# The Safety of This Store Is One of Its Outstanding Features

New Fiction

"The Crystal Heart," by Phyl-

lis Bottome, \$1.90. This writer

has never done more distin-

guished work in the portrayal of

character, in nicety of workman-

ship and interest of background.

"Ten Hours," by Constance I.

Smith, \$1.75. A book which starts

with the heroine's marketing in

the morning and ends with her

most fateful decision at 6 P. M.

"Elizabeth and Her German Gar-

den." \$1.75. As unexpected as

"Threads," by Frank Stayton,

\$1.90. An Enoch Arden situa-

tion treated in a most modern

"Trail's End," by George W. Ogden, \$1.90. A Western story

which gives a vivid picture of a

"Amanda," by Anna Balme

Myers, \$2. A kindly and true

description of character and life in a quaint Pennsylvania Dutch

(Main Floor)

This Genuine

Victrola in a

Console

Cabinet, \$95

Here is a most agreeable so

lution for your Phonograph

This beautiful Console Cabi-

net in mahogany with genuine

There is ample room on the

top for a lamp or vase and

room inside for your record

We have Console Cabinets

Brunswick

Cheney

Sonora

Victrola

(Second Floor)

Inexpensive Silk

Nightgowns

All of pink crepe de chine

some made up in four different

tailored models at \$5, and some

lace trimmed and shirted at \$5,

Sold on convenient terms of

in period types in

VICTOR VICTROLA is dec orative as well as musically

desirable.

payment.

\$5.50 and \$6.85.

frontier town in pioneer days.

Elizabeth's stories always are.

and startling fashion.

"Vera," by Elizabeth, author of

### **Today Is Fire Prevention** Day Throughout the United States

It is creditably stated in the official records of the National Board of Fire Underwriters that during last year there was an actual insurance paid exceeding five hundred millions of dollars, owing to carelessness and ignorance, as stated by the Underwriters.

Infinitely worse than the money loss was the probability that fifteen thousand lives were lost

because of the fires.

The Chamber of Commerce deserves our thanks for its activity in bringing to the notice of the people the necessity for greater care in prevention of fires.

This is not a matter merely for the heads of interests or of business concerns, but for each individual employed to watch against the chances of conflagration.

It may be a long, long trail, but we must come along the way to patiently overcome the losses of life and treasure through fires.



### Colored Felt Hats Trimmed With Ostrich

something almost unknown last winter!-are much in vogue this season. A collection of excellent examples of this becoming mode will be shown in the Millinery Salons tomorrow. Gray felt with gray ostrich, brown ostrich on brown felt, terra cotta, navy, black and other colored hats, each feathered in its own hue. The hats are of fine felt. soft in effect and likely to be very becoming. Priced \$22 and thereabouts. (Second Ploor)

### Best Coat a Young Woman Could Find for \$35

The material in these coats is a soft camel's hair and wool in combination-just about as warm a cloth as you could find. They are beautifully satin lined throughout and warmly interlined.

The color is a light tan, or natural camel's hair. And the fashion is a smart full-length sports model-ragian sleeves, high-buttoned collar, four slot pockets, buckled belt. Splendid value in every way for \$35. Sizes are 14 to 20. (Second Floor)

### A Smart, Serviceable Dress for Young Women at \$22.50

"Laine de guerre" is the fashionable name for the soft ribbed wool jersey of which this dress is made. It is wonderfully warm, light weight and good looking.

The frock is a one-piece bloused model, with detachable collar and cuffs of white on light-colored broadcloth. The sleeves are long, with ragian shoulder, and the long armhole is bound with the light broadcloth. A long tie sash and two pockets complete it.

In terra cotta, Belgian blue, brown, navy or black. Sizes 14 to 20. Priced \$22.50.

### New Tunic Blouses Are Charming and Inexpensive

There is scarcely need to sound their praises to most women, however, for, new as the fashion is, many women have found out to their own satisfaction how becoming the lines of these blouses are.

They only require the addition of a silk underskirt to form a complete costume.

Crepe de chine and drop-stitch tricolette are the materials for five especially pretty new styles from \$8.75 to \$15. They come almost to the hem of the skirt and are belted. In black and navy mostly, but one model is in brown and mohawk also.

#### New Tunic Petticoats for These Blouses

They are made of a very soft satin with only one seam and that in the back. The waist line is gathered and there is a four-inch hem.

These petticoats are made especially for the tunic blouses and this is our first shipment of them. In navy, black, taupe or brown, 85.85.

(Third Ploor)

## A Wool Canton Crepe Is New

Also it is one of the newest and prettiest of the light-weight dress

This is the first shipment that we have had of this crepe and there are light, navy and Copenhagen blue, violet, Burgundy, paprika, brown and black, 38 inches wide, at \$2 a yard.

### For House-Proud People

The comfort of having a red cedar chest is as solid as the wood that goes into it. One sort with shaped lid, reinforced inside corners and rounded edges, size 40x19 inches, is uncommonly good

Bamboo tabourettes covered with matting are 1815 inches high and 85c.

White tumblers for bathrooms,

Shee boxes with shoe reseunder the fids and solid tops, dark

Folding game tables with felt

finish, 84.65; white enamel finish,

r leatherette tops, \$3.25. (Fourth Ploor)

Extension bookracks, oak, and opening to give 16 inches of space, 80c.

Mar-not varnish is wearproof, waterproof, durable floor varnish, which does not mar, mark nor Rain through open windows or from dripping umbrellas or water from leaking radiators or hot-water tanks does not affect floors or linoleums finished with it. Prices from 50c the half pint to \$5 the gallon.

It costs no more in the long run to finish a room in Flat-Tone than to apply an ordinary calcimine or other cold-water paint It is washable, durable and will not fade out or turn vellow or gray. It can be applied to plaster, wallboard, metal, wood and brick surfaces. From \$1.05 a quart to \$3.75 a gallon.



from one-third to one-half less than the same quality furs cost a year ago. So that their acquisition is by no manner of means an extravagance.

A long moleskin coat with wide mandarin sleeves, a copy of a Paquin model, is \$575.

A cape wrap of Hudson seal (dyed muskrat), after a Drecoll model, with fitted coat front and loose flowing cape back is \$625. A quaint cape of Hudson seal (dyed muskrat) with soft bluedyed fox at neck and armholes is \$750.

A three-quarter coat of Hudson seal (dyed muskrat) with wide bell sleeves and collar, cuffs and muff-like pockets of fitch

A long straight-lined coat of black caracul with collar and cuffs of natural squirrel is \$650.

A huge topcoat of soft brown beaver-dyed coney, reaching from ears to ankles, is \$325. This is an ideal cold weather motor-

And so throughout the handsome garments in the Fur Salon. You would suppose each one to be far more costly than it is.

### The Loveliest Silks of Fashion Are Arriving Daily

These are some of the very newest ones and they are also some of the most important in making up this season's evening gowns, afternoon dresses, linings and the dainty underthings that

every woman loves. New glace gros de Londres, in the most exquisite evening shades which change almost while you look at them, 36 inches wide and

\$3 a yard. New printed radium silks at \$3 a yard and new soft printed

in this season's designs for afternoon gowns and for linings. There are some Paisley patterns. They are 40 inches wide, New Pekin striped satins for

taffetas at \$4 a yard. These are

either gowns or linings in green. gold or blue with black stripes, 36 inches wide and 33 a yard. New washable satin in orchid, pink, flesh, gray and blue for lingerie, negligees and foundations, 36 inches wide and \$2 a yard.

(First Floor)

### Women's New Polo Coats at \$35 and \$37.50

They are made of soft, warm all-wool coatings and are lined to the waist. The tailoring is es pecially good, the revers and collar being hand turned.

One at \$35 is a very pretty style with straight lines, a belt with leather buckle, large pockets and a collar that can be worn

Women Like to

Travel With Fitted

because they are then sure of hav-

ing all the toilet articles that com-

Here are fine fitted traveling

cases ranging in price from \$25

for one with ten white celluloid

fittings to \$150 for a case

superbly outfitted in sterling

These cases are chiefly in black

long-grain leather and moire silk

lined and there are also fittings

in amber and shell finish celluloid

(Main Floor)

A Slipper to Go

With the Proudest

Gowns

that perfectly suits the pres-

ent modes of dress is of soft

black suede brightened with

patent leather trimming. It

has one broad strap, fastening

with two buttons; and the

Spanish heel is covered with

patent leather. It is a fine bit

of hand-shoemaking and is

priced \$22 a pair in the Little

(First Floor)

Boot Shop.

An exclusive new slipper

silver on removable trays.

and some in two colors.

high or low. In camel's-hair color

The other model, at \$37.50 has a deep Raglan sleeve, a box pleat down the back and on the pockets. It is a most becoming style and comes in a dark brown and light tan color.

(Third Floor)

### A New and Finer Kind of All-Wool Blankets at \$10 These were made with the idea

of producing the best all-wool blankets at their prices in the country. The wool in them is Cape

Colony (South African) wool and it is virgin wool.
The weave is of the old-fash-

ioned open kind, with the homespun look that means plenty of body and real good wearing qualities. We have never seen blankets

of such staunch, serviceable weave and texture that were so dainty in appearance.

and blue, and they come both in

Let Lavita Wash

Your Gloves

Lavita is the new glove soap

It is made expressly for wash-

ing gloves. It will cleanse them

more perfectly than any other

soap, and leave them as soft and

fresh as if new. If you care to

preserve the life of your wash-

each cake, for washing silk, fab-

ric, capeskin, mocha, kid and

10c a cake. \$1.10 a dozen

Special directions come with

able gloves, use Lavita.

cakes. Here exclusively.

doeskin gloves.

They are in old rose, brown (Sixth Floor)

the plain shades and in plaid patterns.

Even the whipstitching on the edges is done with all-wool yarn. and the ends are bound in sating to match the general color scheme. One of these blankets weighs almost as much as the usual pair

Not since 1910 have we had as good at the price \$10 each. See also the all-wool blankets in white and in gray, both kinds woven with borders of either pink or blue, the single-bed size, 4 lbs., at \$10, and the double-bed size, 5 lbs., at \$12 a pair.

regular prices.

### "Yes, Some Day I Mean to Buy a Grandfather's Clock"

Almost every family regards a Grandfather's clock as the best heirloom that can be left to the children.

of, can easily be kept going from generation to genera-

for some people who are just opening their houses after the Summer vacation and who wish to make them look new and bright and can do so with a Grandfather's

The musical voice of a good big clock in the corner seems like good company always in the house.

article could make such a friendly impression in the home as the chiming of a Grandfather's clock.

These clocks range in price from \$345 to \$960.

The sizes of these clocks are so varied that one will be found to fit any room or hall, whether in a small

The cases are mahogany.

The chimes are Westminster, Whittington, Canterbury and Oxford.

(Main Floor)



## The Chinese Carpets So Many People Are Looking For

So many arts and crafts had their origin in China that it is good to see the latterday products of that "most continuing of nations" take a high place in public esteem. Chinese rugs are in unusual demand, and for good reasons, but chiefly because they fit in well with modern schemes of furnishing, they give good service and their prices are reasonable.

Each of these things is especially true of the Chinese rugs that we are now offering. Their prices, however, are not only reasonable, but they are decidedly below the regular figures.

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4 x	11.	8 ft				٠									.\$437	13
4.1	x 9	.2 f	t.		¥	¥		X	Ä	*	·	٠	×	×	.8345	1
2 %	9.1	ft.				à									.\$297	
4 x	10	ft.	٠		,		,		,						.\$425	9.
		3														

Good Rugs That Cost Little A large assortment of designand colors, too.

Woolen Fiber Rugs 9x12 ft., \$11 and \$22.50. 8.3x10.6 ft., \$10.50 and \$21.50. Seamless Velvet Rugs

9x12 ft., \$52.50 Seamless Wilton Rugs 9x12 ft., \$82.50. (Seventh Floor)

#### Men Like Tweed Hats for Their Comfort

As well as for their durability and—if they are London tweed hats, like ours—for their style These Lincoln-Bennett tweed hats are in two models. One is stitched and is soft, while the other is stitchless and is firm Both are tailored into shape, which means the shape will hold. Either for \$5.

(Main Ploor)

#### Fine School Gloves for the Children

Warm gloves of seamless wool in gray or dark mixtures are \$1 a pair. Lined throughout, they are \$1.65.

Woolen gauntlets are \$1.75. Lentier gauntlets, the hand fleece lined, are \$1.25. Brown. black and tan.

With prices like these it is none too early to stock up on the children's school and skating gloves for all Winter.

#### Children's Flannelet Garments

Pajaman, S1 to \$2 ac. (Third ! loor:

#### 12.11 x 10.4 ft. ...... \$375 11.10 x 9.1 ft. .....\$287 (Seventh Floor) Commercial morning toberes

Men's London Shop The newest fashion in men's clothing is exemplified by some fine suits just received in the London Shop. The distinguishing feature of these suits are the coats, which are four-button sack coats, single breasted, with rounded corners and hanging straight and full in the back. Loose fitting and comfortable, but good style. These suits are in fine woolen worsteds in plain blue, gray

A New Style in Suits in the

and brown, and browns and grays with white pin stripes. Prices \$48 to \$52.50. Other single and double breasted suits, \$48 to \$65. There is good selection right now in the belted-back sports

suits of English tweeds which are so well liked by college and other young men. These suits are in tans and grays and the pattern is most unusual, with a suggestion of herringbone/totally different from

the ordinary herringbone design. Coat, vest and long trousers, \$52.50. Knickerbockers to match, \$12.

### Winter Showing of Woolen Garments for Men

Scotch wool vests, \$10 to \$20. Golf jackets with sleeves, \$18 to \$25.

Coat sweaters of brushed wool in many colors, including some of camel's-hair, \$7.00 to \$16.50. Heavy sweaters, \$8 to \$12.

Roys' sweaters, \$7.50 to \$9. Steamer rugs in many different styles, \$10 (imported start at \$15)

Imported woelen house gowns and buthrobes, \$25 to \$65. These are in checks, plaus, stripes and plain colors and the highest priced Woolen scares in plain and striped designs, \$3 to \$8.

### Another Lot of Men's Shoes Brought Down to \$6.75

About 200 pair of tan calfakin high same, in straight-lace style, made on an linglish last.

ferfectly plan, with medium toes and good, stout soles, They have been in our stocks for a third piore,

## No End of Opportunity in Furniture's Clearaway That is now the \_\_\_\_tion in the Furniture

It means the means of individual pieces and little los- . . . d is sufficient to make what

. Here it is a small thing compared with the great bulk . the reguler stocks, but it is a big

thing companied with any thing else in the furniture business just now.

## (Fifth and Sixth Floors)

would be a good-sized cial sale in a good-sized ordinary fu are so e.

Warm Winter garmen's of flannelet for the little fells are

ready at these small prices. Petricoats, 2 to 6 years, 40, to 85c; 6 to 14 years, 45c to 75c Nightgowns, 6 to 11 years, 83 and \$1,25. Nightshirts, \$1.13

Nightgowns, The to \$1.25.

There cannot be an end of opportunity so long as we have such a good collection of suits and pieces for all rooms at one-third to one-half less than the

Just think of the number of exceptional values in the way of odd lots and pieces there are always bound to be in a stock normally embracing 10,000 to 15,000 pieces.

Then consider what it means when a stock of such magnitude is being reclassified and adjusted after an unprecedented sale.

-a young homemaker said

A good clock, properly made and well taken care

We have that kind of clock, and this is fortunate

Hardly any piece of silver, picture or any other

apartment or a large house.

