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

Throughout the Fntire Store

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

Ready-to-Wear Apparel Specially Priced--Just in Time for the Holiday!

Thousands of value-wise men and women know how to take advantage of these drastic reduction sales--we are including all new special purchases of smart mid-season apparel that has only just been put on display; all prices show-BE WISE AND SHOP EARLY! ing savings of fully 1-3 to 1-2 off.

AN EXTRAORDINARY SALE

Sensational Purchase and Sale. Never has our policy of giving our customers the right Garments, at the right time, at the right price, been more convincingly demonstrated than in this remarkable event.

You are Advised to Shop Early

110 DRESSES-Values to \$12.00 . . . Now \$5.98

LADIE COTTON DRESSES. Values at \$2.48 ..\$1.45

RED

HOT

WAISTS and MIDDIES. Values at \$2.00 98c.

NAVY and BLACK SERGE SKIRTS \$2.98

VOILE, ORGANDIE and GINGHAM DRESSES

Girls' New Spring Coats

Ages 6 to 17 years.

These COATS are the finest materials such as POLAIRE, OVERPLAIDS, VEL-OUR, TWEEDS, etc., all nicely trimmed and finished, even superior to Ladies' Models. Priced up to \$30.00.

MOTHERS!—These are the sort of COATS you like to see your daughters wear.

FOR BEST SELECTION SHOP EARLY!

COATS WOMEN'S, MISSES', JUNIORS. 597 GARMENTS FROM WHICH TO CHOOSE.

83 DRESSES—Values to \$20.00 .. Now \$11.98

48 DRESSES—Values to \$26.00. Now \$14.98

All higher-priced Models-including EVENING

Now 1/4 to 1/2 Less.

DINNER and AFTERNOON GOWNS.

ALL \$15.00 COATS, \$12.98—Every Modish Style.

ALL \$25.00 COATS, \$16.67—Splendid Velours.

ALL \$35.00 COATS, \$21.00-Higher Class Models

Ladies' Waists

In CREPE-DE-CHENE,
JACQUETTE,
BALKAN, PAISLEY, SILK. All newest colors and models. All Sizes, including Stout Sizes.

AT ONE-THIRD OFF.

ALL \$45.00 COATS, \$25.00—Ranges de Luxe.

ALL HIGHER PRICED GARMENTS

FOR WOMEN and MISSES. Sacrifice Reductions of One-Half and more off all Former Prices.

GROUP NO. 1.-Colors: Navy, Black, Grey; all sizes. Values at \$18.00 \$10.98

GROUP NO. 2.—22 All-Wool
Poiret Twill, Tricotine a.d
Camel's Hair Tailored and
Novelty Box Coat \$18.00 Suits

This is Absolutely the Biggest Bargain Week of the Year!!

800 Men's and Young Men's and 2 Pair Pants Suits

at 10.00 to 15.00 less than other stores ask for similar qualities.

No matter what you have in mind—if it is Clothing—you will find it at this Store. Hundreds of patterns, colourings and materials for choice. Styles galore—and we guarantee to

BLUE SERG

FANCY WORSTEDS, NOVELTY MIXTURES, PIN STRIPES, OVERPLAIDS—2 and 3 Button Models, Conservative Styles.

12.75 abme

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A RED HOT SPECIAL in Our Men's Department: Pairs Men's Pants

Values - 2.98 at 5.00

1000 Boys' New 2-Pants Suits AT THE LOWEST PRICES IN TOWN.

6.98, 7.98, 9.98

Some a little higher priced. Sizes 8 to 18 years.

BOYS' **BLUE SERGE** and TWEED

SAILOR SUITS JUST OPENED.

Ages 3 to

GROUP NO. 3.—65 Handsome Model, Hand-Tailored,
Poiret Twill and Twill
Cord. Navy, Black, Grey
and Tan ... \$26.00 9 years. GROUP NO. 4.—90 Smart, Long
Coat, Tailored Suits; some
"Wrap-Over" effects and Box Coats, in Tricotine and Poiret Twill

FOR THE HOLIDAY-SPECIAL SALE OF

up to

750 NEWEST HATS

STREET, SPORT and TRIMMED HATS, of Taffetta, Canton Crepe, Leghorn, Tuscan, etc. Styles for Misses, and Womenin newest shapes—newest trimmings.

From 1-3 to 1-2 Off