

SCARFS

Beautiful
New Fall
Scarfs.
Extra value.

98c

Values to
\$3.00. All
the new
shades and
combinations

1.98

London, New York & Paris Association of Fashion, Ltd.

BRASSIERS

All sizes for
Misses,
Women
and Stouts.

39c

Fine quality.
Values to
\$1.00, in
Flesh shade.

Exceptional Values in New Felt HATS

JUST OPENED.

Over 800
NEW
FELT
HATS
just
arrived,
and
now ready
for your
inspection.

2.20

Every new color
Every new shape
Hats for Women
Hats for
Bobbed Heads
Hats for matrons
The most re-
markable Felt
Hat values we
have ever
offered.

2.79

Savings of 25 p.c. to 30 p.c. in Our Sale of Guaranteed

For Misses,
For Women
and
Stout Women.

FUR COATS

A Deposit
will
reserve
Your Coat!

GUARANTEED FUR COATS—LUXURIOUSLY TRIMMED AND BEAUTIFULLY MADE. EVERY COAT GUARANTEED. BUY NOW—A DEPOSIT WILL HOLD YOUR COAT.

\$120, 170, 215, 250, 375, 300 up to 400

HUDSON SEAL COATS—MUSKRAT COATS
PERSIAN LAMB COATS—SCOTCH MOLE COATS
NORTHERN SEAL COATS—SEALINE COATS

Full Length Models—(44 to 52 inches).

Trimmings of Squirrel, Fox, Skunk, Self-Trimming—all sizes.

EXTRAORDINARY VALUES!

Newfoundland SEAL COATS

Beautiful Silk lined—full
length Coats—All sizes. **\$5.00**

Stout Women's NEW FALL AND WINTER COATS & DRESSES

COATS

8.98

Complete ranges of stout Coats
now on display—Coats that help
slenderize—in all the desired
and required shades.

12.98

18.50

DRESSES

25.00

Carefully selected styles for
stout figures in all wanted
shades and materials.

32.00

Again Demonstrating
Our Millinery Leadership

Sale of 1000 New Fall HATS

ENGLISH VELOURS AND AMERICAN
VELVETS.

Every Hat

in these

groups a

genuine value.

A splendid

collection of

Velour

Hats,

in all

the new

shades

and

styles.

3.98

A collection
of the

4.48

Latest
Fall styles,

5.98

featuring the
"Pirate,"

6.98

"Charleston,"
"Buccaneer,"

7.98

In large
and small

8.98

head sizes.
Every new
Fall shade.

IF IT IS NEW IT IS HERE!

The New Fall Styles are Here in This Sale of WINTER COATS

For Misses -- For Women -- For Stout Women
80 p.c. with Fur Collars and Fur Cuffs

A Sale in which style and beauty share honors with the utmost in values. Over 1200 Coats have been assembled, and because of volume orders placed by us we received extraordinary price concessions; in fact our sale prices are less than the value of the beautiful materials alone.

\$12.98, 14.98, 16.98, 22, 26, 30, 34

NEW! NEW! NEW! Everything about the Coats is NEW—New lines, new materials, new furs, new colors. Even if you do not intend to buy, you owe it to yourself to see the delightful new fashions for Fall and Winter.

NEW FUR TRIMMINGS.

American Opossum, Muffon, Seal-
ine, Beaver, Fitch, Fox, Mandel.

NEW FABRICS.

Valmira, Lustrosa, Velours, Duve-
teen, Suedes, Polaires, Tweeds, Duv-
bloom.

NEW COLORS.

Jacapa, Tanager, Taupe, Brown,
Grey, Blue, Black and Navy.

Other FALL and WINTR COATS in This Sale Misses', Women's and Stout Sizes

\$8.98 up to \$60.00

Every Coat a Star Value!

Sale of New Sweater Wear

FOR MISSES AND WOMEN.

Slip-on Sweaters, Peter Pan
models; Silk and Wool
Sweaters; Cardigan Sweat-
ers, buttoned up style, with
belts; Brush Woolen Sweat-
ers—in fact the most varied
collection that we have ever
offered. Extra values. **1.98**
3.98
4.98
5.98
6.98

Girls' Sweaters

Ages 3 to 14 years.

A very large range of new Fall
and Winter Sweaters and Sweat-
er Coats for the little miss and
bigger girls, and new shades
and good values. **1.98**
2.98
3.48

Teddy Bear Suits

Ages 2 to 10 years.

Brush Woolen and knitted
materials, combining Wool-
en Caps, Mitts, Leggings
and Sweaters; warm and
good-looking. **5.20**
5.98

Ladies' & Misses' Raglans, Rubberized Tweed Coats, Rubberettes

Hundreds of New ENGLISH RAGLANS and TWEED TOP
COATS for Misses and Women, in all required styles and shades
—including Navy Raglans—all sizes for Misses, Women and
Stouts.

9.98, 14.98, 17.95, 21.00 up to 29.80

Just Arrived, Hundreds of Smart

New Dresses

Every model strictly new and the very latest in style.

12.98 - 14.98 - 16.98

Satins, Flannels, Poirer Twills, Char-
meuse; all the new colorings and
styles. A magnificent collection for
Women, Misses, Stouts.

Striped Flannel Dresses

Recognized by style leaders
as the most fashionable
dress of the hour. **12.98**

New Fall and Winter

Girls' Coats

MOTHERS! You will please little daughter, and save money by
purchasing her clothing at this store.

Coats Ages 3 to 15 years **4.48, 6.98, 8.98, up to 14.98**

Girls' Dresses

Beautiful new Fall Dresses
in all the new Fall shades
and materials.

4.98

6.98

HATS

Felt Hats, Tweed Hats, Velvet
Hats for the little Miss and
bigger girl.

1.78,

2.98,

3.98