

To All Our Customers
we extend the
Heartiest and Best Wishes
of the Season

January Prices Now

All Seasonable Merchandise--Including all Practical New Year Gifts--now offered at the biggest savings of the year

Silk Overblouses
The most beautiful collection of
Waists we have ever offered.
Would make an ideal New Year
Gift.
\$2.98
up to
\$5.98

**London, New York and
Paris Ass'n of Fashion**

**Women's & Misses
Sweaters**
Wool Jerseys, Brushed Wool Jaquettes,
Knitted Vests.
\$1.98 \$3.98 \$5.98

THOUSANDS OF WINTER COATS

Placed on Sale at Most Drastic Reductions Ever Known!

Just Opened!
HATS
A new shipment of
**Ladies' Winter and
Advance Spring
Sample Hats**
Now ready for your inspection.

FUR COATS

Never have highest quality FUR COATS been so low in price as in this sale.
All FUR COATS specially priced for this week. Gorgeous Coats made to sell for twice the price asked.
Every Coat of guaranteed quality -- well tailored. Some plain, others richly fur trimmed.

Coats for Women, Juniors, Misses and Stout Women
This is an Opportunity of Opportunities--DO NOT MISS IT!

\$12.98

**Buys actual 17.00 Coats
Buys actual 20.00 Coats**

Featuring fine styles in Velours--also Sport; Stripes, Plaids and Plain materials; Tailored styles, too; handsomely lined; in sizes for Juniors, Misses' and Women. At \$12.98.

\$17.50

**Buys actual 24.00 Coats
Buys actual 28.00 Coats**

You will be amazed at what values you get in LADIES' COATS at \$17.50. Plenty of FASHIONABLE VELOURS, FUR COLLARED MODELS and Plain Styles; all handsomely lined; all sizes.

\$22.50

**Buys actual 33.00 Coats
Buys actual 37.00 Coats**

Never before have we been able to offer such a gathering of High Grade COATS at prices that barely cover the cost of materials alone. ALL THE FINEST FABRICS and FASHIONABLE FURS OF THE SEASON are represented here; AND THE SAVINGS ARE SECOND TO NONE!

\$25.00

**Buys actual 39.00 Coats
Buys actual 45.00 Coats**

**MOTHERS! Look at these
GIRLS' COATS**
Busy Mothers will find here every needed Coat requirement. Polaires, Stripes, Overplaids, Polo Coats, mostly Fur-trimmed. Sizes 8 to 16 years.
8.98 up to 11.98

Juniors & Girls' Coats
Clever Dressy Styles for your little girl; nice warm, comfy Coats. Ages 5 to 8 years.
4.98 up to 7.98

New Year Gift Suggestions!

**Fur Chokers, 7.00 up to 14.98
Silk Underwear, 1.00 pr set
Heavy Sateen Bloomers, 50cts.
Boudoir Caps, : : 20 cents
New Winter Skirts, 5.98 to 7.98**

MEN!

**A Special Offering of Wonderful Silk-Lined, Plaid Back
OVERCOATS**

At reductions of fully 40 per cent., this SPECIAL SALE brings a SAVING that will be instantly appreciated by hundreds of men. If you need that NEW OVERCOAT--Come in--Share in the BIGGEST SAVINGS OF THE YEAR.

PRICES NOW AT

12.50 18.80 24.00 33.00 up

All DRESSES Reduced!

THE FACT IS CLEAR--We are going after the BIGGEST DRESS BUSINESS in our career. Values unbeatable are in these six Groups:--

\$3.00

It will certainly pay you to come early for these Silk and Cloth Dresses. They will surely leave our racks in a hurry.

\$7.98

Dresses originally priced at \$12.00. Poiret Twills, Serges. Price does not cover cost of material.

\$10.98

Not a Dress in this lot but is worth double.
COME EARLY!

\$14.98

Fine Canton Crepes, lustrous Flat Crepes, Satins. Values up to \$20.00. Misses' Women's and Extra Sizes.

\$20.00

Poiret Twills, Canton Crepes, Taffettas, Roshanar Crepes, worth up to \$30.00. Women's, Misses' and Extra Sizes.

\$27.00

Buys Dresses up to \$37.50, and they are simply beyond description for beauty. New Satins, Laces, Taffettas. All Sizes up to 52 inches.

BOYS!

**Boys' Overcoats and 1 and 2
Pants-Suits**

EXCEPTIONAL VALUES--GREATEST FOR YEARS!

\$4.50 \$6.50 \$9.95 \$12.95

Store-wide Special Values, beginning to-day! Mothers will appreciate the BIG SAVINGS this Department now offers for their Boys. All the wanted Styles and materials in OVERCOATS and SUITS, and all wonderful garments--Ages 8 to 15 years.

Small Boys' Suits and Overcoats

Ages 3 to 8 years.
Splendid little fellows' SUITS and OVERCOATS--all snappy little models.
2.98 up to 4.50

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Pumps at SML
dec24.1f

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dec24.1f

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45 Prizes: Cal
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Stores: Ped
McMurdo's, Ma
Spurrell's, Ba
Smallwood's

Fads and F

Blue chenille
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valentine.
A small
thrift has a
black lace.