To All Our Customers we extend the

Heartiest and Best Wishes of the Season

All Seasonable Merchan dise--Including all Practical Xmas Gifts -- now offered at biggest savings of the year

Silk Overblouses

The most beautiful collection of \$2.98 Waists we have ever offered.

Would make an ideal Christmas \$5.98

Women's & Misse Sweaters

Wool Jerseys, Brushed Wool Jacquettes Knitted Vests.

Placed on Sale at Most Drastic Reductions Ever Kne

Mid-Season

AT THE GREATEST REDUCTIONS OF THE YEAR.

Every \$3.50 Hat \$7.00 Every \$6.00 Hat

Every Hat a new wanted Winter Model.

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

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 trimCoats for Women, Juniors, Misses and Stout Women This is an Opportunity of Opportunities--DO NOT MISS IT

Buys actual 17.00 Coats Buys actual 24.00 Buys actual 20.00 Coats

Featuring fine styles in Velours—also Sport; Stripes, Plaids and Plain materials; Tailored styles, too; handsomely lined; in sizes for Juniors, Misses' and Women. At

Buys actual 33.00 Coats Buys actual 37.00 Coats

here; AND THE SAVINGS ARE SECOND TO NONE!

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.

Buys actual 39.00 Coats Buys actual 45.00 Coats

Busy Mothers will find here every needed Coat requirement. Polaires, Stripes, Overplaids, Polo Coats, mostly Fur-trimmed Sizes 8 to 16 years.

Juniors & Girls'

Clever Dressy Styles for your little girl; nice warm, comfy Coats Ages 5 to 8 years.

7.98

Pope

Blac

Galv

Com

Com

Copp

Chir

Xmas Gifts Suggestions!

Fur Chokers, 7.00 up to 14.9 Silk Underwear, 1.00 pr s Heavy Sateen Bloomers, 50cts Boudoir Caps, : 20 cents New Winter Skirts, 5.98 to 7.9

MEN!

A Special Offering of Wonderful Silk-Lined, Plaid Back

VERCOATS

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

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

THE FACT IS CLEAR—We are going after the BIGGEST DRESS BUSINESS in our career. Values unbeatable are in these sixGroups:—

500.00

Not a Dress in this lot COME EARLY!

in a hurry.

Poiret Twills, Canton Crepes, Taffettas, Roshanar Fine Canton Crepes, lustrous Flat Crepes, Satins; Values up to \$20.00. Misses' Women's and Extra Sizes. Crepes, worth up to \$30.00. Women's, Misses' and Extra

It will certainly pay you to Dresses originally priced come early for these Silk at \$12.00. Poiret Twills, and Cloth Dresses. They Serges. Price does not cover will surely leave our racks cost of material.

and they are simply beyond description for beauty. New Satins, Laces, Taffettas. All Sizes up to 52 inches.

Boys' Overcoats and 1 and 2 **Pants-Suits**

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.

Splendid little fellows' SUITS and OVER-COATS—all snappy little models.