

JANUARY SALE OF WHITE GOODS

COMMENCES TO-MORROW

Greater preparations have been made for the January Sale of White Goods than we have ever undertaken for any similar event in the past, and conditions have conspired to make this annual event of more than ordinary interest to those who seek high-class merchandise at uncommon savings.

Within the last few months cotton has reached its lowest price in years, and general conditions in the industrial world have made reputable manufacturers eager for orders.

As a consequence of these conditions we have been able to buy an unusually fine assortment of beautifully made undermuslins from superior grades of material at about the lowest prices ever quoted to us.

The trimmings to be found on the garments that enter this notable sale are rich in quality and dainty of design, and each piece in the making shows the same care and skill that characterizes our displays throughout the year.

The most favored materials are crepe de chine, china silk, batiste, nainsook and crepe and the trimmings are of batiste or organdy embroidery, Val., filet and princess lace insertion and lace, exquisitely touched up with ribbon chiffon roses.

Muslin gowns in V or high cut throat; bunch tucks trim yoke; neat ruffle trims neck and sleeves. Limit two to a customer. None exchanged. Special in the January White Sale 29c

Nainsook and cambric drawers; trimmed with lace. Special in the January White Sale 25c

Six styles of cambric or nainsook drawers; embroidery trimmed. Special in the January White Sale 35c

50c nainsook corset covers, trimmed with embroidery. Special in the January White Sale 35c

White Skirts and Petticoats

Ten styles of white skirts, lace or embroidery trimmed; special in January White Sale 50c
Black satine petticoats, with pleated flounce; special in the January White Sale 50c

Garments of Extra Size Specially Priced

Cambric drawers with cambric ruffle and trimmed with bunch tucks and hemstitched hem; special in the January White Sale 25c
Extra size gowns, high or V-shape, bunch tucks trim yoke; neat ruffle trims neck and sleeves; special in the January White Sale 59c

Gowns with low neck and three-quarter sleeves. Special in the January White Sale, 50c, 75c to \$13.50
Gowns with high or V-shape neck; three-quarter or full length sleeves. Special in the January White Sale 50c, 75c to \$5.00

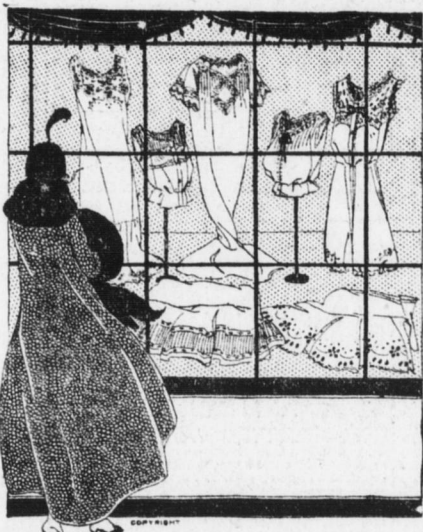
Marcella combinations with trimmings of neat embroidery or lace insertion and edge. Special in the January White Sale \$1.00, \$1.50 to \$5.00

Long skirts trimmed with embroidered scalloped edge; flat trimming of embroidery or fluffy ruffles of lace or embroidery. Special in the January White Sale 50c to \$13.50

Drawers of cambric or nainsook, trimmed with bunch tucks, lace or embroidery insertion and edge. Special in the January White Sale, 50c, 75c to \$3.95

Envelope chemise with trimming of lace or organdy, embroidery insertion lace or embroidery edge. Special in the January White Sale \$1.00, \$1.25 to \$3.95

Corset covers of nainsook, cambric or all-over embroidery; trimmed with lace insertion; embroidery or lace medallions, ribbon or chiffon rose trimming. Special in the January White Sale, 50c, 75c to \$3.95



Special Garments for Children

Children's muslin gowns with high neck and long sleeves, hemstitched ruffle trims neck and sleeves; special in the January White Sale 25c
Children's muslin drawers with plain hem and bunch tuck trimming; special in the January White Sale 10c
Children's cambric skirts, trimmed with bunch tucks, lace insertion and lace edge; special in the January White Sale 25c
Infants' nainsook gowns, neck and sleeves, trimmed with embroidery edge; special in the January White Sale 25c

Crepe de Chine Lingerie

Gowns with hemstitched or lace trimming. Special in the January White Sale . . . \$5.95, \$6.55 to \$13.50
Crepe de Chine skirts; pleated or lace trimming. Special in the January White Sale . . . \$3.50, \$5.00 to \$13.50
Crepe de Chine combinations of corset covers and drawers, lace insertion and lace trimming. Special in the January White Sale . . . \$6.95 to \$7.95
China silk combinations with lace insertion and lace edge trimming. Special in the January White Sale \$3.95

Crepe de chine negligees of lavender, wistaria, rose, light blue, Copenhagen and white. Special in the January White Sale . . . \$5.95, \$7.50, \$8.50 to \$19.95
Silk Jersey vests. Special in the January White Sale \$2.75, \$2.95 to \$5.00
Combinations. Special in the January White Sale . . . \$2.95, \$3.95 to \$5.95
Bloomers. Special in the January White Sale . . . \$1.95, \$2.95 to \$5.00
Dives, Pomeroy & Stewart—Second Floor.

January Clearance Prices on Linens and Bed Spreads Bring a Host of Rare Values

The Linen Section contributes a worthy list of lower priced items in table linen, fancy linens and good bed spreads. Here are offerings of particular interest to housewives because the qualities are up to our high standard which guarantees satisfactory service.

Fancy Linens
50c fancy lace trimmed bureau and dresser covers, 18x50 inches; January White Sale Price 39c
85c to 95c fine lace scarfs for bureaus and dresser covers; large variety patterns; January White Sale Price 49c

85c cream table linen, 70 inches wide; January White Sale Price, yard 69c

Bed Spreads
\$2.00 satin Marseilles bed spreads; January White Sale Price \$1.69
\$2.50 satin Marseilles bed spreads; January White Sale Price \$1.95
\$3.50 large size scalloped bed spreads, corners woven to fit brass beds; January White Sale Price \$2.39

Reduced Underwear for Every Member of the Family

Men's \$1.50 Egyptian cotton ribbed union suits, in medium and heavy weights; specially priced . . . \$1.00
Boys' 69c and \$1.00 Egyptian cotton ribbed union suits; special 50c
Children's \$1.00 white wool union suits; specially priced 69c
Women's 75c white cotton fleece lined union suits; specially priced 69c

Women's \$1.25 white cotton Swiss ribbed union suits, long or elbow sleeves; specially priced . . . \$1.00
Women's 50c black silk lisle hose, fashioned feet; reduced to 39c
Women's 25c tan seamless hose; reduced to . . . 19c
Boys' 12 1/2c heavy black cotton ribbed hose; reduced to 10c

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Contains Interesting
News of the
January Clearance Sale

Fine Qualities White Dress Goods in the White Sale at Important Savings

Economies in snowy white dress goods will figure largely in the January Sale, representing styles that are new and attractive and values that thrifty shoppers will not care to overlook. Besides there are interesting offerings in towels, linens and bed spreads.

10c to 12 1/2c white madras crepe and lawn, 46 inches wide; January White Sale Price, yard 5c
Longcloth, 10 yards to a piece, only 2 pieces to a customer; January White Sale Price, yard 49c
10c to 12 1/2c white India linen, 30 inches wide, remnant lengths; January White Sale Price, yard 5c
12 1/2c English nainsook, 36 inches wide, fine soft finish; January White Sale Price, yard 8c
25c silk stripe crepe in beautiful patterns; January White Sale Price, yard 10c
12 1/2c check dimity, 28 inches wide, three patterns; January White Sale Price, yard 10c
10c pajama checks, 36 inches wide, fine quality for underwear; January White Sale Price, yard 8c
12 1/2c pajama checks, 36 inches wide; January White Sale Price, yard 10c
17c pajama checks, 36 inches wide; January White Sale Price, yard 12 1/2c
15c Plisse crepe for women's underwear and children's rompers, 21 inches wide; needs no ironing; January White Sale Price, yard 10c

FRESH SUPPLIES OF TOWELS IN THE SALE
17c to 19c Turkish towels in guest size, colored borders, slightly mill stained; January White Sale Price, 3 for . . . 25c
25c fancy checked bath towels, in blue, pink and lavender; January White Sale Price 17c
29c fancy Jacquard border Turkish towels, large size and heavy quality; January White Sale Price 19c
50c large fancy Turkish towels in lavender, blue, pink and corn colored stripes; January White Sale Price 29c
15c union linen huck towels, white and with red border, slightly imperfect; January White Sale Price, 3 for . . . 25c
12 1/2c red border huck towels, 18x36 inches; January White Sale Price, 3 for . . . 25c
8c cotton toweling, 17 inches wide, red border; January White Sale Price, yard 5c
25c bleached cotton table damask, 58 inches wide; January White Sale Price, yard 19c
Dives, Pomeroy & Stewart—St. Fl, Rear

ENGLISH LONGCLOTH AND NAINSOOK
\$1.00 grade, 10 yards in piece, 36 inches 79c
\$1.25 grade, 10 yards in piece, 36 inches 89c
\$1.39 grade, 10 yards in piece, 36 inches 98c
\$1.50 grade, 10 yards in piece, 36 inches \$1.19
\$1.75 grade, 12 yards in piece, 36 inches \$1.39
\$1.50 grade, 10 yards in piece, 40 inches 98c
Manhattan English nainsook, 36 inches, boxed in 10-yard lengths; January White Sale Price, piece 95c
Knickerbocker nainsook, 40 inches; 10 yards to piece; January White Sale Price, piece \$1.19

Interesting Offerings in Cotton Dress Fabrics in the January Sale

Percalés, chambrays and gingham are dress cottons in demand all through the year, and in the January Clearance Sale will be found these popular weaves and many other styles in new patterns at special prices.
12 1/2c percales, 36 inches wide, light and dark grounds with fancy stripes and figures; January Clearance Sale Price, yard 10c
20c madras shirting, 30 inches wide, fancy stripes on white ground; January Clearance Sale Price, yard 14c
25c poplin in solid shades, highly mercerized finish; January Clearance Sale Price, yard 16c
6 1/4c plain chambray in blue; January Clearance Sale Price, yard 4 1/2c
12 1/2c dress gingham in choice stripes, checks and fancy plaids; January Clearance Sale Price 10c
18c Plisse crepe in remnants for waists and dressing sacques; January Clearance Sale Price, yard 9c
25c figured pongee, mercerized finish; January Clearance Sale Price, yard 19c
6 1/4c prints, white ground; January Clearance Sale Price, yard 5c
12 1/2c Robe Prints, 36 inches wide, styles for covering comfortables; January Clearance Sale Price, yard 7c

The January Clearance Sale Brings Rare Savings in Shoes

All broken sizes have been reduced with the result that unusually attractive offerings in good, dependable footwear abound throughout the department. We head the list with two bargain groups for men:

Men's \$2.50 and \$3.00 shoes in tan calf, black kid skin and patent colt, broken sizes; January Clearance price \$1.49
Men's \$3.00 and \$3.50 patent colt shoes made on medium narrow toe lasts, all Goodyear welted soles, some sizes missing; January Clearance price \$1.95

MEN'S \$1.00 RUBBERS, 49c
Men's \$1.00 rubbers, low and high cuts, made on medium narrow toe lasts; sizes 8 to 11. January Clearance price 49c

BOYS' \$2.50 ELKSKIN SHOES, \$1.98
Boys' \$2.50 tan elkskin blucher shoes, full bellows tongue, heavy standard fastened soles; sizes 2 1/2 to 5 1/2. January Clearance price \$1.98
Boys' \$2.00 and \$2.50 patent colt shoes, blucher lace style made on narrow toe lasts; stitched and welted soles; not all sizes. January Clearance price \$1.49

WOMEN'S \$3.00 SHOES, \$1.90
Women's \$3.00 gun metal, calf and tan calf shoes; Goodyear welted soles; high and Cuban heels. January Clearance price \$1.90

WOMEN'S \$4.00 SUEDE SHOES, \$2.95
Women's \$4.00 black suede button shoes, made on high toe lasts with welted soles and high heels. January Clearance price \$2.95
Women's \$2.50 black kidskin, patent colt and dull calf shoes, lace and button styles; not all sizes. January Clearance price \$1.65

WOMEN'S \$1.50 and \$2.00 SHOES, 75c
Women's \$1.50 and \$2.00 black kidskin lace shoes, stitched soles and low heels, not all sizes. January Clearance price 75c

MISSSES' \$1.50 SHOES, \$1.20
Misses \$1.50 gun metal calf butto nshoes, made on full toe lasts with heavy stitched soles; sizes 1 1/2 to 2. January Clearance price \$1.20
Dives, Pomeroy & Stewart—Street Floor, Rear.

This Will Interest the Parents of Boys--\$13 & \$14 Suits for Boys Reduced to \$8.50

January is clearance month when stocks are put in order for the coming new season. Here are lots of fine, high-grade woolen suits for sturdy boys with prices sharply reduced. Included are broken sizes in

Tartan Checks
Brown Tweeds
Grey Scotch Mixtures
Pinhead Check Cassimeres

All in the most popular Norfolk styles of the season in sizes 8 to 17 years.

Other Important Reductions in Boys' Suits
\$10.00 Suits at \$7.50
\$8.50 Suits at \$6.50
\$7.50 Suits at \$5.00

In this lot are brown Scotch mixtures, brown chevots grey chevots and cassimeres, fancy stripes, black and white check worsteds, grey diagonal worsteds and tan check cassimeres.

These are single and double breasted Norfolk cuts with patch pockets.

If the boy needs a suit—BUY IT TOMORROW.

Dives, Pomeroy & Stewart, Second Floor, Rear.

Dives, Pomeroy & Stewart