

# LOWER PRICE LEVELS REACH THEIR LOWEST POINT IN YEARS IN THIS NOVEMBER SALE

During the past few months when the market prices began to recede this store was one of the first to readjust and revise its prices to the lower levels that the wholesale market justified. In some cases a direct loss was incurred and in others our profit was reduced almost to the vanishing point. But this was to be expected in a period of readjustment, such as we are now passing through. But right on the heels of the establishment of lower prices comes the news of this annual November Sale, which means further sharp reductions from the recent price adjustments in every section of this value giving store. This important November Sale begins—

## Saturday, Nov. 6th, Continuing to Saturday, Nov. 20th

### Sharp Reductions on All Women's Ready-to-Wear Apparel



#### COATS

Every Desirable Color—Every Wanted Fabric

Just at the beginning of the season when you most need one of these warm coats comes an opportunity to purchase them at sharp reductions from regular prices. Every coat, without the slightest reservation is included in this important sale. Come early for best choice.

Coats that were originally priced from \$27.00 to \$32.50 are now priced **\$23.98**  
 Coats that were originally priced from \$34.50 to \$37.50 are now priced **\$28.98**  
 Coats that were originally priced from \$39.00 to \$45.00 are now priced **\$36.98**  
 Coats that were originally priced from \$47.50 to \$52.50 are now priced **\$43.98**  
 Coats that were originally priced from \$55.00 to \$57.50 are now priced **\$48.98**  
 Coats that were originally priced from \$65.00 to \$70.00 are now priced **\$58.98**  
 Coats that were originally priced from \$79.00 to \$89.50 are now priced **\$73.98**

#### DRESSES

Silk and Wool—In Many Styles

Our entire stock of Silk and Wool Dresses are included in this sale, without reservation. This includes dresses made of satin, charmeuse, crepe de chine, georgette crepe, serge and tricotine. Many excellent styles are included.

Silk dresses that were originally \$20 to \$22.50, now priced **\$13.98**  
 Silk dresses that were originally \$25 to \$27.50, now priced **\$19.98**  
 Silk dresses that were originally \$30 to \$37.50, now priced **\$24.98**  
 Silk dresses that were originally \$39 to \$45, now priced **\$28.98**  
 Silk dresses that were originally \$50.00 are now priced **\$38.98**  
 Silk dresses that were originally \$62.50 to \$67.50, now priced **\$53.98**  
 Silk dresses that were originally \$75.00 are now priced **\$56.49**  
 Wool dresses that were originally \$20 to \$23.50, now priced **\$16.50**  
 Wool dresses that were originally \$25 to \$27.50, now priced **\$19.98**  
 Wool dresses that were originally \$29.50 to \$32.50, now priced **\$22.98**  
 Wool dresses that were originally \$34.50 are now priced **\$24.98**  
 Wool dresses that were originally \$42.50 to \$45, now priced **\$34.98**



#### Undermuslins, Outing Gowns and Silk Undergarments in a Sweeping Sale

**EXTRAORDINARY REDUCTIONS IN SILK UNDERWEAR**  
**GOWNS** of washable satin, georgette, and crepe de chine in shades of pink or white. Very specially priced **\$6.98, \$8.98 and \$10.98.**

**CAMISOLES**—High assortments of these dainty little garments. Some are made of wash satin, others of crepe de chine, others show pretty combinations of ribbon and durable wash silks. Very exceptional values at **\$1.98, \$2.98 and \$3.98.**

**SKIRTS** of crepe de chine and wash satin, shades of pink and white. Choose at these low prices. **\$5.98 and \$10.98.**

**CHEMISES**—Hundreds of beautiful chemises in this important NOVEMBER SALE. They're made of all those good looking and durable wash fabrics such as wash satin, crepe de chine, georgette crepe. Original **\$6.00 to \$10.00 values. Now priced \$3.98, \$4.98 and \$5.98.**

**SPECIAL PRICES ON WOMEN'S OUTING NIGHT GOWNS**  
 New outing gowns just received and marked at prices much lower than last Fall's prices. And now come further reductions from these already reasonable prices.

White and colored outing flannel night gowns at these very reasonable prices. **\$2.19, \$2.29, \$2.49 and \$2.98.**

**PRICES ON SILK PETTICOATS ARE DECIDEDLY REDUCED.**  
 No difficulty in choosing Silk Petticoats from this assortment and at the prices we now have them marked extraordinary savings are realized. **\$3.49** for Silk Petticoats with jersey tops and taffeta ruffles. Originally priced \$4.50 and \$4.98.

**\$6.98** for all taffeta and taffeta with jersey petticoats in many colors. This assortment includes the best petticoats in stock. Original \$8.50 to \$9.50 values.

**JERSEY SILK BLOOMERS—\$4.98.**  
 A special purchase of about four dozen pairs of all silk jersey bloomers enables us to offer them at this low price. Colors are navy, green, grey and black. And a very exceptional value at **\$4.98.**



#### SUITS

Certainly, when you have read the sharp reductions on such HIGH GRADE SUITS as these you'll not hesitate for a minute in getting here to select one. An excellent range of the wanted colors in most every good looking and well wearing fabric. Note carefully these exceptional values.

Suits that were originally priced **\$28.98**  
 \$35 to \$42.50, are now priced  
 Suits that were originally priced **\$39.98**  
 \$47.50 to \$52.50, are now priced  
 Suits that were originally priced **\$46.98**  
 \$55 to \$62.50, are now priced  
 Suits that were originally priced **\$52.98**  
 \$65 to \$72.50, are now priced  
 Suits that were originally priced **\$62.49**  
 \$79 to \$90, are now priced

#### The Greatest Sale of High Grade Blouses in Our History

**GEORGETTE BLOUSES** in a splendid range of colors and trimmings, and a size for every figure. Prices are considerably reduced, the new prices being **\$6.19, \$7.98, \$8.98, \$10.89 and \$11.89.**

**LINGERIE BLOUSES** which embrace all manner of styles in voiles, batistes and finely voiles in many tailored and novelty effects. This collection also includes becoming models in these well liked hand made blouses. Note the new prices which indicate exceptional savings. **\$6.19, \$7.98, \$8.98, \$10.98 and \$11.98.**

**OVERBLOUSES**—Made of beautiful figured georgettes, chiffon cloths and satins. Lowly priced, too, **\$10.39, \$11.39 and \$14.98.**

**GEORGETTE BLOUSES AND OVERBLOUSES**  
 Remarkably low priced—**\$6.50**

... This includes a collection of blouses and overblouses bought at considerable price concession and you derive the benefits in this special sale. A wide choice of styles is afforded in white, bisque, navy and flesh, showing tasteful trimmings of braid, lace and ribbon. And one of the best blouse values of the season. Priced **6.50.**

**MANY OTHER WORTH WHILE BLOUSE VALUES.**  
 Consisting of odd lots and soiled garments.

**LOT NUMBER ONE**—Consists of a lot of odd size lingerie blouses of plain and novelty voiles whose original values were **\$1.98 to \$2.50. Choice now, each \$1.00.**

**LOT NUMBER TWO**—A lot of voile blouses, that have become soiled or mused from handling, but perfect in every other respect. Choice now each **\$1.50 and \$1.75.**

**LOT NUMBER THREE**—This is an other lot of the finer quality voile and batiste blouses, slightly soiled. Choice now, each **\$2.00, \$2.50.**

**LOT NUMBER FOUR**—A good size collection of georgette blouses, that earlier in the season sold from \$5.00 to \$7.98. These too have become slightly soiled or mused, hence these very special prices. Choice now, each **\$3.98 and \$4.98.**

This November Sale offers an opportunity to Select any Handbag or Purse at a Reduction of 25 Per Cent. from the Prices They Are Now Marked.

#### Exceptional Pricings on Women's and Children's Hosiery in Single Pairs and Three Pair Lots.

Every pair of stockings in this store, both women's and children's (Silk, Cotton and Wool) is included in this sweeping sale of Hosiery.

Regular 50c Women's and Children's Cotton and Lisle Stockings, now pair **43c**, 3 pairs... **\$1.20**  
 Regular 75c Women's Lisle Stockings, now, pair **65c**, 3 pairs... **\$1.75**  
 Regular \$1.00 Women's Lisle Stockings, now, pair **89c**, 3 pairs... **\$2.50**  
 Regular \$1.25 Women's Lisle Stockings, now, pair **\$1.09**, 3 pairs... **\$3.00**  
 Regular \$1.50 Women's Lisle Stockings, now, pair **\$1.29**, 3 pairs... **\$3.75**  
 Regular \$2.00 Women's Lisle Stockings, now, pair **\$1.79**, 3 pairs... **\$5.00**  
 Regular \$2.50 Women's Lisle Stockings, now, pair **\$2.19**, 3 pairs... **\$6.25**  
 Regular \$3.00 Women's Lisle Stockings, now, pair **\$2.59**, 3 pairs... **\$7.50**  
 Regular \$3.50 Women's Lisle Stockings, now, pair **\$3.19**, 3 pairs... **\$9.00**  
 Women's Wool Sport Hose in good looking heather mixtures, regular \$2.50 values. Very Specially priced **\$2.19** pair, 3 pairs... **\$6.25**

#### Substantial Reductions on Many Important Items

**GIRLS' PETER THOMPSON AND REGULATION DRESSES** in the regulation navy blue, trimmed with white, black, red or gold braid. Excellent values at **\$5.89 to \$10.19.**

**WOMEN'S CREPE KIMONOS**—These may be had in plain colors and many oriental figured effects. **\$3.19 to \$7.19.**

**FINE UNDERMUSLINS**—Space does not permit the enumeration of the many extraordinary values in fine undermuslins but in this sale are included chemises, skirts, gowns in dainty lace and embroidery trimmed effects. These have all been re-priced. For instance the \$2.50 Chemises and Gowns are now priced **\$1.98**, the \$3.50 Skirts, Gowns and Chemises are now **\$2.79** and equally generous reductions are in force on all garments up to the \$9.00 values.

**ALL KID AND CAPE GLOVES ARE NOW OFFERED AT 20% REDUCTIONS**

**ODD LOTS OF CORSETS** have been arranged into three groups and very special prices affixed. These are not discontinued or old models by any means but models of which there is not a full size range. So we take this means of clearing the shelves and you derive the benefits.

**BRASSIERES AND BANDEAU**—Our entire stock of bandeau and brassieres is offered at reductions averaging 15%. This includes plain, lace trimmed and brocaded models.

# THE LYNCH CORPORATION

"Geneva's Store of Progress"