

Outing Flannel 14 1/2c

Heavy quality of soft, fleecy outing flannel, neat stripes, checks and plaids, in various colors; actually worth to-day 18c; sale price, yard 14 1/2c.

Curtain Voile 28c

40 inch sheer curtain voile in white or cream; neat borders, in pink, blue and tan; the grade that sells for 39c. Opportunity sale yard 28c.



Bath Towels 35c

These are regular 50c bath towels, of heavy double thread; giant size, full bleached and hemmed; each 35c. 10c Terry wash cloths 2 for 15c.

Toilet Needs

-Colgate's Tooth Paste 17c -Mennen's Talcum Powder 10c. -50c Lotus Sachet at 25c. -Lotus Cosmetic Jelly, 15c. -Java Riz Face Powder, 35c

The Opportunity Sale of 1917

The Crowning Event of the Season--Friday, Oct. 26, and the 7 Following Days

THE OPPORTUNITY SALE is another example of the steady progress of the Warren-Meyer Store. It is a practical demonstration of our ability to do things in a greater way than heretofore.

An Opportunity Sale in the broadest meaning of the word, offering savings that are irresistible to those who have needs to purchase in fall and winter merchandise.

Stocks have been brought to the height of completeness for this sale--assortments are varied and attractive. A supremely important event, in which style, quality and extreme value-giving are linked together in a most gratifying manner.

An Unequaled Opportunity Offered to Save on

Your Winter Coat

Three Splendid Groups Underpriced at

\$15.00 - \$22.50 - \$26.50

These coat values will convince you that this is a sale of real opportunities. They are coats of lovely style and excellent quality--garments of warmth and durability. Belted, plaited, large collar and trimmed styles, of velours, diagonals, kerseys, and novelties, in all the fashionable colors. Sale price **\$15.00, \$22.50 and \$26.50.**

Children's Coats at \$5.00

Coats for little girls 2 to 6 years; cunningly made of striped velours, and pile fabrics, in attractive colorings; belted, nobby pockets, and prettily trimmed; special \$5.00.

Girls' Nobby Coats at \$9.50

Warm serviceable coats of brown and blue novelty materials; smartly belted, and trimmed to plain material of contrasting color; sizes 8 to 12 yrs. sale price, \$9.50.

Juniors' New Coats at \$9.50

Nobby coats of splendid quality kersey, in brown and blue; large convertible collar; belted; and nobby pockets, remarkably low priced at \$9.50. Other splendid values \$14.50.



Corsets Scientifically Fitted

A new feature of this store's service is the scientific fitting of corsets. Mrs. Rudolph, in charge of our corset department, is a graduate of the Gossard School of Hygienic Corsetry. She will fit you with one of the new Gossard or Warner Corsets in a thoroughly scientific fashion.

A Splendid Saving is Offered in

Smart New Serge Dresses

\$14.50 - \$19.50 and \$21.50



One of the most important attractions of this sale are these dresses at \$14.50, \$19.50 and \$21.50. They are the latest developments in dress designing, possessing style features that are thoroughly distinctive. Belted, plaited, embroidered and satin trimmed models; \$14.50, \$19.50, \$21.50.

Important Skirt Sale

Serge and Novelties \$ 5.50 To \$7.50 values at

Modish skirts in a variety of new models; all-wool serges and novelties; values to \$7.50; choice \$5.50.

Womens Winter Underwear



Wool Vests and Drawers at \$1.25

Finest quality merino garments in silver grey or cream; perfect in fit and actually worth today \$2.25; on sale at, garment \$1.25.

Complete line of Carter's underwear for women and children, in fall and winter weights. Union Suits and separate garments.

Children's 25c Hose--Pair 18c

Excellent quality ribbed stockings in the correct weight for fall. Black or white; best 25c values; all sizes; 2 pairs 35c; one pair 18c.

Choice Styles and Rare Values in this Opportunity Sale of Blouses

at \$5.50 and \$7.50



Artful creations in blouses of fine, filmyorgette-crepe and crepe de chine. Beautiful embroidered effects, hemstitched and tucked models; white flesh and maize.

\$1.25 and \$1.50 Blouses \$1.00

Attractive new wash blouses in fine, white voile; plain or striped; some embroidered and others have pique collar and cuffs; \$1.25 and \$1.50 values.

Silk Petticoats

High-class taffeta silk petticoats of superior quality; beautiful flounces; silk under-ruffle; changeable shades; all sizes. special \$4.95

Silk Chemise

Envelope chemise of soft, crepe de chine in flesh color; prettily trimmed with fine lace; \$3.35

All-Silk Crepe de chine

at \$1.55 the yard

Here is one of the big opportunities in our silk dept. 36 inch crepe de chine of soft, lustrous, clingy quality. One of the most popular of silk materials. Wide range of street and evening shades, easily worth to-day \$2.00; on sale at, yard \$1.55.

All-Wool Storm Serge 89c

Heavy worsted storm serge; wear and wrinkle proof; a quality that cannot be bought under \$1.00; splendid variety of popular street shades; for dresses, skirts and children's wear; yard 89c.

Plaid Suitings 59c--36 to 42 inch Sheperd plaid suitings in black and white; excellent wearing quality; 75c grade, yard 59c.

An Opportunity Shirt Sale

A Real Economy Event for Men

Shirts Priced \$1.15 all sizes Shirts Priced \$1.55 all sizes



A splendid selection of beautiful new fall patterns in men's shirts. Soft, negligee styles and some with plaited bosoms; soft or laundered cuffs; all sizes, unequaled values at \$1.15.

Shirts that will make a ready appeal to men who like smart furnishings. Materials are finest madras, crepe and rep. Patterns are choice new stripes, in every wanted shade; fast colors; special at \$1.55.

75c Underwear 59c

Heavy ribbed cotton shirts and drawers; some fleeced lined; grey or tan; all sizes; garment 59c.

\$1.00 Gowns at 89c

Full roomy garments of heavy fleeced outing flannel; braided trimmed; \$1.00 values 89c.

Winter Caps \$1.15

Classy winter caps in the newest shapes, and novelty materials; with or without earmuffs; choice \$1.15.

House Dresses and Aprons

House Dresses \$1.00 Neatly made of percale in light and dark colors; \$1.35 values. **\$1.00**
At \$1.50 House dresses in attractive styles; light and dark percale; \$1.75 val. **\$1.50**
Coverall Aprons--Belted and pocket trimmed styles; 55c sellers; at **75c**
Slipover Aprons--Good quality light and dark percale. **85c**
Dress Aprons--Figured percale and blazer stripes; splendidly made; sale price **\$1.69**
Women's and misses belted and plain style sweaters; \$6.50 and \$7.50 values, \$4.50 and \$6.25.

Plaid Blankets

\$4.85 the pair

Large size, heavy wool mad blankets; they look and feel just like wool; come in combination plaids in light colorings; silk bound; remarkably low priced at, pair \$4.85.

\$1.50 Blankets \$1.15

Grey cotton flannel blankets of good weight; full size; have finey striped borders; usually bring \$1.50, sale price, pair, \$1.15.

Comforters at \$3.59

Large size bed comforters with best quality silkline covering in pleasing colors; two rows attaching around borders; center is yarn knotted; filled with wool-finished batting. \$3.59.

A Sale of Baby Apparel

65c Dresses Special at 50c

Dainty muslin dresses for little tots; long or short styles; prettily tucked and finished with fine laces and insertions; values to 65c at 50c.

50c and 55c Dresses 75c--Winning long and short styles of fine muslin; elegantly trimmed; sale price 75c.

Dresses \$1.19--Cunning little styles worth to \$1.50; fine materials; choice \$1.19.

Infants' White Wool Coats--special \$2.50 to \$8
Infants' Sweaters; special \$2.25, \$2.50 and \$3
Infants' White Wool or Silk Bonnets, 50c.
Infants' Bonnets--priced upward to \$3.50.
Infants' Knitted Booties special 59c.
Infants' Flannellette Night Gowns, 50c val. 39c



Children's Hats 95c

Winning little headwear creations for the small girl. Made of corduroy in blue, brown and red; ribbon and novelty trimmed; 95c.
Hats up to \$3.50--We have many other charming styles in children's hats, of velvet, plushes and satins, in all colors; priced to \$3.50.

Serge Dresses

Stunning styles of all-wool serge in navy blue; plaited, belted, and neatly embroidered models; up to 14 yrs; special **\$6.50**

Gingham Dresses

Girls fine quality plaid gingham dresses in attractive colorings; up to 14 years; belted and plaited; **\$1.25**

Boys' Suits at \$5.50 and \$7.50

Stunning new trench and belted styles of serviceable mixtures, in rich colorings; to 16 years; \$5.50 and \$7.50.

75c Blouses 48c--Kyanee blouses; fine quality madras; 48c 75c values