

Dives. Pomerooy & Stewart Hats Trimmed Free of Charge **Dives. Pomerooy & Stewart** Hats Trimmed Free of Charge **Dives. Pomerooy & Stewart**

Challenge Sale of Millinery Offering Hundreds of NEW Trimmed and Untrimmed Hats and Finest Trimmings at Matchlessly Low Prices



NEW Millinery at Lowest Prices is the theme of this Challenge Sale--no matter what the price may be it's a better value than you can find anywhere else. Thousands of dollars' worth of latest Fall styles in Trimmed Hats and Shapes and Trimmings of all descriptions were bought specially for this sale assuring a fresh new stock of wonderful interest to the thousands of women who have yet to buy their new Fall Hats.

Attend this sale and **SAVE MONEY** on NEW STYLES and **PROFIT** by our liberal policy that gives you--

Hats Trimmed Free of Charge

Our regular millinery sales force will be increased by experienced sales girls

from our Reading store--we will be prepared to serve you all, no matter how busy we may be.



Challenge Sale of Pattern Hats
NEW \$10 to \$12 Models **\$8.95**
Have Their Formal Showing
Friday and Saturday at . . .

In everything pertaining to Millinery this Challenge Sale will demonstrate our ability to give better style better quality and better trimming service for less money. Especially is this true of the values in finest dress hats from New York's leading pattern hat designers. These are all brand new creations portraying Fall's latest fashions, and are genuine \$10.00 to \$12.00 models--matchless values indeed at . . . **\$8.95**

Large black velvet sailors with small pink ostrich tips. Smart tricorne of black velvet with ostrich tips and grain ribbon.
Small black velvet tailored model with pleatings of grosgrain ribbon and beads. Walking hat of black velvet with soft crown and trimmed with band of monkey fur.

And there are dozens of other styles equally as chic and charming.

Challenge Sale of New Trimmed Hats at \$1.95

A special showing of new hats at **\$1.95** that are actually worth double the price. The group consists of the latest black velvet shapes cleverly trimmed with fancies and quills, in black and colors.

CHALLENGE SALE OF NEW BLACK PLUMES AT \$1.49

Challenge Sale of Gorgeous New Pattern Hats in New Oval Turban Shapes, Tricornes and Sailors Trimmed With Handsome Ostrich Plumes

\$10.00 \$12.00 \$15.00



Challenge Sale New Fancies 25c, 49c, 69c and 98c

The showing of trimmings is the largest and most interesting of the whole season because of the purchase of thousands of new fancies, wings, plumes, etc., to be sold at lowest prices.

Black skeleton ostrich quills; natural ostrich fancies in black white, navy, green and new blue; many styles of wings in blue, black and black and white and numerous other fancies at 25c.

The 49c fancies include--
Black skeleton quills touched with silver finished heads. Tall ostrich and marabou fancies in new blue, white and black.
White marabou fancies with black quill stems.
Glycerine ostrich fancies in black and white.
Scorched peacock quills.

The 69c fancies include--
Tall fancies of soft hackle in black, white and black and white.
Dull colored pheasant tails finished with grebes of pink, blue, cerise, white and green.
Soft fancies of skeleton ostrich in brown, green, navy, new blue, purple, black and white.
Owl heads with high soft feather stick-ups.
Imitation numidi quills with white fur heads.
Handsome pheasant tails in orange, brown, red and black combinations.

The 98c fancies include--
Glycerine ostrich in richest shades of green, blue, bronze, maroon, grey and black.
Handsome merle fancies edged with white.
Ostrich fancies in old gold, blue, navy and black.
Pheasant tails with hackle breasts.
Black and black and white hackle fancies.

Challenge Sale of \$4.95 Hats
Showing 100 New Models **\$4.95**
Supreme in Style and Superior in Value at . . .

To-morrow and Saturday will be an excellent opportunity to see the newest arrivals in stylish hats of the moderately-priced kind--we are confident that women will be surprised at these rare values in NEW hats.

Some of the styles in this exclusive gathering of popular-priced millinery--

Small close-fitting turban of velvet with soft crown trimmed with narrow grosgrain ribbon and small pearl buckle--shown in green, red and navy.
Large hat of black velvet with soft crown, edge of brim covered with silver cloth and trimmed with soft white feather fancies.
Black velvet turban with soft crown and high brim on left side, trimmed with handsome white ostrich.
Small tailored model of black velvet bound and trimmed with narrow grosgrain ribbon and small scorched quill stems.
Tricorne turban of black velvet trimmed with military rosette of black grosgrain ribbon and two silk tassels.

Challenge Sale of New Shapes Thousands of Styles at 69c & 98c

Felt and velvet shapes in turbans and sailors, navy, green, brown and black. Challenge Sale price . . . **69c**

Velvet, felt, plush and velvet and hatter's plush shapes; large, medium and small shapes--some velvet hats faced in white satin and gold and silver cloth--the largest assemblage of new shapes and the most attractive values offered this season at **98c**.

Plush Hats for Little Girls--Dainty poke shapes in black, white and all colors, at **98c**



Millinery Department, Second Floor, and Fourth Street Aisle.

Friday Specials Will Attract Hundreds of Enthusiastic Buyers Tomorrow

<p>No Friday Specials Sent C. O. D., or Mail or Telephone Orders Filled.</p>	<p>Corsets Reduced Smart Set, Warner's Rust Proof and D., P. & S. Special corsets, not all sizes. Values to \$3.00. Special Friday only \$1.69 D., P. & S., Second Floor.</p>	<p>One 15c Clutch Pencil as illustrated, and one 5c box of leads. Special Friday only 10c</p>	<p>Bedding Supplies 45x36 bleached pillow cases; 10c quality. Special Friday only 9c 45x36 bleached pillow cases; embroidered and scalloped edge. 35c quality. Special Friday only 29c 10c light outing cloth; short lengths. Special Friday only, yard 7 1/2c 12 1/2c bleached Domet shaker flannel. Special Friday only, yard 10c D., P. & S., Street Floor.</p>	<p>Playing Cards 25c playing cards. Special Friday only 19c D., P. & S., Street Floor.</p>		
<p>German Napkins \$1.75 German silver bleached all-linen napkins; 20x20 inches square; extra good patterns. Special Friday only, dozen \$1.49 D., P. & S., Street Floor.</p>	<p>95c D., P. & S. Special corsets. Special Friday morning 59c D., P. & S., Street Floor.</p>	<p>Watch Fobs, Etc. 15c and 25c watch fobs, coat chains, cuff links and tie clasps. Special Friday only, 5c</p>	<p>Children's Hose Children's 12 1/2c fast black heavy cotton hose; seamless. Special Friday only, 9c D., P. & S., Street Floor.</p>	<p>Flannelette Skirts Short flannelette skirts with pink or blue stripes. Special Friday only 25c 50c round white aprons; embroidery ruffle trimming. Special Friday only 39c D., P. & S., Second Floor.</p>	<p>Negligee Shirts Men's \$1.00 white cambric negligee shirts; plain and fancy patterns; sizes 13 1/2 to 17. Special Friday only, 59c \$1.00 negligee shirts; plain white; cream and assorted patterns; sizes 13 1/2 to 17. Special Friday only, 69c D., P. & S., Men's Store.</p>	
<p>White Ratine \$1.00 white ratine for skirts and dresses; 50 inches wide. Special Friday only, yard 69c 25c figured white mercerized madras and crepe; 28 inches wide. Special Friday only, yard 10c D., P. & S., Street Floor.</p>	<p>Men's Neckwear 25c and 50c silk four-in-hand ties; light, medium and dark colors. Special Friday only 14c D., P. & S., Men's Store.</p>	<p>Men's all-linen hemstitched handkerchiefs. Special Friday only, 3 for 25c D., P. & S., Men's Store.</p>	<p>Corset Covers Cambric corset covers; limit, two to a customer; none exchanged. Special Friday only 10c 50c muslin gowns; none exchanged. Special Friday only 35c D., P. & S., Second Floor.</p>	<p>Women's Union Suits 50c and 75c ribbed union suits; sleeveless and knee length; tight fitting at knee. Special Friday only 39c D., P. & S., Street Floor.</p>		
<p>White Flaxon 25c white flaxon, a fine medium weight quality; with a linen finish; 38 inches wide. Special Friday only, yard 15c D., P. & S., Street Floor.</p>	<p>Knit Ties 25c knit four-in-hand ties; large selection of fancy colored stripes. Special Friday only 14c Boys' white hemstitched school handkerchiefs. Special Friday only, 7 for 10c D., P. & S., Men's Store.</p>	<p>Table Cloths \$1.00 mercerized table cloths of good patterns; size 64x81 inches. Special Friday only 89c D., P. & S., Street Floor.</p>	<p>Turkish Wash Cloths 5c white Turkish wash cloths of extra quality. Special Friday only 2 1/2c D., P. & S., Street Floor.</p>	<p>Cotton Waists Batiste waists with embroidery front; lace edge trims collar; long sleeves. None exchanged. Special Friday only \$1.95 D., P. & S., Second Floor.</p>	<p>Men's Shirts and Drawers Men's 39c bleached cotton shirts and drawers; not all sizes. Special Friday only, each 25c</p>	
			<p>Silk Lisle Hose Women's 15c silk lisle tan hose; seamless. Special Friday only 9c D., P. & S., Street Floor.</p>	<p>Women's Silk Hose Women's 79c black silk hose; fashioned feet. Special Friday only 50c D., P. & S., Street Floor.</p>	<p>Men's Union Suits 75c and \$1.00 cotton union suits in athletic style and short sleeves; ankle length; none exchanged. Special Friday only 35c D., P. & S., Street Floor.</p>	<p>Other Friday Specials on Page 6</p>