

"Do You Remember 'Way Back When'"

During our Anniversary Sale all our windows will be devoted to a series of exhibits of Dresses, Mementos, Relics, Souvenirs and Photographs of 40 years ago. They will be exceedingly interesting.

40th Anniversary Sale

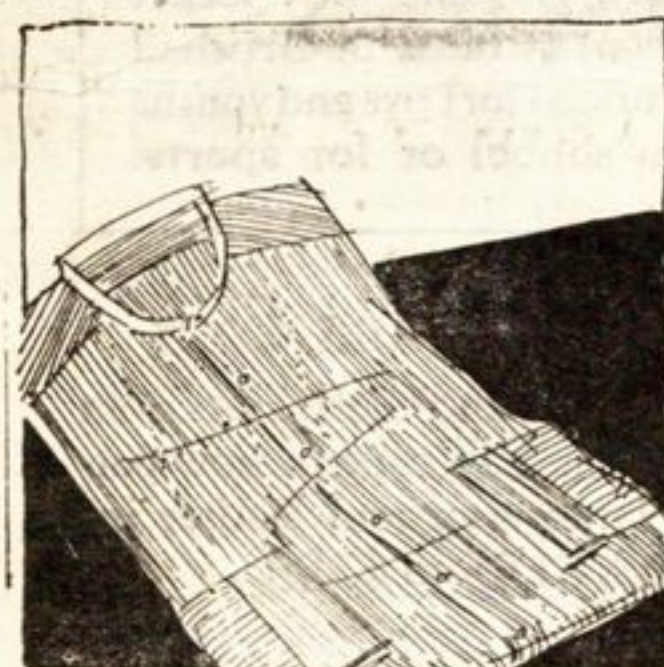
Come and get a piece of our **BIRTHDAY CAKE** on Thursday, October 11th. On this day we will give a piece of our 40th Birthday Cake to every person visiting the store. But as big as the cake is, it will only last for one day.

A Sensational Sale of Men's Overcoats

\$29.50

Through special concessions with the manufacturer we are able to offer these stylish ulster overcoats for men at this extraordinary price of \$29.50. They are made of heavy rough materials in double-breasted-belted styles. They come in colors of dark brown, grey and heather mixtures. The tailoring is of the very best.

Extraordinary Offering 1500 Kingly Shirts



\$1.85 \$2.85

This purchase represents the surplus stock of the Kingly Shirt Co., who are noted for the excellence of their shirts. They are made of the finest madras and fibre silk cloths in neckband and collar-attached styles. Sizes 14-17.

Just 100 High School Suits

\$24.50

Splendid, serviceable suits in the snappy styles that high school and college men like including Brooks models. The materials are the highest grade worsted and cashimeres in grays, brown, stripes and checks. Opportunity knocks but once.

500 Gingham Apron Dresses



These pretty apron dresses are made of quality gingham in very attractive styles. They are carefully made and fine fitting. Regular and Extra Sizes. A splendid value.

98c

Percale Dress Aprons **79c**
Jaunty House Frocks **\$1.95**

Gingham Porch and Street Frocks

This is a collection of the better grade of house dresses including Mina Taylors, Jiffion and Beaver. The gingham used is of the very best and the stylings are very distinctive.

\$2.85

Jersey Silk Petticoats, \$1.95

These pretty petticoats are made of fine Jersey silk with pleated flounces in paisley designs, they may be had in all the wanted shades for Fall and are priced at an enormous saving.

Fine Sateen Petticoats **98c**

Sateen Costume Slips, 85c

Fine slips made with bodice tops and draw strings. The colors are black, blue, brown, American beauty or orchid. Very special .85c

Flannelette Gowns, 89c

Just 300 of these fine gowns made of fine flannelette in neat striped patterns. This is a wonderful bargain.

Philippine Gowns \$1.95

Beautiful hand-made and hand-embroidered gowns in many beautiful styles. Made of the finest lingerie cloths and priced very low.

Stupendous DRUG VALUES

- \$1.00 LISTERINE, ONLY .69c
- 25c Listerine Tooth Paste, 19c
- 3 for .55c
- Peppodent Tooth Paste, 37c, 3 for \$1.00
- 50c Prophylactic Tooth Brushes, 35c
- 3 for \$1.00
- 25c William's Dental Cream, .19c
- \$1.00 BOTTLE FLAVORIS .69c
- \$1.25 Squibb Mineral Oil .69c
- 40c Fletchers Castoria .29c
- \$1.25 Sal Hepatica, only .79c
- \$1.25 Lydia Pinkham Veg. Compound .99c
- \$1.00 NUJOL, SPECIAL .79c
- 50c Florentine Shampoo, 35c
- 3 for \$1.00
- \$1.00 Kranks Lemon Shampoo .89c
- 75c Pinaud Quinine Hair Tonic .65c
- Tr. Iodine, 2 oz. bottle, .25c
- \$1.25 COTY'S FACE POWDER, .79c
- \$1.00 Piver's Azorea Face Powder, .79c
- 50c Djer Kiss Face Powder, .39c
- 50c Lady Esther Face Powder, .42c
- 50c Queen Bess Face Powder, .42c
- WOODBURY'S FACIAL SOAP, 19c bar, 6 for \$1.10
- Auditorium Bath Soap, 9c, 6 for .49c
- Cashmere Bouquet Soap, 24c, 6 for \$1.40
- Lacco Castile Soap, 15c, 6 for .75c
- Life Buoy Soap, 7c, 6 for .39c

600 Pairs of Bloomers

Lingette and Imported Sateen \$1

Well-made bloomers, cut full and carefully sewn. Have elastic knee and come in all wanted colors in REGULAR AND EXTRA SIZES. The most unusual value offered in years. **\$1**

Boys' Two-Pants Suits, \$7.95

Good sturdy school suits for boys made of quality materials in dark mixtures. Coats are made in Norfolk style and are fully lined with two pair of trousers. Boys' Caps .45c, Boys' Blouses .69c

EARRINGS

39c, 78c
Hoops, Drops, Clusters
Wistaria
Iris Blue
Green Amber

First Floor

An Extraordinary Selling of Luxuriously Fur-Trimmed COATS

\$47.75



Imagine, if you can, the stunning coats that await you in our Apparel Section. Every one more striking than the other. Model entirely new, individual and distinctive. And all coats luxuriously trimmed with fur, the materials are Formosa, Ormandale, Arabella, Velvelaine, Bolivia.

These high-lustre fabrics are fashioned into all the season's most fascinating style. Great care was taken by our buyer in the selection of these coats and we feel that this is a most sensational offering at this price.

Skirts \$6.35

Smart skirts for Fall wear made of camel's hair and over-plaids in the new wrap-around styles. Colors are tan, brown and novelty patterns. \$6.35

Dashing Sport Coats \$17.75

In the new striped or plaid patterns in side tie or front-button model. All garments are heavily lined and will make fine winter coats. \$17.75

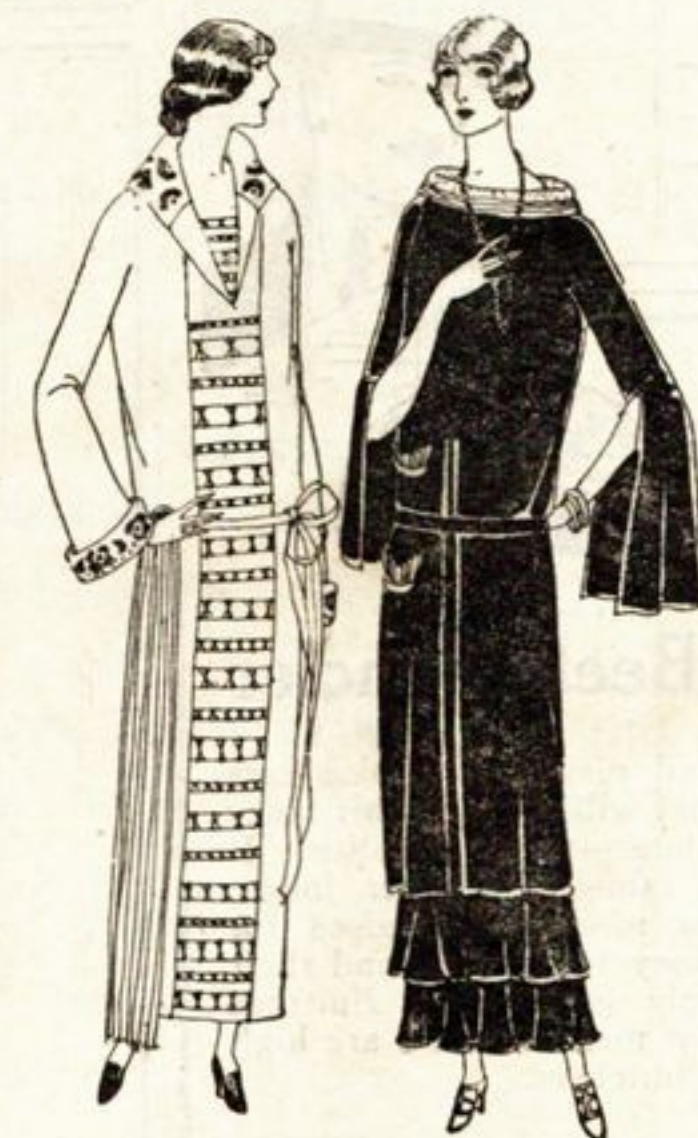
Children's Sport Coats \$10.75

Dandy coats of plaids or plain materials in tan, brown and gray. They are beautifully made and are all lined throughout. For this sale at \$10.75

Fascinating Fall Frocks \$25.00

A very timely offering of these stunning frocks made of beaded georgettes, fine lace, Canton crepe, flat crepes, Crepe de Chine, poiret twills and novelty woolens. All the wanted colors and sizes are here. Priced very low at \$25.00

Two Other Groups of Charming Dresses \$12.75 \$16.75



Full-Bleached Sheets, \$1.09

No phone or Mail Orders Limit 6 to a Customer

Splendid full-bleached sheets made of quality round-thread muslin. These sheets come in an 81x90 size and will give wonderful wear. \$1.09 each

- All-Linen Crash Toweling, yd. .22c
- All-Linen Glass Toweling, yd. .29c
- All-Linen Table Damask, yd. \$1.19
- Huck Towels, 20x36 inches, ea. .29c
- Unbleached Muslin, special, yd. .15c
- Damask Towels, 39c each, doz. \$6.50
- Pillow Cases, two sizes, only .32c
- Pequot Sheets, fine quality, \$1.95
- Pillow Tubing, special, yd. .32c

300 Double-Thread Turkish Towels 39c

Extra-heavy double-thread Turkish towels in an all white. They are very large size, 22x44 inches and are an Anniversary feature at this price of .39c

A Very Fortunate Purchase of White Dinner ware

A most sensational selling of white dinnerware for everyday use. The china is of a very good substantial quality with embossed design. Use this china for everyday and save your better china.

- Cups and Saucers, reg. size, 6 for only .90c
- 7-inch Soup Plates, 6 for only .90c
- 7-inch Dinner Plates, 6 for only .90c
- 5-inch Pie Plates, 6 for only .80c
- 6-inch Lunch Plates, 6 for only .85c
- 5-inch Oatmeal Dishes, 6 for only .90c
- 5-inch Fruit Saucers, 6 for .50c
- 8-inch Covered Vegetable Dish, for only .75c

52-Piece Dinner Sets, \$12.95

A beautiful medallion spray dinner set of fine domestic china in a fancy shape. This is a complete set for 6 people. At \$12.95 it is a "real" value.

Smart Oxfords

for Women Very stylish walking oxfords in black, brown and patent leather. Have low walking rubber heels and are all Goodyear welt. Sizes 2 1/2 to 7 in widths, A to D. \$5.25

Stunning Suede Pumps, \$7.85
Oxfords and Pumps Women's tan oxfords and two-strap pumps of fine leathers and with military heel. All sizes. \$6.45

A Very Special Selling of Satin Charmeuse



\$2.45

Value Extraordinary

Beautiful, lustrous satin charmeuse of a soft, drapery quality. This fabric is very much in demand just now for the making of Fall Frocks. Colors are black, navy and brown. 40 inches wide. Special .245

Lingette, 68c

The popular underwear and lining fabric in all the desirable shades in stripes and plain patterns. This is known as the material of 100 uses.

Imported Gingham, 34c

500 Yards All-Silk Crepe de Chine

Fine quality crepe de chine in shades of tan, beaver, brown, grey and the lighter pastel shades. Make lovely party frocks and dainty undergarments. 40 inches wide. Only, yd. \$1.95

A Special Selling of 200

Brushed Wool Sweaters \$4.95



By taking quick advantage of a special opportunity we were able to secure 200 of these smart brushed wool sweaters in front-button, jacquette, and chappie-coat styles in colors of tan, brown, beige, silver and blue. But there are only 200 at this price.

Second Floor. All-Wool Jersey, \$2.35 yd.

Fine quality all-wool Jersey in colors of tan, gray, brown, navy and beaver. This is the ideal fabric for smart one-piece Fall dresses and as it comes in tube form it requires very little cutting. Special, yd. \$2.35

All-Wool Poiret Twill

A very fine twill of a soft drapery quality just the thing for wrap-around dresses. This practical material may be had in shades of navy, tan and brown and is 42 inches wide. First Floor. \$2.45

1475 Yards of Ribbon, 47c yd.

1475 yards of satin, moire and tafeta ribbon in a special selling for this Anniversary Sale at 47c a yard. This ribbon comes in 5 and 6 inch widths and may be had in all the wanted shades for Fall.

All-Wool Blankets, \$8.95

Just 60 pairs of these wonderful blankets for full-size beds. They may be had in attractive plaid patterns of blue, pink, tan or gray. Every thread is all wool. Soisette bound. Special \$8.95

Comforter Bats \$1 Challis 19c yd.

Now is the time to buy the makings of a new comforter. With bats and covering as low as this it means big savings.

250 Beacon Blankets Very \$4.45 Special

A most unusual selling of these well-known blankets whose warmth—attractiveness and fineness are known the country over. Single and double blankets and comforters for beds, sofas, auto robes and couch covers. \$4.45 Third Floor.



Rosenberg's

40 Years of Faithful Service

KOTEX

Regular 65c Pkg. 37c
Limit 3 to a customer
Drugs, Notions, Corsets