

FINAL SMASHING OF PRICES!

For the past two weeks we have been preparing for this GREAT EVENT, in order to make room for OUR NEW SPRING GOODS COMING. Thousands and thousands of dollars worth of LADIES' APPAREL, nearly all advanced styles, will be sold at ridiculously SMASHED PRICES at this SALE. At the price you pay for any article in this Store, during this SALE, it won't be bought, it will be almost given away. Nowhere else can you buy such HIGH GRADE GOODS at such Smashing prices.

Sale now
in full
swing.
NO
Exchanges.

Veilings

| | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------|
| In Black, Navy, Brown, Green, Violet, Grey, Taupe, etc., etc. Regular width, formerly sold for 85c. yard. Final Smashed Price per yard .. | 12c | Others in White with Black dots and other Light shades. Regular width, formerly sold from 45c. 65c. up. Final Smashed Price per yard | 6c |
|-------------------------------------------------------------------------------------------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------|

Sale now
in full
swing.
NO
Approbation.

Lace and Embroidery Laces and Insertions

Narrow Lace Insertions, White and Cream. Regular 12c. yard. Final Smashed Price per yard 1c.
Other White and Cream Shadow Torchon Lace and Insertion. Sold up to 75c. yard. Final Smashed Price per yard 3c., 5c., 7c., 11c., 15c.
Black Lace and Insertions, formerly sold to 75c. yard. Final Smashed Price, per yard 1c., 3c., 5c., 7c.
White Embroidery Beadings and Insertions, formerly sold to 50c. yard. Real Swiss. Final Smashed Price, per yard 3c.

WATERPROOF TULLE

All colors, double width, formerly sold for \$1.35 yard. Final Smashed Price

28c

CHIFFON

In all colors, double width. Regular 85c to \$1.25 yard. Final Smashed Price

22c

TRICOLETTE WAISTS

In all colors and sizes; seconds. Final Smashed Price

98c

TRICOLETTE WAISTS

In all colors and sizes; perfectly genuine. Final Smashed Price

\$1.79

NINON

In Brown, Red, White and Cream, double width, real good. Regular 90c. yard. Final Smashed Price

25c

BLACK TUCKED NET

18 inches wide. Regular \$1.80 yard. Final Smashed Price

30c

DRESSES

This group comprises 195 Serge Dresses offered at this immoderately low price! They are beaded, braided and embroidered in Navy, Black and Brown. Our last Sale was proof of the demand for Frocks such as these. Therefore we are pleased to be able to duplicate the event at the Final Smashed Price of

4.94

Band Velvets -- Satin Back

In Black, Navy, Jade, Blue, Violet, Red, Brown, White, Pink, etc., suitable for making Tams, Hat Bands, etc., etc.

| Regular Price | Final Smashed Price | Regular Price | Final Smashed Price |
|---------------|---------------------|---------------|---------------------|
| 25c. yard. | 8c. yard. | 80c. yard. | 26c. yard. |
| 40c. yard. | 13c. yard. | 90c. yard. | 30c. yard. |
| 50c. yard. | 15c. yard. | 1.00 yard. | 33c. yard. |
| 55c. yard. | 16c. yard. | 1.20 yard. | 35c. yard. |
| 60c. yard. | 18c. yard. | 1.40 yard. | 38c. yard. |
| 75c. yard. | 24c. yard. | 1.75 yard. | 42c. yard..... |

COATS

Final Smashing Price

In Grey Cloth, Black Sealette Collar, Dolman Sleeves \$5.39
In Blue Velvet, lined throughout, throw-over scarf 6.98
In Velvet and Sealette, Navy Blue, Burgundy and Black, Kolinsky Fur Collar 9.98
Coats 3/4 length in Brown Sealette, belted, pockets and bell sleeves 11.98

SUITS

Ladies' Sizes in Navy Cloth. Final Smashed Price:

5.98

Women's Wraps and Coats

Wraps and Coats developed from soft high quality fabrics combined with Velvety, Lustrous Furs, tailored with a distinction that will hold its own, no matter how long their service. Every desirable Winter make to choose from varied in many ways—Sport styles, Wrappy styles, Coats with Bloused backs and straight line Coats; trimmed with Beaverette, Caracul, Wolf, Mouffan, etc., etc. In Navy, Black, Fawn and Brown. DRASTICALLY REDUCED FOR THIS FINAL SMASHED PRICE SALE.

GROUP OF DRESSES

In Taffeta, Satin, Crepe-de-Chene and Georgette; all styles and sizes. Final Smashed Price ...

9.79

New Hats

In Velvet, Duvelyn and Felt, in all shades, suitable for Sport or Formal wear.

Final Smashing Price

1.59 up

Ladies' Suits

In Broad Cloth, Brown and Navy, long tailored models; others with flare sides, Fur trimmed, embroidered and beaded.

At Final Smashing Reductions.

Dresses

In Poiret Twill, Tricotine, Crepe-de-Chene and Satin Crepe, in Navy, Black, Fawn, Brown, etc., etc; all sizes.

SPECIALLY PRICED FOR THIS SALE

A Large and Unusually Charming Selection of Gifts for Christmas

There is no happiness equal to the joy of giving—no thrill as potent as that aroused by making others happy. Let this be your happiest Christmas. It WILL be if you make your dear ones happy. Here you will find Gifts that will give joy to each and every member of the family. Take advantage of the great variety of offerings and the unparalleled values. The usefulness and character of the Merchandise itself, combined with the fact that one may select the major portion of one's gifts all on the one floor—all under one roof—thus eliminating much time and physical effort, will prove a big relief to the gift-seekers, who has a long list over which he or she might otherwise be puzzling.

LADIES RELIABLE OUTFITTERS

282 WATER STREET (formerly Miss Kelly's) **DON'T FORGET THE NUMBER--282**