

NORTH CAROLINA'S MOST BEAUTIFUL STORE FOR WOMEN

BOYLAN-PEARCE CO. : RALEIGH

WHEN ORDERING BY MAIL ADDRESS PARCEL POST DEPARTMENT

# GOOD NEWS FOR SHOPPERS

**TOMORROW** begins a week of special advantage to women of Raleigh and North Carolina. Our beautiful second floor presents at the very height of the season a veritable gold mine of opportunities for shoppers. Many of the values offered would be welcomed in the after Christmas clearing period instead of the beginning of the season. Every model shown is a distinct creation of the present season approved by the most exclusive criterions of fashion. We invite your inspection of them. Mail orders will have the personal attention of the department head. If you are thinking of buying ready-to-wear you will find it advantageous to see these specials.



## Wraps:

Tomorrow the most exquisite array of Evening and Afternoon wraps we have ever shown will bear a special value price for one week's selling. They are preeminently designs of the present season each model a distinct triumph of a master designer. Stunning creations of broadcloth, velvet, satin, broadtail, in turquoise, maize, French Blue, Nile Green, Hunter's Green, and black; Lined with white and self colored satins. Models with large square collars and deep cuffs of white fur and the new cape sleeves. Madame will find the designs stunning and the values astonishing.

Prices . . . \$20 to \$65



## Furs:

To the woman who takes pride in her knowledge of beautiful pelts our display of furs will prove a revelation. The display includes stunning fur sets and separate pieces of Fitch, Lynx, Mole Skin, Mink, Fox, Red Fox, Natural Cat, Tiger Coney, and Civet Coney. Every whim of the season has been answered here in the new and novel designs, ball muffs, barrel muffs, and many other popular fancies in furs are to be found here. And the prices will be a surprise to women who appreciate beautiful furs. Many of them are pieces that we were unusually fortunate in securing at much below their actual value and they are accordingly marked at attractive figures. This year's catch was especially good and our buyers have sent us the most beautiful line of furs ever seen in Raleigh.

Prices . . . \$20 to \$75

## Gowns:

Evening gowns in a profusion of modes and designs that surpass description. Designs of French satin and shadow lace in the exquisite two tone effects; pink or turquoise blue with blue with cream or maize. Designs of crepe meteor silk in black, midnight blue, with long tunic overskirts of fine net and wide basque effects. Transparent yoke and sleeves of net. The triumphs of the season, the decollete evening gowns by Georgette of Georgette crepe, charmeuse, and crepe meteor in the favored colors of evening. And numbers of others equally as impressive. Each one is specially priced for this week.



Prices . . . \$20 to \$75

## Street Dresses

Street dresses in a variety of materials and attractive combinations. Serge dresses with satin sleeves and vests and collars. Basque effects with satin foundations and serge overskirts with white collars and cuffs. Dressier models in charmeuse, silks and satins. Every one of these charming frocks, and our line was never more beautiful or

complete will help swell the total of special values that go on sale tomorrow. Included in this assortment of street dresses will be found a number of models for misses in velveteen, serges and cloth dresses made especially for misses, they embody the spirit of young folks in every line. Your order by mail for these dresses will receive the personal attention of the department head.

## 22 COAT SUITS

\$20 to \$35 Values..... **\$12.98**

Short and semi-short length coats including some of the prettiest designs of the season—not a passe model in the lot. Poplins, broadcloth, serges, gabardines, and chevots in all the popular shades of the season. They are on sale Monday at 9 a. m.

## Afternoon Dresses

Every afternoon dress in our stock will bear a wonderful story of special value on its tag next week. And a more stunning array of dresses for real smart informal wear we have never assembled. The dark shades are predominant with Hunter's Green, Soot Black, and Midnight Blue the more favored. They are of satin, lace effects, char-

meuse silk, net effects over satin, velvets, meteors. With the circular skirts in the style of the middle of the last century. The tendency toward more formal gowns for afternoon wear has enabled our designers to produce some of the most handsome dresses in many seasons. The season's advance has seen these ripen into a decided vogue and our stock has many alluring garments to offer at special values.

## Coats

A splendid opportunity to purchase a handsome coat from our stock will be offered to women who have delayed their purchase of a winter coat. The handsome new coats of broadtail, plush, and broadcloth in a variety of this season's favored shades, midnight blue, tete-de-negre, Russian Green, Navy Blue

London Smoke, etc., will bear a wonderful tale of value on their respective tags. They are made in college coats, balmacaan cuts and Russian Riding Habit effects. Many of them are trimmed with fur collars and cuffs. You will be delighted with them, they are the most striking modes in many seasons.

## New Skirts

The new separate skirts that have been so popular this season will present numerous values for this week. And they are the prettiest line of skirts ever shown in Raleigh. The new overskirts of different materials are a distinct addition to the winter styles. The combinations are innumerable and the effects

beautiful. Tailored skirts of poplins and serges. Dressy skirts of gabardine, broadcloth, and black velvet; trimmed accordin pleated satin with pan-velvet yoke. The new separate skirts of charmeuse, accordin pleated with crepe wool over skirt. They are distinctively smart and the prices will delight you.

## Silks

Always fashionable silks and satin are this year even more favored. Our Silk Goods Department has been fortunate in securing this year an array of beautiful materials that we have in past never been able to equal. We catalogue a few of the numbers below for your selection. Mail orders will be given careful attention.

- Charmeuse, 40 inches . . . \$2.00
- Princess Crepe . . . \$1.50 to \$2.50
- Canton Crepe . . . \$1.50 to \$2.50
- Black 50-in. Satin . . . \$3 to \$4
- Black 30-inch Satin . . . \$1.00 to \$2.50
- Bengaline, 44 inches . . . \$1.50 to \$3.00
- Roman Stripes and Silk Tapestries, used for collars and cuffs . . . \$1.00 to \$2.00
- 40-inch Plain Chiffons . . . 75c to \$1.25
- 40-inch Printed Chiffons . . . \$1.00 to \$2.00
- Embroidered Chiffons . . . \$1.50 to \$12.50
- Chiffon Velvet, 19 inches wide . . . \$1.00

## Coat Suits

In our coat suit department shoppers will find a scene of values run riot. The handsome tailored suits that were such a distinct triumph this season; the redingote. Full dress and basque effect coats have been priced at one-third off—a thing unprecedented at the height of the season. Models of serges, poplins, crepe poplins, diagonals, treeton, and gabardine. Trimmed in broadtail, velvet, braids and contrasting colors. We consider them wonderful values. The short military coats will also bear special value prices in this gala week of value giving. In

this assortment will be found the popular short straight front coats of gabardine, broadcloth, poplins, French serges, etc., trimmed with fur braids and broadtail. The short coat is a popular innovation of late season expressing the long waited for military note in woman's dress. Special values in one of the season's leaders should be of interest to every woman in this section. We expect a big rush on these new leaders and you will have the advantage of a complete stock early in the week. Mail orders given prompt attention.



## Linen Sale

The most decided values our linen stock has ever offered; 800 sample linens from one of the largest importers in New York City. TRAY CLOTHS, TABLE COVERS, RUNNERS, SCARFS, TOWELS, PILLOW CASES, PILLOW TUCKS, AND BABY PILLOWS. Real values \$1 to \$5.

Linen Sale Price . 49c to 79c

- Only a few pieces of our Double Extra Satin Damask with napkins to match, at . . . \$2.00 yard
- Hem-Stitched Table Sets, 65x65 to 72 x198 inches.
- Elegant showing of H. S. Tea Napkins . . . \$2.50 to \$6.00 dozen
- A Big assortment of round scollop Table Sets, regular 81 and 90-inch napkins to match . . . \$7.50 and \$10
- Madeira Embroidered and Scolloped Napkins, at . . . \$4.00 to \$5.00 dozen
- 70-Inch Linen-Finish Damask, all cotton, but beautiful. Special . . . 60c



FASHION stipulates that the lines of the figure should follow those of the perfectly proportioned feminine form. A slight curve at the waist line and just a little more prominence at the hip than heretofore, are changes in the figure that women of fashion must observe. Miss Jane Cox is here, demonstrating the Frolaset front laced corset. Her knowledge of corsets is well worth taking advantage of.

Frolaset Demonstrations All This Week by MISS COX.

## Flare Collars

Our showing of Flare Collars that are so popular this season is unusually complete. Collars of White Organdie. 25c., 50c., 75c., \$1.00.

Collar and Cuff Sets of White Organdie, Lace, and Embroidered Organdie. When ordering by mail address Parcel Post Department.

Prices . . . 50c up to \$2.50



## Gloves

Sole agents for P. Centimeri & Co.'s silk gloves. The world's most noted brand. Street gloves, \$1.00 and \$1.50. Evening gloves, 10 to 20 buttons.

Prices . . . \$3.00 to \$4.00

## Waists

A special line of waists that we are pleased to announce at an unusual low price. Crepe de Chine with tiny pin tucks and the new collar effects. We have reduced them for this week from their former prices of \$5.00 to

\$3.00