

# New Merchandise---Striking Price Reductions 

The purpose of this sale is to establish in the public's mind an idea of the economy in purchasing here. It has meant weeks of busy buying for our department heads in the New York market, and that means fresh, new merchandise. You'll remember the story of the "early bird"---store opens at 9 A. M. to give everybody equal opportunity to get first selection.


Women's
Burson Hose
25 c value
15 C

Machine Cotton

23c Doz.

Dressed Dolls

98c

Curtain
Swiss
$91 / 2 \mathrm{C}$

Neckwear

White Goods and Linens For One-Day Only





5 C


The oribinal Teddy Wage guaranteed to carry $1,000 \mathrm{lbs}$.
Thira Floor-BOWMANs.

TOYS
$\$ 24.98$ Bicycle-coaster
$\$ 18.98$
\$2.25 Velocipedes-20


Baking Set
69c

