. Mostly Oriental effects. Suitable for any room in the house.
\$27.50 9x12 Axminster Rugs, \$21.89
Seamless. One of the heaviest grades made. Pretty floral and Oriental designs. Extra high nap and closely woven. Alexander Smith's product.

\$29 Tapestry Brussels Rugs, \$7.98
Seamless. Pretty flower designs. Much wanted Persian designs. At \$7.98.
EARLE STORE—THIRD FLOOR

Women's & Misses' Silk and Cloth Dresses \$10.95

Made to Retail at \$15, \$16.50, \$18.50, \$19.75
Hundreds of brand-new models, with clever new draped effects, or beautifully embroidered and contrasting color-trimmed styles. Materials embrace luxurious satins, charmeuse, crepe meteors, taffetas, crepe de chine and serges. All wanted new Fall colors.
EARLE STORE—SECOND FLOOR

Women's & Misses' Fall Coats \$12.95

Of fine chevots, velours, two-tone corduroys, burellas, mixtures and novelty Winter coatings. Some have full fur collars, while others have plush or self collars. All most wanted Fall colors. Sizes for women and misses.
\$10.00 to \$15.00 New Fall Coats, \$7.95
200 coats in all that were intended to sell at \$10 to \$15. Sizes for women and misses. Made of fine chevots, mixtures and plaids. Plush and velvet trimmed styles.
EARLE STORE—SECOND FLOOR

Black Fox Fur Sets \$35.00

Open satin lined animal scarf, with barrel muff. Head and tail trimmed. \$35.00 set.
Kit Coney Fur Sets, \$9.95
Open satin lined animal scarfs. Barrel muffs.
Hudson Seal Ball and Barrel Muffs, \$12.95, \$16.50 and \$19.95
Taupe, Red and Peroy Fox Sets, \$35 to \$95
The newest shape scarfs and barrel muffs, head and tail trimmed. Beautiful skins.
EARLE STORE—MAIN FLOOR

\$5 & \$6 Woolen Blankets \$3.95

Fluffy wool and cotton mixed blankets, perfect quality. Neat pink and blue borders. Mohair binding. Double bed size. Choice of white, gray or fancy plaids.
\$3.50 Comfortables at \$2.95
Figured silkline top and back, with 9-inch sateen borders. Various pretty designs. Medium weight. White cotton filling.
\$2.00 Comfortables at \$1.55
All full size and heavy quality, with neat figured coverings. Limit two to each purchaser.
EARLE STORE—MAIN FLOOR

Women's Silk Taffeta Umbrellas \$2.69

Fine silk union taffetas, on strong jargon frames. Neat assortment of handles for choice.
Children's School Umbrellas, 74c
Made of rainproof taffeta, with neat handles. Special 74c.
EARLE STORE—MAIN FLOOR

A Big Sample Sale of Undermuslins

From one of the best sources of supply, to which the maker has added his surplus stocks at big reductions.
Values up to **79c** at **\$1.50**, at...
Choice of nightgowns, envelope chemise and petticoats. Lace and embroidery trimmings.
69c Muslin Petticoats at 49c
Embroidery trimmed flounces.
Muslin Drawers at 21c
Embroidery trimmed.
EARLE STORE—SECOND FLOOR

89c 3-piece Dutch Curtains 64c
Pretty Dutch curtains, with wide insertion hem, finished at top, ready to hang. Rod FREE. 64c pair.
\$2.25 Nottingham Lace Curtains, \$1.69
2 1/2 and 3 yards long. Extra wide hem. Irish point designs and assorted patterns. \$1.69 pair.
59c Muslin Curtains, 43c
3-piece Dutch muslin curtains, with wide hem side and ends. Cluster tucks finished at top ready to hang. 43c pair.
15c and 18c Curtain Swais, yd., 10c
In assorted designs. Some with wide insertion or colored borders, with ball fringe or neat edge. Cut from full pieces. Will make pretty door or window draperies. 10c yard.

75c to \$1.25 Window Shades, 47c
Hand-made window shades, in assorted colors. Size 36x72 inches. With fixtures, ready for hanging. Slight seconds, but nothing to hurt their wear. No C. O. D.'s.
15c Half Sash Curtains, pr., 10c
Muslin window curtains. Only 10c pair.
Samples and Odd Strips of Curtains, strip, 25c
In cross stripe and lace effects. 2 1/2 yards long. Value to \$1.50 pair, at 25c strip.
EARLE STORE—THIRD FLOOR

Geo. Clark's O. N. T. Cotton; dozen 48c

Black and white. One dozen to a customer. No mail or phone orders filled.
\$7.50 U. S. Dress Forms; Jersey-covered, 4-section, \$4.85, \$15 U. S. Dress Forms; Jersey-covered, 4-section. Can be adjusted in 12 parts, \$7.98.
Cotton Batting; called 1-lb., 29c roll.
\$1.98 Muff Forms; down filled, mensaline ruffle, \$1.49.
\$1.98 Hair Switches, good wavy hair, 98c.
EARLE STORE—MAIN FLOOR

50-Piece American Porcelain Dinner Sets \$3.99

A special assortment of American porcelain. A complete dinner service for 6 people. Has a gold band decoration. Slight factory imperfections.
6 cups, 1 pickle dish
6 butter, 6 5-in. plates
1 round vegetable, 6 7-in. plates
1 bowl, 6 soup plates
1 saucer, 6 fruits
1 meat dish, 1 cake plate
1 oval vegetable, 1 straight sugar and 1 cream

Wood Wash Tubs, 69c
With electrically welded wire hoops.
Furnace Scoops, 59c
Hardwood handle. Steel body.
Curtain Stretchers, 59c
Size 6x12 ft. Adjustable. Centre braced. Non-rustable pins.
4-ft. Step Ladders, 55c
Well-braced legs.
Aluminum Percolators \$1.25
Six-cup size. Glass top.
Wash Benches, 39c
Will hold two tubs.
Oval Wash Boilers, 39c
Made of 10 tin, with swaged sides. Strong handles.
EARLE STORE—BASEMENT

Men's \$6.50 Shaker Knit Sweaters \$4.95

Heavy shaker knit sweater coats, with shawl collar. In heather brown, and V-neck in maroon and gray. All sizes.
Women's \$5 Heavy Ribbed Wool Sweaters, \$3.29
With shawl collar and cash. Two-tone effects. Slightly soiled. All sizes. No mail or phone orders filled.
Children's \$2.50 Sweaters, \$1.69
For boys and girls. In heavy ribbed wool, with shawl collar. Brown, navy, maroon and gray. Nearly all sizes. While the lot lasts. No mail or phone orders filled.
EARLE STORE—MAIN FLOOR

Ready-to-Wear Velvet Turbans \$1.89

Good quality silk velvet in soft draped and shirred effects; smartly trimmed with ribbons, jet and high loops. Black only.
Untrimmed Velvet Dress Shapes, \$1.29
Excellent quality silk velvet, with colored plush combination crown and underbrim. Large sailor and flare effects.
HATS TRIMMED FREE

New Fall Hat Trimmings 33c

The sample line of one of our leading manufacturers of hat trimmings embraced in this group. Included are fancies, ostrich bands, etc. Values to 69c.
EARLE STORE—MAIN FLOOR

\$5.00 & \$6.00 Charming Silk Waists \$2.89

Made of fine Georgette crepes, crepes de chine and satins, embroidered, braid trimmed and tailored styles. Colors are black, navy, brown, green, plum, taupe, white and flesh. Sizes 36 to 44.
White Lingerie Waists at 79c
Lace, embroidery and tailored styles, of fine voiles, organdies and novelty crepes. Large collars predominate. Very dainty styles.
EARLE STORE—SECOND FLOOR

\$1.00 and \$1.25 Fillet Lace Georgette Collars 75c

Sailor back sheer Georgette collars, edged with fine filet and Venice lace. 75c.
50c Fillet Lace Satin Collars, 39c
Various styles of satin collars, edged with filet lace, at 39c.
EARLE STORE—MAIN FLOOR

\$1.85 36-inch Satin Supreme, yd. \$1.49

A most wonderful quality of very soft lustrous satin. Just the weight for the new draped and full dresses. Every leading color and black. Full 36 inches wide.
\$2.25 36-inch Satin de Luxe, yd., \$1.69
Extraordinary quality of soft shimmering satin, the proper weight for suits and dresses. Guaranteed for wear and service. All new Fall colors and black. Full 36 inches wide.
\$2.50 40-inch Italian Satin, yd., \$1.98
A very soft quality of 40-inch black Italian satin. Rich deep black, very lustrous, charmeuse finish. Specially priced, \$1.98 yard.
\$2 Dress Velvetens, yd., \$1.50
27-inch twill back dress and suit velvetens in the new Fall colorings. Very much in demand this Fall for suits and dresses. Regular \$2.99 quality.
EARLE STORE—MAIN FLOOR