



THE FAIR

PHILIP LEIBSOHN & CO.
214-222 First Ave. Cedar Rapids

NOW! —Read the Good News
—Your Chance To Save

Special Notice!
BECAUSE of the rare importance which attaches to this colossal yearly store wide sale the news is being published two days in advance of the sale's opening in order that those living in distant parts may share equally with those near by.

**10 Days
May
13th to
23rd**

Great Store-Wide SPRING

**10 Days
May
13th to
23rd**

Special Notice!
PRICES hold good throughout the sale (while quantities last) unless otherwise stated. And remember—in addition to the items here quoted there are hundreds of unadvertised bargains. Shop through out the store. Extra salespeople provided.



To Early Buyers These

NEW SUMMER HATS

and only . . .

Glorious indeed is the array of beautiful hats gathered especially for the big Spring Challenge Sale and offered at a price, rarely if ever equaled at the opening of a new season.

Hats of crepe, taffeta, satin, hair fabric, leghorn, combined with velvet and silk, straw, etc. Newest trimmings—lowest colors. Dozens and dozens—all NEW—fresh from their tissue wrappings. —Second Floor.

Values to \$7.50!

\$2.88

**59c Summer
UNION SUITS
29c**

Knit of very fine combed cotton—full bleached. Bodice and blouse shoulders loose and light knice. Sizes 34 to 44. A regular 59c garment. A rare bargain at 29c per suit. —Main Floor.

CHALLENGE SALE

MORE GOOD NEWS COMING

Wednesday Morning—8:30! WATCH OUR DAILY ADS

**Regular \$1.59
BLOOMERS
89c**

Women's genuine linoleum and satinet bloomers. Reinforced crotch. Double elastic at knees. Shown in pink, green, blue and white. Sizes 27 to 35. A regular \$1.59 quality bloomer. Special during the Challenge Sale at 89c. —Second Floor.

Wednesday!
Early to Bed
and Early
To Rise!

All Popular
Spring Colors
and Black

**460
Pairs!**

**PURE THREAD SILK and
RAYON HOSE**

Can you imagine it? Regular \$1.00 pure thread silk and rayon hose with fine mercerized rib tops. Reinforced heels and toes. And in all the newest spring shades and black. SIZES—8½ to 10.

There will be crowds for these—bright and early! And there will be exactly 460 pairs waiting to welcome their new owners. —Main Floor.

49c

**Oxfords &
Pumps**
for
Women!

ONE IMMENSE LOT
CONSISTING OF—

- Patent Leather
- Kid Leather
- Suede Leather
- Satin, Etc.
- Strap Styles
- Lace Styles
- And Others.

THIS is the news hundreds are waiting for—a sale that comes but once a year. Those who have shopped in just Dollar Shoes Sales at this store will be amazed to find the door to open Wednesday morning at 8:30! —Main Floor.

**Values
to \$6.50!**

1 PER PAIR

Extra Special! 29c Boxed Stationery 15c 24 sheets of fine quality correspondence paper and 14 envelopes—square style—in neat box. 15c per box. —Main Floor.	Bleached and Unbleached Toweling 12½c Part linen bleached and unbleached, with blue borders. A desirable crash for hand and roller towels. —Main Floor.	Hope and Daisies Bleached MUSLIN 15c Soft finish full bleached muslin for general home use. On sale at 15c per yard. —Main Floor.
Women's Regular \$1.98 Umbrellas \$1.59 Good heavy waterproof covers. Parasol frames. V-shaped handles, loops and rings. On sale at \$1.59. —Main Floor.	Regular 49c NORMANDY VOILES 39c 40-inch Normandy voiles of a fine quality. Light and dark colored grounds. Floral, dots and small figures. 39c per yard. —Main Floor.	Fruit-of-the- Loom Bleached MUSLIN 21c The old reliable brand of bleached muslin for sheets and cases. On sale at 21c per yard. —Main Floor.
Women's 59c Lace Neckwear 39c Lace, linen and crepe collar and cuff sets. Lace and embroidered—white, cream, tan and navy. Round styles 19c set 39c. —Main Floor.	Toile du Nord and Kalbaria Ginghams .21c All NEW light colored patterns in plaids, chevies, stripes and plain colors. 32 inches wide. 21c per yard. —Main Floor.	Bleached and Unbleached Sheeting 45c Good heavy quality 81 inch sheeting for full size beds. Bleached and unbleached. Yard 45c. —Main Floor.
A Rare Value in CURTAIN Marquisette 12½c Offering as a Challenge Sale feature—36 inch plain curtain marquisette in white, ivory and navy. Per yard only 12½c. —Third Floor.	Light Colored Percales TWO YARDS 25c 36 inch percales in light colored grounds. Small figure and striped patterns. For dresses and aprons. 2 yards 25c. —Main Floor.	Extra Special Turkish Bath Mats 69c Large size—heavy quality—double thread—fancy blue and white borders. Only 69c. —Main Floor.
36-Inch Wide BLACK Sateen 29c A regular 36 inch mercerized black sateen for aprons, children's bloomers, and children's dresses. Good firm quality (on sale at 29c per yard. —Main Floor.	Fine Quality Cotton Huck TOWELS 19c 18x36-inch size. A very fine quality cotton huck towel. Fancy borders of blue, pink, lavender, gold and white. And only 19c. —Main Floor.	Women's Linen and Lawn Handkerchiefs 9c All linen and Swiss lawn imported. Handkerchiefs. Narrow lens with colored and white embroidered corners. Each 9c. —Main Floor.
Real Leather Hand Bags 49c Flat and pouch styles in black, brown and grey. Silk lined. Some with mirrors and strap handles. 49c each. —Main Floor.	59c Mercerized DAMASK 39c 58-inch good heavy quality damask for everyday use. Floral and checked patterns. Worth 59c. Sale price 39c per yard. —Main Floor.	

**Now--for the First Time
in Cedar Rapids!**

COATS and DRESSES

500

**Made to Sell
Up to \$35.00!**

CHOICE

\$14.88

NO MAIL PHONE OR C. O. D. ORDERS CAN BE FILLED

**THE FAIR
Second Floor.**

**Every New, Authentic Model!
The Greatest of All
Apparel Sales**

Attend Early for Choice Selection

Styles and Fabrics for Every Occasion!

Direct from Our New York Office

SUPPORTED by our recently acquired New York buying affiliations, the Spring Challenge Sale brings to the women of eastern Iowa the most incomparable value-giving coat and dress sale this city has ever known!

500 brand new garments—new to the women of Cedar Rapids while they are still new to New York. Garments made to sell up to \$35.00! Styles that look like a page out of a fashion magazine! And think—only \$14.88!

The COATS
include the favored sport fabrics, the wanted twills, flannels, suede velours and polaires. Many are fur trimmed and silk lined.

There are dress coats, sport coats, tailored coats, flare coats, double breasted coats, single breasted coats, straight line coats. In fact, coats of every wanted type, shade and fabric!

The DRESSES
Come in the fashionable modes heretofore found only in the exclusive shops. Exquisite street, afternoon and evening models!

MATERIALS—every fabric imaginable from the splendid georgettes to the fashionable prints. Trimmings of beading, laces, tucks, pleats, flounces, belts, novelty pockets, flowing sashes, etc. All shades and combinations.

**Women's
98c and \$1.29
MUSLIN
GOWNS
59c**

Women's good quality white muslin gowns. Lace and embroidery trimmed. Slip-over styles. Sizes 14 and 17 only. Regular \$1.29 and \$1.59 values. A real Challenge Sale special at 59c per garment. —Second Floor.

**Women's
Nainsook
CHEMISE
69c**

Fine quality "willow" loom nainsook chemise—daintily trimmed with lace and insertion. Others—embroidery trimmed. Strap or built-up shoulders. Sizes 34 to 44. A super Challenge Sale bargain at 69c. —Second Floor.

Regular at \$1.19

9x12 Foot Size Linoleum Rugs \$12.48 Not an imitation but real household linoleum rug. Worth \$12.50. On sale at \$12.48. —Third Floor.	27x54 Inch Rag Rugs 79c All new hit and move patterns. Trimmed women. 27x54 inch size. Here is a real bargain in a rag rug. —Third Floor.	50 Feet ½ Inch GARDEN HOSE \$6.25 50 feet ½ inch garden hose. Complete with fittings. Guaranteed only \$6.25. —Second Floor.	Very Special! Clothes HAMPERS 88c Medium size splint clothes hampers with colored linings. Superb. On sale at 88c. —Second Floor.	Extra Special! 3x6 Foot WINDOW SHADES 49c Light or dark green with dove shades 3x6 foot size. 49c each. —Third Floor.
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4-Sewed Brooms Wednesday we will sell 1000 extra quality 4-sewed brooms with polished handles. Each. —Wednesday Only at this Price! 37c	3-oz. Bottle Vanilla 1 3-oz. bottle of vanilla extract—manufactured by H. P. Slater of Cedar Rapids. See window. —Wednesday Only at this Price! 15c	1 Can Pineapple Delicious 1 can of pineapple. Special price. —Wednesday Only at this Price! 23c	2 Cans Sardines Large size 2 cans of sardines. Special price. —Wednesday Only at this Price! 25c	10 Lbs. Cane Sugar Show us the 10 lbs. sugar who will not take advantage of the big savings we are at 19¢ limit. —Wednesday Only at this Price! 59c	5 Lbs. Pure Lard At the present cost of 19¢ per lb. we are selling 5 lbs. pure lard here. —Wednesday Only at this Price! 81c
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Silks!

(At Challenge Sale Prices!)

**Splendid Quality
All Silk Radium
99c**

Such all silk radium in all the new light and dark colors. Used durable quality for slips, etc. Sale price 99c per yard.

**\$1.98 All Silk
Crepe de Chine
\$1.29**

Black, navy, brown—and a full range of light colors. 30 inches wide. A \$1.98 quality all silk crepe de Chine on sale at \$1.29 per yard.

**\$1.98 Quality
Spiral Crepes
\$1.69**

A silk mixed fabric that will give wonderful service. 30 inches wide. Shown in black, navy, rust, blue, green, brown, tan, rose and white. A regular \$1.98 quality. Challenge Sale price—\$1.69 per yard.

**33-in. Jap Pongee
62c**

First quality—government inspected—all Silk Jap Pongee for dresses, slips and curtains. Per yard.

**Plain and Fancy
Dress Silks
\$1.39**

CONSISTING OF—
—FOULARDS —CHANGEABLE TAFFETAS —SATINS
—COLORED TWEEDS —SHIRTINGS
—Etc., Etc.

A special lot—all desirable fabrics. While they last, \$1.39 per yard.

**Hundreds of Yards
NEWEST WEAVES
SMARTEST PATTERNS**

Women's Linen and Lawn Handkerchiefs 9c All linen and Swiss lawn imported. Handkerchiefs. Narrow lens with colored and white embroidered corners. Each 9c. —Main Floor.	Real Leather Hand Bags 49c Flat and pouch styles in black, brown and grey. Silk lined. Some with mirrors and strap handles. 49c each. —Main Floor.
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New "SUNBEAM" Porch Frocks

\$1.69 Regular at \$2.98

Women's smart, new "Sunbeam" porch frocks of checked and plaid ginghams. Guaranteed fast colors. Sizes 36 to 44.

Shown in ever so many delightful styles. You'll want not one—but two or three when you see them selling at \$1.69. —Second Floor.

GINGHAM DRESSES For Children 39c Children's checked and plaid gingham or plain chambray dresses in a variety of desirable styles. Sizes 2 to 6 years only. Regular 39c garments. Come! —Second Floor.	"LUCETTE" FROCKS For Children \$1.89 All the latest styles in this extraordinary offering of children's "Lucette" frocks. Beautiful chambrays and French ginghams. Sizes 7 to 14. Value to \$2.50! —Second Floor.
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