JANUARY SALE---Wholesalers' Stocks Selling At Low Prices

This is harvest time for thrifty people. We can sell first-class winter goods now at a fourth, a third—yes, even a full one-half saving on the prices these same goods cost but a few weeks ago.

During January wholesaling interests pour a continual stream of winter goods into our store at price concessions impossible any other time.

These goods are taken fresh from their packing cases and placed on sale. You thus are getting in this sale merchandise in perfect condition and first-class in all respects—not the mussed-up, often-handled goods offered in clearance sales. Also, assortments are plentiful in the Eisenberg January Sale. You are not confined to mere odds and ends, but have proper range for selection.

The Eisenberg January Sale Is the Big Economy Period of the Winter---Providing Ample Assortments of Fresh, Perfect Goods At Far Below Their Value

All Toys **1/2** PRICE

EISENBERG'S "UNDERSELLING" STORE

LEXINGTON ST., BETWEEN HOWARD AND PARK

All FUR COATS and FUR SETS 1/4 Off

JANUARY SALE PRICES ON

Black Dress Goods

Batiste & Albatross All wool black batiste and albatross; full yard wide; rich jet black. Worth 50c yard. January Sale Price..... **29c**

Chiffon Panamas Imported Black chiffon panamas, pure wool, 1½ yards wide; rich jet black. Worth $1 yard. January Sale Price..... **49c**

Stormproof Serges Black stormproof serges, full yard wide, rich jet black. Worth 50c yard. January Sale Price..... **29c**

Stormproof Serges Black stormproof serges, full 1½ yards wide, sturdy wearing quality. Worth 89c yard. January Sale Price..... **49c**

Chiffon Voiles Imported black chiffon voiles; full 1½ yards wide; pure wool. Worth $1.50 yard. January Sale Price..... **69c**

Chiffon Panama Chiffon panamas, 50 inches wide, rich jet black. Worth 69c yard. January Sale Price..... **39c**

Black Dress Goods Stormproof serges, Imperial serges, diagonal serges and whipcords; all 1½ yards wide; pure wool. Worth $1.25 yard. January Sale Price..... **79c**

Broadcloths, Serges Cravanetted storm-proof serges, fine imperial serges and chiffon broadcloths; all 1½ yards wide; rich crow black. Worth $1.50 yard. January Sale Price..... **95c**

Broadcloths, Serges Imported black chiffon broadcloths and cravanetted storm serges; both 1½ yards wide; sponged and shrunk. Worth $3 yard. January Sale Price... **$1.19**

JANUARY SALE PRICES ON

Colored Dress Goods

Wool Suitings Whipcords, Mannish Suitings, Stormproof Serges, Scotch Suitings and Fancy Cheviots; all full 1½ yards wide; brown, tan, grey, navy blue and all desired street shades. Worth $1 to $1.50 yard. January Sale Price..... **49c**

Remnants Dress Goods 36 to 50 inches wide; 2 to 6 yard lengths; Serges, Whipcords, Henriettas, Batistes, Albatross, Mohairs, etc. Worth 50c yard. January Sale Price..... **19c**

Mohairs & Panamas Mohair Sicilians and Panamas, both 50 inches wide; brown, grey, green, garnet and navy blue. Worth 69c and 79c yard. January Sale Price..... **39c**

Mannish Suitings Imported Mannish Suitings; full 1½ yards wide; pure wool; all the wanted styles and colors. Worth $1.50 yard. January Sale Price..... **69c**

Serges & Panamas Stormproof Serges and Chiffon Panamas; 1½ yards wide; pure wool, brown, grey, navy blue and men's wear blue shades. Worth $1 yard. January Sale Price..... **69c**

Dress Goods Broadcloths, Whipcords, Diagonal Serges; all 1½ yards wide; pure wool; brown, taupe, tan, grey, garnet, navy blue; ink blue and all desired shades. Worth $1.25 yard. January Sale Price..... **79c**

Dress Goods Chiffon Broadcloths, Stormproof Serges, Whipcords and Mannish Suitings; all 1½ yards wide; brown, taupe, grey, navy, men's wear blue and all desired street shades. Worth $1.50 yard. January Sale Price..... **95c**

Imported Suitings French Zibeline Suitings; 1½ yards wide; brown, grey, taupe and navy blue. Worth $3 yard. January Sale Price..... **$1.39**

Mannish Suitings Imported; 1½ yards wide; brown, tan, grey, taupe and navy blue. Worth $1.75 yard. January Sale Price..... **98c**

Velvets, Corduroys

SILK VELVETS—Plain Croise Silk Velvets; close pile; rich silk nap; 40 shades. Worth 98c yard. January Sale Price..... **59c**

CORDUROY VELVETEENS—Full 28 inches wide; tan, cadet, wisteria, navy blue and black. Worth 98c yard. January Sale Price..... **49c**

CORDUROY VELVETEENS—Full 28 inches wide; hollow cut, plain and two-tone effects; all shades. Worth $1.50 yard. January Sale Price..... **79c**

BOULEVARD VELVETEENS—24 inches wide; chiffon finish; black, taupe, grey, tan, wine, wistaria and navy blue. Worth $1.00 yard. January Sale Price..... **69c**

COATINGS

FUR COATINGS—Caracul Fur Coatings; 1½ yards wide; tan, grey, rose and red. Worth $2.49 yard. January Sale Price..... **98c**

ALL-WOOL COATINGS—1½ yards wide; tan, brown and grey. Worth $2.00 yard. January Sale Price..... **98c**

HEAVY COATINGS—All-Wool Coatings; 1½ yards wide; navy, grey, brown. Worth $2.50 yard. January Sale Price..... **$1.25**

REVERSIBLE COATINGS—Plaid back; all the wanted colors. Worth $4.00 and $5.00 yard. January Sale Price..... **$1.98**

WASH GOODS

REMNANTS PERCALES—Yard-wide Printed Percales; mill ends of the new spring styles. Worth 12½c yard. January Sale Price..... **5c**

ZEPHYR GINGHAMS—32 inches wide; all solid shades; also all fancy styles. Worth 15c yard. January Sale Price..... **11½c**

MERCERIZED POPLINS—White, Cream, Black and all desired evening and street shades. Worth 19c yard. January Sale Price..... **12½c**

MERCERIZED POPLINS—Satin Striped and Plain Mercerized Silk Poplins; white, cream, black and all wanted evening and street shades. Worth 29c yard. January Sale Price..... **19c**

CHIFFON VOILES—Satin-striped Chiffon Voiles; solid white and tinted grounds; pink, light blue, lilac, green, primrose, tan, brown, navy and black stripes. Worth 39c yard. January Sale Price..... **25c**

JANUARY SALE PRICES ON

Colored Silks

Colored Silks Plain Satin Messalines, Habutai Wash Silks, fancy Satin Messalines and fancy Taffeta Silks; 20 to 27 inches wide; all desired evening and street shades. Worth 50c to 75c yard. January Sale Price..... **29c**

Tub Silks Yard wide; white grounds with light blue, lilac, tan, brown, green, primrose, navy blue, cadet and black stripes; Worth 59c yard. January Sale Price..... **39c**

Satin Foulards All 24 inches wide; guaranteed pure silk, coin dots, stripes, scrolls, and neat figures; black-and-white, navy-and-white and all desired colorings. Worth 50c to 75c yard. January Sale Price..... **29c**

Wash Silks Yard wide; genuine habutai wash silks, pure silk, sturdy quality; 50 styles and colorings to select from. Worth $1 yard. January Sale Price..... **69c**

Showerproof Silks Cheeney Bros. showerproof satin foulard silks; all 24 inches wide; name woven on selvedge. All size coin dots, scrolls, stripes and neat figures; all colorings; new styles. Worth $1 yard. January Sale Price..... **69c**

Faille Poplins Yard wide Princess faille poplins; all the wanted evening and street shades. Worth $1.25 yard. January Sale Price..... **75c**

Crepe Meteors 40 inches wide; pure silk, lustrous crepy face; white, cream, and all desired evening and street shades. Worth $1.50 yard. January Sale Price..... **98c**

Satin Charmeuse Imported satin charmeuse, 40 inches wide; lustrous satin face; white, cream and all desired evening and street shades. Worth $3 yard. January Sale Price.... **$1.39**

Black Silks

TAFFETA SILKS—Yard wide black guaranteed taffeta silks, strong wearing quality. Worth 98c yard. January Sale Price..... **55c**

SATIN MESSALINES—Yard wide black satin messaline; pure silk, yarn dyed. Worth $1.00 yard. January Sale Price..... **59c**

WATERPROOF SILKS—Black waterproof habutai silks, 27 inches wide; guaranteed perspiration proof. Worth 59c yard. January Sale Price..... **39c**

BLACK SILKS—Black satin messaline, satin duchesse and peau de sole dress silks, all 27 inches wide; guaranteed pure silk. Worth 79c yard. January Sale Price..... **49c**

BLACK SILKS—Black satin duchesse, satin messaline; both 40 inches wide, pure silk, yarn dyed. Worth $1.50 yard. January Sale Price..... **98c**

PRINCESS FAILLE—Yard wide black Princess faille poplins; lustrous jet black. Worth $1.25 yard. January Sale Price..... **75c**

BLACK SILKS—Yard wide black peau de sole, peau de cygne, satin duchesse and satin messalines; all a perfect jet black. Worth $1.25 yard. January Sale Price..... **79c**

CREPE METEORS—Black Crepe Meteors; 40 inches wide; lustrous crepy finish. Worth $1.50 yard. January Sale Price..... **$1.19**

JANUARY SALE PRICES ON

Men's Sweaters

Men's Sweaters Wool Sweaters, in Oxford, Navy and Brown. Worth $2.00. January Sale Price..... **$1.59**

Men's Sweaters All-Wool Sweater Coats, in regular and Norfolk style. Colors are Oxford, Navy, Brown, Cardinal and Maroon. Worth $4.25 to $5.00. January Sale Price..... **$3.29**

Boys' Sweaters All-Wool Sweater Coats; some have high military collar. Colors are Dark and Light Oxford, Tan, Navy, Cardinal and Maroon. Worth $2.49 and $2.98. January Sale Price..... **$1.98**

Boys' Sweaters Wool Sweaters, in Grey only. Worth $1.25. January Sale Price..... **98c**

JANUARY SALE PRICES ON

Knit Underwear

Women's Union Suits "Onelta" Union Suits; fleeced inside; hand finished; perfect fitting. Worth $1.00. January Sale Price..... **49c**

Boys' Underwear Dr. Wright's Shirts and Drawers; Mottled Grey; fleeced inside. Worth 50c each. January Sale Price..... **29c**

Misses' Underwear Fleeced Vests and Pantalettes; unbleached. Worth 25c each. January Sale Price..... **17c**

Boys' Union Suits Ribbed Union Suits; fleeced inside. Worth 50c. January Sale Price..... **29c**

JANUARY SALE PRICES ON

Housefurnishings

Knives and Forks

Silver Plated Table Knives and Forks—worth, each, 15c. January Sale Price..... **10c**

Dinner Sets

100-Piece American Porcelain Dinner Sets; neat floral and gilt decoration—worth $9.50. January Sale Price..... **$6.98**

100-Piece Carlsbad China Dinner Sets; delicate floral spray decorations—worth $15.00. January Sale Price..... **$10.98**

100-Piece American Porcelain Dinner Sets; new Persian border decoration. This is one of our regular open-stock patterns, and broken pieces can be replaced at any time. Worth $16.00. January Sale Price.. **$12.50**

Aluminum Saucepans

Lipped Saucepans, Made of pure spun aluminum.

2-quart sizes—worth 49c. January Sale Price..... **29c**

3-quart size—worth 74c. January Sale Price..... **39c**

4-quart size—worth 89c. January Sale Price..... **49c**

Aluminum Spoons

Basting Spoons—worth 16c. January Sale Price..... **10c**

Aluminum Jar Tops

Milk Jar Tops—worth 15c. January Sale Price..... **10c**

Rice Boilers

2-quart Double-Coated Grey Enameled Double Milk or Rice Boilers—worth 49c. January Sale Price..... **29c**

JANUARY SALE PRICES ON

Floor Coverings

CORK LINOLEUMS—Short lengths of yard wide cork Linoleums, very heavy grade. Worth 50c square yard. January Sale Price..... **21c**

INGRAIN CARPETS—Wool mixed; yard wide. Worth 37c yard. January Sale Price..... **25c**

JAPANESE MATTINGS—Carpet designs. Worth 29c yard. January Sale Price..... **19c**

HALL RUNNERS—Axminster Hall Runners, rich colors; 2¼x12 feet. Worth $6.50. January Sale Price..... **$4.65**

ROOM-SIZE RUGS—Size 6x9 feet; Axminster and seamless Velvet Rugs. Worth $12.50 to $14. January Sale Price..... **$9.85**

HALL RUNNERS—Axminster Hall Runners; size 3x9 ft.; Oriental designs. Worth $5.75. January Sale Price..... **$3.98**

AXMINSTER RUGS—Size 8¼x10½ feet; choice floral and Oriental designs. Worth $18. January Sale Price..... **$12.98**

JANUARY SALE PRICES ON

Lace Curtains, Portieres, Etc.

NET CURTAINS—Renaissance and Marie Antoinette Net Curtains; white and Ecru. Worth $3.50 to $4 pair. January Sale Price.... **$2.35**

LACE CURTAINS—3 and 3½ yds. long; fine grades. Worth $2.25 to $2.75 pair. January Sale Price..... **$1.69**

LACE BED SETS—Renaissance and Marie Antoinette Bed Sets. Worth $2.75. January Sale Price..... **$1.98**
$5.00 Grades for $3.29
$7.00 Grades for $4.95

VELOUR PORTIERES—Lined with plain repp. Worth $16.50 pair. January Sale Price.. **$10.00**

ROPE PORTIERES of heavy Velour Rope. Worth $2.75. January Sale Price..... **$1.98**

ROPE PORTIERES—With tapestry bands. Worth $5.75. January Sale Price..... **$3.98**

SILK DAMASKS for furniture covering. Worth $3 yard. January Sale Price..... **$1.69**

CURTAIN SCRIMS—Lace inserted; 36 inches wide. Worth 25c yard. January Sale Price..... **15c**

WINDOW SHADES—Odd sizes of Oil Opaque, duplex, Scotch and American Holland Window Shades mounted on warranted spring rollers. Worth 25c to 50c each. January Sale Price **12½c**

JANUARY SALE PRICES ON

Shoes

Women's Shoes Rice & Hutchins "Mayfair" patent colt button Shoes, opera toe, welted soles and Cuban heels. Worth $3 pair. January Sale Price..... **$1.00**

Women's Shoes Choice of vici kid, patent colt, gunmetal calf and tan Russia calf. Have neat extension-edge soles; popular toe shapes, Cuban and military heels for women, and low, broad heels for growing girls; every width. Worth $2.50 pair. January Sale Price..... **$1.85**

Women's Shoes Tan Russia Calf Lace Shoes with extension-edge soles and low broad heels; also Gunmetal Calf and Patent Coltskin Button Shoes with gray, black and brown whipcord cloth tops; pain toes or tips, popular heel heights and Goodyear welted soles; B, C and D widths. Worth $4 pair. January Sale Price..... **$2.80**

Girls' Shoes For school or dress wear. Gunmetal Calf and Bright Vici Kid Button Shoes, with neat toe caps and plenty of toe room; sizes 6 to 11 and 11½ to 2. Worth $1.50 pair. January Sale Price..... **$1.00**

Men's Slippers Black and Tan Vici Kid Romeos, Operas and Everetts, with hand-sewn turn soles. Worth $1.75 pair. January Sale Price..... **$1.15**

Women's Slippers Best quality Dolgeville felt. Choice of Comfy Slippers and Juliets with hand-sewn turn soles. Worth $1.50 pair. January Sale Price..... **75c**

JANUARY SALE PRICES ON

Millinery

TRIMMED HATS—Women Trimmed hats; best styles and materials. Worth $5.00 to $8.00. January Sale Price **$1.98**

WOMEN'S HATS—Tailored and ready to wear hats made of velvet, soft felt and other novelty materials, neatly trimmed. Worth $3.50 to $4. January Sale Price..... **$1.00**

UNTRIMMED HATS—Of fine quality English Felt, in the seasons best styles. Worth $1.00 to $1.50. January Sale Price..... **39c**

JANUARY SALE PRICES ON

Ribbons

SILK RIBBONS—5 to 5½ inches wide; all silk, brilliant satin, taffeta and warp print ribbons in rich floral designs; also moire taffeta in all the choice and wanted colors. Worth 25c yard. January Sale Price.. **17c**

SILK RIBBONS—3 to 4 inches wide, all silk, lustrous taffeta and satin ribbons; all the choice and wanted colors. Worth 14c yard. January Sale Price **9c**

$15 to $25 Men's Overcoats Special at $10

The Overcoats are made of high-grade chinchillas, double-back cheviots, cassimeres and kerseys, in the very latest approved styles. Long, convertible-collar models and the semi-lengths, with or without belted backs; single or double breasted. ALL sizes for men and youths 32 to 44.

Boys' Clothing

3 to 18 Years SIZES

$2.50 and $3.00 Boys' Suits and Overcoats..... **$1.75**
$4.00 and $5.00 Boys' Suits and Overcoats..... **$2.45**
$6.00 and $7.00 Boys' Suits and Overcoats..... **$3.65**
$7.50 and $10.00 Boys' Suits and Overcoats..... **$4.75**
$1.00 and $1.50 Boys' Pants **79c**
50c Boys' Rain Hats **25c**
$1.00 and $1.50 Boys' Hats; all styles and colors..... **79c**
$1.00 Boys' Fur Band Golf Caps **45c**
$1.50 Boys' Sweaters, 6 to 12 year sizes..... **65c**

WOMEN'S WINTER WEAR

WOMEN'S COATS

Cloth Coats 25 Women's and Misses' Coats; odds and ends of plaid-back wool cheviots and other desirable fabrics; gray, blue and brown; broken sizes; 14 misses' to 38 bust. Worth $10. January Sale Price..... **$4.00**

Juniors' Coats 250 Juniors' Cloth Coats, of plaid-back zibeline; large patch pockets, snake effect collar, deep cuffs; sizes 13, 15, 17 years. Worth $12.50. January Sale Price... **$6.75**

Cloth Coats 300 Women's and Misses' Coats; in the lot are boucle coats with plush collar, zibeline coats with velvet throw tie, all-wool diagonals and cheviots; good assortment of sizes and colors; we include in this group at $8.50 combination coat and muff; the coat is of black thibet cloth, lined throughout, deep shawl collar of caracul cloth, large muff of caracul cloth to match. Worth $15. January Sale Price... **$8.50**

Cloth Coats 100 Women's and Misses' Coats of fine quality zibeline, plaid-back chinchillas, wide wales and diagonals; various colors and styles; all sizes in one style or another. Worth $19.50. January Sale Price.... **$10.00**

Astrakhan Cloth Coats Full length, long roll shawl collar, lined with yarn-dyed satin. Worth $29.50. January Sale Price. **$22.50**

Plush Coats Women's Silk Plush Coats; deep border and deep shawl collar of caracul cloth, satin lined; fastens with large silk frogs; sizes 16 misses to 44 women. Worth $25. January Sale Price... **$14.50**

GIRLS' COATS

Girls' Coats 100 Girls' All-wool Cheviot Coats; cadet, with red collar and cuffs or leather color, navy with gray, brown with tan; sizes 6 to 14 years. Worth $5.90. January Sale Price... **$3.95**

Girls' Coats Made of all-wool cheviot in the popular Norfolk style; wide belt, patch pockets; fastens with metal buttons; colors are brown and leather; sizes 6 to 14 years. Worth $7.50. January Sale Price..... **$4.95**

Girls' Coats Of chinchilla, cheviot and wide wales and many other all-wool cloths; colors are cadet, navy, gray, brown, with collar and cuffs in contrasting shade; all the newest styles; 6 to 15 year sizes. Worth $9.50. January Sale Price..... **$5.90**

Girls' Coats 10 Corduroy Coats in navy, black and brown, with collar and cuffs in contrasting shade; all have quilted lining; 10, 12 and 14 year sizes. Worth $12.50. January Sale Price..... **$6.50**

Women's Raincoats

Women's and Misses' Raincoats, of bombazine cloth, rubber coating, cemented seams; tan only; all sizes, 16 to 44. Worth $5. January Sale Price... **$3.75**

Black Petticoats

In this group are petticoats of sateen, Jersey-Top Petticoats; also "Hydegrade" Petticoats. Worth $1.25. January Sale Price..... **89c**

Women's Suits

Cloth Suits Women's and Misses' Wide Wale Suits; coats in cutaway style, have long roll velvet collar, fastens with two velvet frogs; others, of same material, have coat in 3-button, straight-front style; skirts in high-girdle style; coats are lined with yarn-dyed satin; colors are brown, navy and black; sizes 16 misses to 44 for women. Worth $19.50. January Sale Price..... **$10.00**

Corduroy and Cloth Suits Women's and Misses' Silk Velvet Corduroy Suits, in gray and brown; also suits of finest imported broadcloth, rough cheviot and mannish serges; corduroy suits are in the popular Norfolk style; cloth suits are in every desirable plain and trimmed style; lined with best quality yarn-dyed satin; sizes from misses' 14 to 42 bust measurement for women; all sizes in one style or another. Worth $25 to $35. January Sale Price.... **$12.50**

Women's Skirts

Serge Skirts About 50 Serge Skirts, in black and navy; also a few tan and light grays in the lot; all high-girdle styles. Worth $5 to $7.50. January Sale price..... **$2.95**

Voile Skirts About 45 Black Voile Skirts; good styles; all lengths. Worth $5 to $8. January Sale Price... **$3.95**

Women's New Spring Serge Dresses, $5.00

Charming New Spring Dresses of Serge; many pretty new effects are seen in these models; have the latest Byron style collar in contrasting shade; stylish touches of braid and tiny buttons; colors are black, tan, brown and Copenhagen; sizes 14 misses' to 44 for women.

Women's Sweaters

Wool Sweaters Plain and fancy weave; V and high neck; all colors. Worth $2.25. January Sale Price.... **$1.45**

Wool Sweaters Plain Weave Sweaters, in black, gray, navy and white; Norfolk and regular style. Worth $3.25. January Sale price.... **$2.65**

Women's Dresses

Party Dresses Women's and Misses' Party Dresses, made of embroidered net, silk lined throughout, black velvet trimmings; sizes 16 misses' to 40 bust for women. Worth $10. January Sale Price..... **$5.00**

Silk Dresses Women's and Misses' Messaline Silk Dresses; good styles and colors. Worth $12.50. January Sale Price..... **$5.00**

Charmeuse Dresses 25 Dresses of charmeuse, in black and navy; newest styles; all sizes in one style or another. Worth $19.50. January Sale Price..... **$9.50**

Women's Waists

Silk Waists Of excellent quality messaline, in navy, grey, brown and garnet; good styles. Worth up to $5. January Sale Price.... **$3.45**

Chiffon and Silk Waists Most desirable styles in chiffon, taffeta and messaline silk waists; all sizes in one style or another. Worth $2.95. January Sale Price.... **$1.75**

Pad Front Garters Military style; 4 extra heavy straps. lisle elastic. Worth 25c. pair, January Sale Price, **12½c**

Sewing Silk Black and colors; full 50-yard spool. Worth 5c. spool, January Sale Price, **2c**

Roll Tape 24 yards to the roll. Worth 10c roll. January Sale Price, **5c**

5c Hair Nets Full size; tied ends. Worth 5c., January Sale Price, **2c**

Cashmere Mending Wool On cards; assorted colors. Worth, card, 3c., January Sale Price, **1c**

Hooks & Eyes Rust proof; black or white; assorted numbers. Worth, card, 5c., January Sale Price, **2c**

2,000 Dozen Pearl Buttons In various sizes; fresh-water and salt-water pearls; 2 and 4 hole; plain and fancy effects. Worth 6c. to 10c. dozen. January Sale Price..... **4c**

EISENBERG'S WHITE SALES

50,000 YARDS EMBROIDERIES

We have just consummated an enormous deal which involved 50,000 yards of manufacturer's sample strips and mill ends of fine hand-loom Embroideries, consisting of Edgings, Insertings, Beadings, Skirtings, Corset Covers, Galloons and Flouncings. These we have divided in six different lots for your convenience, and will place them on sale Monday at about one-half their real value.

11c Values up to 19c yard. Consisting of Skirtings, Beadings and Insertings.

8¾c Values up to 15c yard. Consisting of Edgings, Insertings and Beadings.

29c Values up to 59c yard. Consisting of 18-inch, 22-inch and 27-inch Flouncings; also Frontings and Allovers.

19c Values up to 39c yard. Consisting of Galloons, Flouncings, Corset Covers and Insertings.

15c Values up to 30c yard. Consisting of Flouncings, Corset Covers, Skirtings, Beadings and Insertings.

39c Values up to $1.00 yard. Consisting of 45-inch Flouncings.

ALLOVER EMBROIDERIES; 20 inches wide; pretty, dainty and showy designs; handsomely embroidered on a fine quality lightweight voile; value 75c yard. Special Underselling Price..... **49c**

VOILE FLOUNCINGS; 45 inches wide; numerous new, dainty and elaborate designs; very deeply worked on a very fine quality voile; value $1.00 yard. Special Underselling Price..... **79c**

GALLOONS—Double-edge Galloons; exquisite needlework, in the season's newest and choicest designs. Up to 3 inches wide; value 19c yard. Special Underselling Price..... **12½c**

WHITE GOODS

ENGLISH LONGCLOTHS—A very fine uniformly woven, medium weight quality, with a perfect chamois finish; put up in pieces containing 10 yards each; value $1.00 the piece. Special Price **79c**

WHITE INDIA LINONS—40 inches wide; perfect; a very fine thread evenly woven quality, with a smooth finish; value 12½c. yard. Special Price..... **10c**

ENGLISH LONGCLOTHS; one yard wide; extra fine, lightweight quality with a genuine chamois finish; put up in pieces of 12 yards each. Value $1.35 the piece. Special Price..... **$1.12**
Value $1.75 the piece. Special Price..... **$1.49**

WHITE NAINSOOKS; one yard wide; made especially for fine underwear, an exceptionally fine quality; finished perfectly; put up in pieces of 12 yards each. Value $1.65 the piece. Special Price..... **$1.29**

DOMESTIC LONGCLOTHS; one yard wide; big remnant lengths, fine medium weight soft-thread qualities with a special underwear finish. Value 12½c yard. Special Price..... **8¾c**

WHITE PIQUES; 27 inches wide, full pieces and perfect medium-weight quality; in the narrow, medium and wide welts. Value 20c yard. Special Price..... **12½c**

WHITE "LIKALINON" SUITINGS; one yard wide; have the appearance of real linen and will wear and launder as well; full pieces and perfect. Value 16c yard. Special Price..... **12½c**

WHITE RATINE SUITINGS; 40 inches wide; heavy weight; firmly woven quality; an exceedingly popular fabric for costumes for the coming season. Value 50c. yard. Special Price..... **29c**

WHITE "SHRUNK" LINENS; one yard wide; warranted all pure linen, heavyweight quality; most desirable for making tailored waists and entire suits. Value 30c yard. Special Price..... **24c**

WHITE RAMIE LINENS; one yard wide; extra heavy rough-weave quality; warranted all pure linen. Value 40c yard. Special Price..... **29c**

WHITE PERSIAN LAWNS; 40 inches wide; full pieces and perfect; exceedingly fine and sheer in quality and finished perfectly. Value 19c yard. Special Price..... **12½c**

WHITE "LINGERIE" BATISTES; 40 inches wide; thoroughly mercerized; have soft, silky finish; exceptionally fine and sheer in quality; full pieces and perfect. Value 25c yard. Special Price..... **15c**

WHITE MERCERIZED MADRAS; 27 inches wide; perfect; highly mercerized grades; pretty glistening figured and striped designs; woven on a fine quality cloth. Values up to 18c yard. Special Price.... **12½c**

SHEETS, PILLOW CASES and LINENS

BLEACHED SHEETS—Size 72x90 inches; made of good quality round thread, soft finish muslin; have the new center seam, which lays perfectly flat; finished with wide hem; value 45c. each. Special Underselling Price..... **29c**

SEAMLESS BLEACHED SHEETS—Size 81x90 inches; carefully made of one of the finest grades of sheeting manufactured; are absolutely free from dressing or filling; finished with 3-inch hems; value 69c. each. Special Underselling Price..... **49c**

"RIVAL" PILLOW CASES—Size 45x36 inches; bleached; made of pillow case muslin and recommended for their excellent wearing qualities; value 17c. each. Special Price..... **12½c**

"RIVAL" BOLSTER CASES—Size 45x72 inches; bleached; are neatly made and finished with 3-inch hems on each end; value 35c. each. Special Underselling Price..... **28c**

"RIVAL" SEAMLESS BLEACHED SHEETS; made by the celebrated "New York Mills," and are perfect in every respect; are warranted to give every satisfaction; finished with 3-inch hems.
Size 81x90 inches. Value 75c each. Special Price..... **58c**
Size 90x90 inches. Value 85c each. Underselling Price..... **68c**

CROCHET BED SPREADS; full double-bed size; heavy quality, uniformly woven; are free from dressing; pretty raised designs, neatly hemmed and ready for use. Value $1.19 each. Special Price..... **95c**

CROCHET BED SPREADS; extra large size and heavy quality; have the new luminous finish, which makes them snow-white; pretty Marseilles and Damask designs. Value $1.50 each. Special Price.... **$1.29**

BLEACHED TABLE DAMASK; 60 inches wide, heavy double faced, finely woven, mercerized quality, with a permanent satin luster; ten new and choice designs from which to select. Value 40c yard. Special Price..... **29c**

BLEACHED TABLE DAMASK; 64 inches wide; the very best grades of domestic mercerized damasks made; have a lustrous satin finish that washing will not dull; many new and pretty designs, both floral and conventional. Value 50c yard. Special Price..... **38c**

BLEACHED LINEN DAMASKS; 70 inches wide; warranted all pure Linen of Irish and Scotch manufacture; extra heavy quality, but of very fine texture; pretty patterns. Value $1.00 yard. Special Price..... **79c**

HEMMED NAPKINS; size 18x18 inches; fine mercerized quality, with a high satin finish; neatly hemmed and ready for use. Value 8c. each. Special Price..... **6½c**

BLEACHED LINEN NAPKINS; size 19x19 inches; warranted pure Linen of exceptionally good quality; have soft satin finish. Value $1.75 dozen. Special Price..... **$1.49**

HUCK TOWELS; sizes 18x36 inches; heavy raised thread; absorbent quality; have neat, fast color red borders; sold subject to some slight imperfections. Value 10c. each. Special Price..... **6½c**

LINEN FINISH TOWELINGS; 16 and 18 inches wide, heavy quality, very absorbent; will not lint; all white and with fast color; red borders. Value 7c yard. Special Price..... **4¾c**

BARNSLEY LINEN TOWELINGS; 16 inches wide; heavy round thread quality; warranted all pure Linen; white with neat fast color red borders. Value 11c yard. Special Price..... **8¾c**

HEMSTITCHED SCARFS AND SQUARES; size of scarfs is 18x50 inches of squares, 30x30 inches, carefully made of a good quality art material, neatly hemstitched and have an extra row of drawnwork. Value 25c each. Special Price..... **18c**

ALL-OVER RENAISSANCE CENTERS; size 18x18 inches square or round; made of a fine quality closely braided Japanese renaissance lace; pretty designs. Value 40c each. Special Price..... **25c**

DOMESTICS

"FRUIT OF THE LOOM" BLEACHED MUSLINS—One yard wide, in lengths up to 15 yards each; every piece warranted to be the genuine "Fruit of the Loom"; value 11c. yard. Underselling Price **7¾c**

"Fruit of the Loom" Bleached Pillow Case Muslins; 42 inches wide; value 15c. yard. Special Underselling Price... **11½c**

"Fruit of the Loom" Bleached Pillow Case Muslins; 45 inches wide; value 17c. yard. Special Underselling Price.... **12½c**

"Fruit of the Loom" Bleached Pillow Case Muslins; 50 inches wide; value 20c. yard. Special Underselling Price..... **15c**

"Fruit of the Loom" Bleached Sheetings; 1½ yards wide; value 23c. yard. Special Underselling Price..... **18½c**

"Fruit of the Loom" Bleached Sheetings; 2¼ yards wide; value 30c. yard. Special Underselling Price..... **25c**

BLEACHED MUSLINS AND CAMBRICS; one yard wide, full pieces and perfect; a very fine round-thread quality with a smooth, soft finish. Value 9c yard. Special Price..... **6¾c**

APRON GINGHAMS; one of the most popular grades; all the most wanted checks; absolutely fast colors; full pieces and perfect. value 7½c yard. Special Price... **5¾c**

MUSLIN UNDERWEAR

This sale provides Muslin Underwear of strictly first quality in materials and making at lower prices than we can usually quote on same grades.

Women's Corset Covers.

NAINSOOK CORSET COVERS; prettily trimmed with rows of Lace and Ribbon or Embroidery with Ribbon; size 36 to 44; value 25c. Special Underselling Price..... **15c**

CORSET COVERS of fine sheer Nainsook, trimmed with fine lace, embroidery beading and ribbon; sizes 36 to 44. Value 39c. January Sale Price..... **24c**

NAINSOOK CORSET COVERS; 25 dozen, in a large variety of styles, neatly trimmed with German, French or Italian Val. lace, embroidery beading, medallions and ribbon; sizes 36 to 44. Value 69c. January Sale Price..... **49c**

Women's Drawers.

CAMBRIC DRAWERS, with deep hemstitched ruffle, fine pin tucks above; open or closed; sizes 23, 25 and 27. Value 20c. January Sale Price..... **14c**

STRAIGHT OR CIRCULAR DRAWERS, made of good cambric, with hemstitched ruffle, fine tucks above; others have pretty embroidery at bottom; open or closed. Value 39c. January Sale Price..... **24c**

FINE NAINSOOK OR CAMBRIC DRAWERS; straight or circular style; emb., lace, medallion and wide ribbon trimmed; open or closed; 23 to 27 lengths. Value 69c. January Sale Price..... **49c**

Women's Petticoats.

SHORT SKIRTS, of good cambric, with deep hemstitched ruffle; others have fine pin tucks above; 29 and 31 lengths. Value 35c. January Sale Price..... **24c**

SHORT SKIRTS of fine cambric or nainsook, prettily trimmed with rows of lace or embroidery. Value 69c. January Sale Price.. **49c**

LONG PETTICOATS of good cambric, with deep flounce, fine tucks and deep embroidery and ruffle at bottom; others have a deep flounce, with hemstitched tucks; lengths range from 36 to 42. Value as good as others sell at 75c. Our January Sale Price..... **49c**

LONG PETTICOATS; many pretty styles, of fine cambric, with deep ruffle, embroidery trimmed, tucks above. Value $1.00. Our January Sale Price..... **74c**

LONG PETTICOATS; elaborately trimmed with embroidered rows of imported lace insertion; finished at bottom with lace ruffle to match; all have dust ruffle and are fitted closely to the hip. Value $1.50. January Sale Price..... **98c**

Brassieres.

BRASSIERES; embroidery trimmed; size 34 to 44. Value 39c. January Sale Price..... **25c**

BRASSIERES; specially for January Sale; embroidery trimmed. Value 50c. January Sale Price..... **39c**

Women's Nightgowns.

NIGHTGOWNS, specially made for the Underselling Store. Of good cambric, high neck, entire yoke of fine tucks, long sleeves; sizes 15, 16 and 17. Value 39c. January Sale Price..... **29c**

CAMBRIC NIGHTGOWNS, high or V-Neck; yoke of tucks and Hamburg insertion; long sleeves; sizes 15 to 17. Value 50c. January Sale Price..... **39c**

NIGHTGOWNS, in high, V, square or low neck; of cambric or nainsook; embroidery, lace or ribbon trimmed; size, 15 to 17. Value 69c. January Sale Price..... **49c**

NIGHTGOWNS, made of fine cambric, nainsook or soft-finished muslin; high, V, square or low neck; embroidery, lace and ribbon trimmed; size 15 to 17. Value 89c and $1.00. January Sale Price..... **74c**

NIGHTGOWNS, made of very sheer nainsook, cambric or Masonville muslin, also crepe; high, V, square or slipovers; trimmed with fine neat embroidery laces, beading and ribbon; sizes 15 to 17. Value $1.50. January Sale Price..... **98c**

Children's Drawers.

CHILDREN'S DRAWERS; made of good cambric, hemstitched hem, fine pin tucks above; size 2 to 12 years; full cut and perfect fit. Value 12½c. January Sale Price..... **9c**

Princess Slips.

PRINCESS SLIPS; specially made for January Sale; handsomely trimmed with real linen torchon lace and embroidered medallions at the neck, and rows of torchon lace insertion at bottom of deep ruffle; size 34 to 44. Value $1.00. January Sale Price..... **89c**

Combinations.

COMBINATIONS OF FINE CAMBRIC; prettily trimmed with embroidery, laces, beading and ribbon; size 36 to 44. Value $1.50. January Sale Price..... **98c**

Extra Size Underwear

EXTRA SIZE DRAWERS of good cambric; deep ruffle, with hemstitched hem and fine tucked; sizes 25 to 29. Value 39c. January Sale Price **29c**

EXTRA SIZE SHORT PETTICOATS; some have deep ruffle with cluster of pin tucks, others ruffles of embroidery; 29 to 31 inch length. Value 69c. January Sale Price. **49c**

EXTRA SIZE NIGHTGOWNS; high, V or low neck; fit the stoutest figure; 18,