



# Lancaster Department Stores



The Best Place To Shop After All.

## An Economy Event Which Forcefully Demonstrates The Price-Making Power of This Store

A Sale in which great quantities of fresh, new, desirable and dependable Fall and Winter merchandise will be offered at prices that will astonish everyone for their lowness!

From the most worthy sources everywhere these goods have come from leading mills, manufacturers, wholesalers and importers who found the advantages of our ready cash too tempting to resist. **DON'T THINK OF MISSING THIS EVENT!** Come and supply your Fall and Winter needs at savings from the general run of present day prices.



More New Arrivals in Women's and Misses'

### NEW FALL SUITS COATS, DRESSES AND SKIRTS

Right from the center of Fashion come these beautiful creations which we now offer to you for inspection and selection. Added to numbers of earlier arrivals, they make our stock as complete and as varied as you would care to choose from. Their newness has not prevented us from listing them at these unusually attractive prices.

**Suits \$12.50 to \$37.50**  
**Dresses \$6.50 to \$25**  
**Coats \$7.50 to \$50**



### "SATISFACTION"

What a world of meaning is bound up in that one word and how much depends on it. It is not enough that you should find the merchandise you need at this store. It is not enough that you should meet with a hearty welcome or should be given the best of attention. Satisfaction embodies both these essentials and goes still further. It means that at no time in the future you have cause to regret any transaction ever made at this store. And this is the kind of satisfaction we insist on giving to our patrons, a day in and day out, throughout every month of every year.

### DRESS GOODS AND SILKS

Our assortments of the new weaves in Dress Goods and Silks reveal scores of happy color combinations and patterns that will make up admirably into handsome autumn frocks. You can be as sure of the quality as of the value of each yard. Of particular interest are:

**Cotton Dress Goods 25c Yard.**  
**Wool Dress Goods 50c Yd.**  
**Silks Priced \$1.00, \$1.25, \$1.50, \$1.65 to \$2.50 Yard.**

### Stylish and Serviceable WINTER APPAREL

For the Children.

We have never been better prepared than now to supply everything in the way of apparel that youngsters could possibly require for wear during the cold days to come. Wear-resisting materials are used, and they are durably sewed, cut according to the latest dictates of juvenile fashion, and marked at prices that ring the bell of true economy.

### NEW WAISTS



A popular feature of the new waists for Fall is the so-called "Suit Waist" in shades to match the prevailing suit colors which include navy, battleship gray, khaki, Russian green, burgundy and brown. Relief is sometimes afforded from these sombre tones by dashes of bright trimming, scintillating beads and lustrous silks and embroidery.

Other models of net, lace and chiffons used separately or in combination will be popular, while in some of the waists, convertible collars, frills, back fastenings and the outside finish will be featured to a certain extent. Our stocks were very carefully selected and represent very charming and exquisite styles. We direct your inspection to these very choice values.

**Priced \$1.00 to \$7.50**

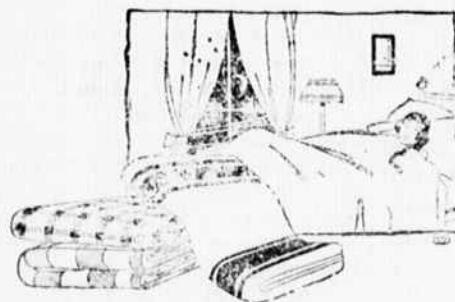
### KNIT UNDERWEAR FOR FALL

The Prices at which we have it marked are its best argument—why not lay in a good supply for the season near at hand.

Way back in the summer we placed orders for the knit garments which we offer to you now; and as a result we can offer them at prices that will make you no longer hesitate to stock up with a good supply for the time when the change in the weather will make you feel like slipping into them. Every garment bears the guarantee of absolute body comfort, perfect fit and good long service.

**Priced 35c to \$2.00**

### Blanket and Comfort Days



Wise women are buying blankets and comforts now instead of later, for they know prices are bound to advance. All available stocks have been gobbled up by Uncle Sam to keep his boys warm "over there." Better loom into these values!

**\$1.25 to \$12.50**

### Sweaters

You can see the double lure in the "come on" look of these coat sweaters.

—coaxing you to healthy comfort—teasing Fall winds to do their worst.

—made heavy—thick—warm for regular outdoor weather.

—real man-styles for every kind of Fall and Winter wear.

—All wool, of course. Colors: grey, tan, navy and white.



**Priced \$1.00 to \$5.00**

### SHIRTS, TIES AND COLLARS

To Please Every Man.

We can't recall when we have been able to place before you men such splendid assortments of shirts, ties and collars as we are able to show you right now. They constitute the best that makers of men's wear are capable of turning out. The Shirts are made from the kind of stuff that wears and they are in numerous weaves and a variety of attractive designs; closed or-coat styles; with or without cuffs. The Ties are in bows and four-in-hands. The Collars in every style you could wish for. The prices? Reasonable!



Styles and Patterns Galore in

### MEN'S SMART SUITS

Just drop into our Clothing Section and feast your eye on the new Suits we have just received for Fall and Winter. If they do not just strike your fancy by their beauty of line, fineness of finish, quality of fabric and their snappy styles, we will be very much disappointed. In this new collection we think we have the finest lot of autumn suits we have ever carried and they are priced so reasonably, too. Just see:

**From \$9.50 to \$25.00.**

### SUITS AND OVERCOATS

For Lively and Ambitious Boys.

We have just received another shipment of the new Fall Suits and Overcoats for Boys' school wear, and we extend a cordial invitation to every mother who is blessed with a real, live, red-blooded lad to come and see them, for they are garments he will be proud to wear, because they are in styles he likes best and the materials he prefers most. They are in a variety of nobby models, some finished plain; some belted all around and some half belted; and are in every good material that an overcoat or suit is made up in. Although they have just been received it has not prevented us from marking them at prices that will tempt you to start togging him out right now.

**\$4.50 to \$9.50.**

