

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 Big-  
gest Savings of the year.

**Silk  
Overblouses**  
The most beautiful collection  
of Waists we have ever of-  
fered. Would make an ideal  
New Year Gift.  
**98c  
up to  
5.98**

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

**Women's and Misses'  
Sweaters**  
Wool Jerseys, Brushed Wool Jacquettes,  
Knitted Vests.  
**1.98 3.98 5.98**

# THOUSANDS OF WINTER COATS

Placed on Sale at Most Drastic Reductions Ever Known

**400 of the Nicest  
Hats**  
we have shown this season.  
**3.88**  
Values up to \$10.00

Never have highest quality FUR COATS been so low  
in price as in this Sale.

## Fur Coats

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 & Stout Women

This is an opportunity of opportunities--don't 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, hand-  
somerly 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 need-  
ed 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 ..... \$11.98  
SILK PRINCESS SLIPS ..... \$ 4.98  
SILK PETTICOATS ..... \$ 3.98  
BOUDOIR CAPS ..... 25c  
NEW WINTER SKIRTS .. \$3.90 up to \$ 5.98

## 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—

**3.98**

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

**8.98**

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

**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, Roshanara 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 descrip-  
tion for beauty. New Satins,  
Laces, Taffettas. All sizes up to  
52 inches.

## BOYS!

### Boys' Overcoats and 1 & 2 Pants - Suits

EXCEPTIONAL VALUES—GREATEST FOR YEARS

**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 18 years.

### Small Boys' Suits & Overcoats

Ages 3 to 8 years. Splendid little fellows  
SUITS and OVERCOATS—all snappy little  
models.

**1.98 up to 5.98**