

Dives, Pomeroy & Stewart Hats Trimmed Free of Charge Dives, Pomeroy & Stewart Hats Trimmed Free of Charge Dives, Pomeroy & 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 salesforce will be increased by experienced salesgirls from Reading store—we will be prepared to serve you all, no matter how busy we may be.



Challenge Sale of Pattern Hats

New \$10.00 and \$12.00 Models Have Their Formal Showing Friday and Saturday at \$8.95

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 rosettes of narrow grosgrain 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 Plumets \$1.49 at

Challenge Sale of Gorgeous New Pattern Hats In New Oval Turban Shapes, Tricornes and Sailors Trimmed With Handsome Ostrich Plumets, \$10.00 \$12.00 \$15.00



Challenge Sale of New Fancies at 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. Dull colored pheasant tails finished with grebes of pink, blue, corse, white and green. Small black and white made birds. Soft fancies of skeleton ostrich in brown, green, navy, new blue, purple, black and white. Owl heads with high soft feather stick-ups. Imitation numid quills with white fur heads. Handsome pheasant tails in orange, brown, red and black combinations. The 69c 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 Supreme in Style and Superior in Value at \$4.95

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. Small tailored model of black velvet bound and trimmed with narrow grosgrain ribbon and small scorched quill stems. Small hat of brown velvet trimmed with narrow grosgrain ribbon and quill points. 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. 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 and 98c

Felt and velvet shapes in turbans and sailors, navy, green, brown and black. Challenge Sale price, 69c. Velvet, felt, plush and velvet and hatters' 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 Dep't, Second Floor and Fourth Street Aisle—Three Elevators.

Friday Specials Will Attract Hundreds of Enthusiastic Buyers Tomorrow

Grid of 24 boxes containing various Friday specials such as 'Miscellaneous Specials', 'Watch Fobs, Etc.', 'Men's Shirts, 69c', 'Turkish Wash Cloths', 'Basement Specials', 'Sweaters', 'Bedding Supplies', 'Men's Union Suits', 'Men's Neckwear', 'German Napkins', 'Men's Shirts and Drawers', 'Flannelette Skirts', 'Playing Cards', 'Corsets Reduced', 'Youths' Sweaters', 'White Flaxon', 'Cotton Waists', 'Olus Shirts', 'White Ratine', 'Knit Ties', 'Bath Towels', 'Women's Silk Hose', 'Negligee Shirts', and 'Children's Hose'.