

Sale Starts Tuesday morn-  
ing at 9 o'clock, Sharp

London, New York &  
Paris Assoc. of Fashion

See Opposite Page

Extraordinary Conditions!

Have Brought Us

Sale Starts Tuesday, Oct 17,  
at 9 o'clock, Sharp

London, New York &  
Paris Assoc. of Fashion

See Opposite Page

 **THE LARGEST QUANTITY** 

**LADIES', MEN'S and CHILDREN'S Fall Apparel  
That Was Ever Held Under One Roof!**

To sell at prices FAR BELOW COST OF PRODUCTION, here's what happened: The makers of these fine wear-ables suddenly require capital. The banks holding the manufacturers notes, demanded their money, immediate liq-uidation for cash became necessary. We were on hand with ready money and bought--bought at our own Prices! Now we turn this merchandise over to you at Corresponding Savings--savings that will place this house to the fore--for all time--as the greatest value giving establishment in the Country. **COME!**

**Ready to Start at the Stroke of Nine Tuesday Morning, Oct. 17th  
The Greatest Sale Ever Attempted in Appareling  
1000 High Grade LADIES' NEW FALL COATS**

Divided into Five Big Groups at \$5.94, \$9.94, \$16.94, \$25.00, \$30.00

An immense Stock, so no matter how Big the Crowds, every one will get just what she wants. THERE'S ABSOLUTELY NO POSSIBILITY OF DUPLICATING SUCH VALUES LATER ON--at any time. Bargains like these only happen once. The Prices are less than what materials are worth--less than what you would have to pay for the magnificent Fur Trimmings alone.


They're the sample lines of High Grade Coat Makers, and the choicest Styles offered this season. The Styles are altogether stunning. Big wrappy, dressy models the very last word in richness--the sport models the final achievement in swagger smartness--the utility models comprehending every possible requirement of general usage.

Sizes for Misses  
Sizes for Women  
Extra Sizes for Large  
Women

THIS STORE is ALREADY WELL KNOWN for its extraordinary value-giving events, well-known for its truthful advertisement, and when we say that this Sale so completely overshadows any previous event at value, giving every attention, you will realize to the full

No Mail or Phone  
Orders  
No Deposits  
No Approvals

extent just what this OPPORTUNITY MEANS TO YOU IN MONEY SAVINGS. **Come!**

**See Sealette Coats, \$14.50 up.  Read opposite Page**

**LODNON, NEW YORK & PARIS ASSOC. OF FASHION**