



# Lancaster Department Stores



The Best Place To Shop After All.

## Editorial

Uncle Sam has entered the Great War and on every side economy is being preached. Each of us has been appealed to in some way or other to economize.

The Department Store has not escaped and just recently the Government has made special appeal to cut down the expense of delivering merchandise.

You—our customer—alone can do this. If your purchase only makes a small package it will ordinarily not be the least bother to carry it with you. Maybe it will fit conveniently in your purse or bag.

Costs of raw material are mounting and with shortage of labor and the high wages labor is demanding most all merchandise is increasing in cost. Some prices will have to be raised but if you will co-operate with us and carry your smaller purchases with you, we shall gladly give our customers the benefits in price savings.

## The Dawn of the New Styles



The early light of the dawning of the approaching new styles can be seen. The early whisperings of what's NEW can be heard in the marts, and how full of interest they are.

A suit appears—forecasting the straight-line silhouette with slenderness the coming feature. Another one appears a seeming contradiction with loose and full cut lines, yet keeps the slenderness in its straight lines. The jackets are long. Vests and pockets are a decorative feature. Combination of materials are in evidence. Sports styles bring many unique effects.

The coats come rich in pile fabrics, new ideas in fur trimmings and vivid in linings.

Waists appear in smock style and in Directoire basque effects and so on, each one of the new things as they appear filled with interest and each one a representative style-story of the coming modes for fall.

See these early arrivals as they are unpacked, in all their spic and span loveliness.



The Suits Priced  
\$10.00 to \$75.00

The Coats Priced  
\$5.75 to \$50.00.



## Fashion Gives Silks Great Prominence.

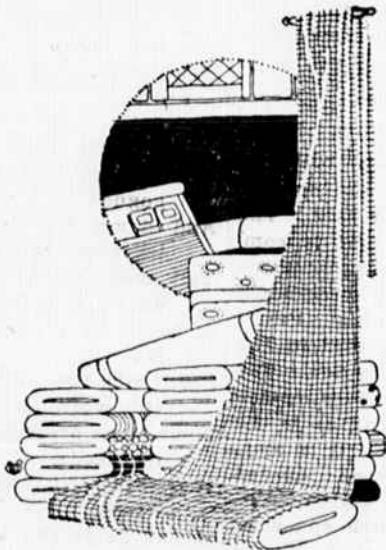
Of all dress fabrics, Silks hold the most enviable position in the world of fashion this season. Because of this fact we are more than ever better prepared to supply a demand for high grade silks that gives evidence of exceeding all previous years.

A most delightful showing of the earliest fall silks include beautiful crepe de chines, luxurious satins and plain and fancy taffetas, in the newest fall shades. See this early showing soon.

- 40-inch crepe de chines . . . . . \$1.50 Yard
- 36-inch Satin Militaire . . . . . \$1.50 Yard
- 36-inch plain and fancy Taffetas . . . \$1.50 Yard
- 36-inch plain and fancy colored Messalines . . . . . \$1.25 Yard

Exquisite quality Taffetas in plain colors, plaids and stripes in the season's most desirable shades,  
. . . . . \$1.75, \$2.00 and \$2.50 Yard

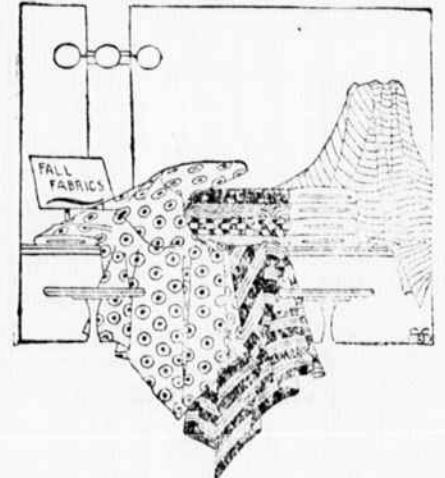
## Staple and Serviceable Domestic Moderately Priced



- 36-inch Bleached Muslin . . . . . 10c Yard
- 36-inch Snow White Bleached Muslin, finished soft for needle Lonsdale Bleachery . . . . . 12 1-2c Yard
- 36-inch Sea Island Cotton, very fine grade, unbleached . . . . . 12 1-2c Yard
- 36-inch Bleached Dimity . . . . . 12 1-2c Yard
- 36-inch Pajama Checks . . . . . 15c Yard
- 36-inch Middy Twill . . . . . 18c Yard
- 36-inch Amesbury Bleached Muslin, finished soft for the needle . . . . . 18c Yard
- 4-4 Special Woven Jeans . . . . . 18c Yard
- Panama Bleached Nainsook, 36 inches wide, for fine undergarments and infants' wear . . . . . 18c Yard
- Androscoggin, 36-inch Bleach . . . . . 25c Yard
- Lonsdale extra fine Middy Twill, 36 inches wide 25c Yd.
- Fruit of the Loom Bleached Muslin, finished soft for sewing . . . . . 25c Yard
- Lonsdale super fine Cambric Muslin, 36 inches wide . . . . . 25c Yard
- Lonsdale 36-inch super fine Nainsook . . . . . 25c Yard
- Pepperell Mills 42-inch Pillow Tubing bleached 25c Yd.
- Dallas 6-4 unbleached Sheeting, full width . . . . . 28c Yd.
- 44-inch Indian Head bleached Muslin . . . . . 30c Yard
- 9-4 Garza Bleached Sheeting . . . . . 35c Yard
- 10-4 Garza Bleached Sheeting . . . . . 40c Yard
- Warranted Full Width.
- 10-4 Pepperell Mills Bleached Sheeting . . . . . 45c Yard
- Anchor Brand 45-inch Bleached Pillow Tubing 30c Yd.

## Attractive Dress Goods

The better grades of dress goods are notably difficult to get and what may be had is high priced. Because we have kept in close touch with the markets and the advances of raw wool we confronted the manufacturers early with our orders and the result is very attractive assortments at prices quite within the reach of every purse. In this showing of dress goods your attention is particularly called to these:



36-inch Check and Fancy Plaid, wool novelty materials, will make pretty separate skirts, baby coats or entire suits . . . 55c Yard

36-inch Wool Serge in the season's best colors, navy, grey, taupe, black, green and brown . . . . . 75c Yard

36 and 40-inch French and Storm Serge in grey, tan, navy Kings blue, taupe, Balsam and black, sponged and shrunk. . . . . \$1.00, \$1.25 and \$1.50 Yard

Beautiful quality 54-inch French Serge, sponged and shrunk, in navy, taupe, brown, blue and black . . \$1.75, \$2.00 and \$2.50 Yard

## Pretty Cotton Dress Goods

Novelty Cotton Dress Goods, that look like wool material, must be examined to tell the difference. Will make good strong durable dresses for school children and excellent house dresses in a splendid variety of patterns and colorings. Priced 15c, 25c and 30c Yard

Extra fine quality Cotton Poplins in rose, brown, balsam, taupe, navy, copen, light blue, garnet, scarlet, terra cotta, black and white . . . . . Priced 25c Yard

36-inch White Corduroy . . . . . 75c Yard  
Regular \$1.00 quality, the proper materials for making baby coats.

## Millinery Exhibit

### First Showing of NEW FALL MILLINERY

Women are eager for a glimpse of the new fall hats—and this initial showing will have the attention and attendance of every one in town.

The new modes are wonderfully chic and charming and the wide variation of trimmings offers abundant opportunity for the expression of individuality. The military influence is modishly expressed in many weaves, small shapes, and the trimmings that adorn them consist chiefly of feather fluffs, burn coffee, ostrich and numidi.



## Men's New Suits and Coats

The new season is here. New clothes are needed and your new suits and coats are now here in the most attractive styles you ever saw

America's best mills wove the fabrics. America's foremost tailors designed them, and this city's busiest men will wear them. All priced according to these groups.

\$9.50, \$11.00, \$13.50 UP TO \$25.00.



## Boy's School Suits

Suits that young America will take natural leaning to because they were made and designed especially to meet a real school boys' needs—to look stylish and still give strong and sturdy satisfaction.

Nifty weaves in blues, grays and browns are especially featured in this showing—and they are so invitingly priced.

\$2.50, \$3.50, \$5.00, \$7.50 TO \$10.00.

## Men's Shoes

The new shoes for fall are here, gentlemen. Their quality is a feature that shines right through their style, and that's what men want in shoes—quality first.

We feature many new lasts of such well known makes as Reynolds, Bostonian, Robert Johnson and Rand, Craddock-Terry and Godmans in dress and work shoes. Priced moderately to reach each individual's purse.



## Men's Fall Fashions in Soft Hats and Derbies

Styles in men's hats are seldom subject to radical changes and this fall is no exception to the rule. The only new tendency is an extra touch of the military effect.

Hat Headquarters invites you to inspect the new arrivals. You will find your individual model among the many new blocks and colors in a wide range of sizes. The prices are alluring. Just see:

PRICED \$1.50 TO \$4.00.