

SPECIAL!
Ladies' Dresses
 Values at \$8.00.
 Fine heavy Cloth Dresses,
 Serges and Taffetas. Sizes
 16, 18, 36 only. Guaranteed
 values at \$8.00

\$3.98

Buy \$8 to \$10 New Hats at **\$2.98**
 That's the Sensational Offering from
**Our Greatest
 Hat Sale**

It isn't only the vast selections; nor is it the fact that values are so phenomenal, but the all-important phase of this Millinery event is that **ADVANCE MID-WINTER HATS** just being produced by manufacturers for the holiday season **HAVE BEEN PROCURED TO OFFER** at a price that actually doesn't cover the cost of the gorgeous materials alone.

**Every Hat Brand New
 800 Hats in this Sale**
\$2.98 up to \$6.48
**Almost as many Different
 Styles as there are Hats:**

Rich Black Satins, Imported Brocades, Silver Cloth and Velvet, Gold Lace and Fur-Trimmed Hats, Chenille Embroidered Velours, Finest Velvets, Metallic Fabrics.

Up to \$10 Values
 And not a single one could be purchased ordinarily under \$5.00.

**London, New York & Paris
 Association of Fashion**

**No Store in the City Can Equal these Coats.
 At these Prices they are Exceptional Values**

Marvellous Sale of COATS!

**An unending variety of Newest Winter Styles, Plain
 and Luxuriously Fur-Trimmed**

This Great COAT SALE involving over 1700 Coats is the most spectacular value-giving event that we have attempted this season. Coats for Misses', Women, Juniors and Stout Women. Featuring the very latest style successes.

**Other Stunning
 Coats on display at
 \$6.98 up to \$75.00**

\$14.98

\$19.00

\$26.00

Coats of this character have never been seen in years under double the price. First of all get this fact clear—that these Coats are products of manufacturers whose garments are made for discriminating women—even to the minor details of finish; they measure up to the highest standard of perfection. These prices will not last. Our advice to you is to

SHOP NOW!

LOOK!
200 Girls' Dresses

Values up to \$10.00.
 Clever styles in Serge and
 Wool Crepe, plain colors and
 combinations. Ages 5 to 16
 years. Especially priced for
 this Sale

\$4.98

up to
\$6.98

**Mothers! Take advantage
 of these Great
 Savings—**

**Girls' Winter
 Coats**

MADE TO SELL FOR DOUBLE
 Velours and Polaires in
 Sports and Fur-trimmed
 Models.
 Newest Winter modes.
 Many with Fur Collars, also four pocket Sport
 Coats. Ages 7 to 15 years.

\$7 to \$12.98

Kiddies Fur-Trimmed Coats
 \$8.00 values. Cute styles
 and colors in warm, wonder-
 ful Fur trimmed Coats

\$4.98 up

**GIRLS'
 HATS**
 A magnificent collection in
 best materials and styles.
\$1.78 up to \$4.00

DEMONSTRATION WEEK!!

**ENDING OUR MOST SUCCESSFUL DRIVE FOR 1000
 NEW CUSTOMERS, with a style and value demonstration.
 This is to be our "Thank You" for the overwhelming re-
 sponse that we received during the past three weeks of this
 sale of sales.**

**Every Garment in our Store Priced for this
 demonstration week—Below Cost --- At Cost
 or slightly above Cost.**

**Sensational
 DRESS
 SALE**

Over 1200 New Dresses!

In all the newest materials, Satin-ac Crepes, Poiret Twill, Chameuses, Crepe Back Satins, etc., in an endless style variety. All the newest effects. Colors of Black, Navy, Brown included. All sizes for Women, Misses and Stout Women.

7.98 up to 20.00

A DRESS FOR EVERY OCCASION.
 Exclusive Dresses show appreciable reductions for this week. Purchase your Dress for the Season's festivals NOW!

**All
 Ladies' Skirts, Waists, Sweaters
 Furs and Fur Chokers
 at this week's savings**

Men! : Mothers! : Boys!

**When you make a purchase in our Men's & Boys'
 Dept. you are absolutely guaranteed satisfaction**

The Garment must be better made, Must be a perfect fit, Must give satisfactory service—and MUST be better value than is shown at any other Store—BECAUSE OUR ABSOLUTE GUARANTEE IS BEHIND EVERY GARMENT THAT WE SELL.

Hundreds and Hundreds of SILK LINED and PLAID BACK.

**Men's Overcoats and
 1 & 2 Pants-Suits**

Always at \$10 and more below other stores prices
 Yes, Sir, with the colder weather upon us every man will want a new Winter Suit or Overcoat, and it is here ready or him.
 Our Men's Department is jammed with new Winter merchandise and at the low prices that have made THIS STORE KNOWN FROM COAST TO COAST.

A size for every man, no matter what his size or his build

12.98 16.95 24.75 29.75 34.50

**London, New York & Paris
 Association of Fashion**

And Parents can SAVE MONEY on

**Boys'
 Overcoats,
 Suits & Pants**

\$4.95 \$7.95 \$9.98

Right up to \$16.00. Ages 7 to 18 years.
 We devote 12 Racks to Boys' Clothing. We have the largest varieties, greatest assortments at the lowest prices in town.

**See Juvenile Suits and Overcoats,
 ages 2 to 8 years**

**Student's and College Boys'
 SUITS and OVERCOATS**

The kind of Suits and Overcoats that have the snap and go that appeal to young men—and we have a splendid line for the young fellow just stepping into his first pair of long pants. All the smart styles in every wanted material and coloring. See these great values—nothing to equal them in town.

**SPECIAL!
 MEN'S WINTER CAPS**
 Values at \$1.50.
 With ear protection;
 lined with fur
50 cents