

REDUCTION SALES!

Drastic Reductions To Reduce Our Entire Stocks at Once!

Because of our record year's business—the largest in our history—our accumulations are greater than ever before. In order to move these vast stocks quickly, we have made the necessary reductions THE MOST DRASTIC EVER OFFERED.

DRESSES

An Event of Tremendous Importance
to Every Economical Woman

\$3.00

\$7.98

\$10.98

\$14.98

**Four Groups of Dresses that will
Create a Sensation**

Dresses of every kind and description—Hundreds of styles—all in the last word of Fashion—at unbelievable low prices.

MATERIALS

Tricotine, Poirer Twills, Canton
Crepe, Flat Crepe, Laces, Satin
Canton.

STYLES

Straight line, Coat Dresses, Sport
Dresses, Jersey Wool Suits, Travelling
Dresses.

WOMEN'S, MISSES' AND EXTRA SIZES.

Better Kind Dresses

Equally big values give these special prominence in this Sale.
A WORTH WHILE COLLECTION OF AFTERNOON, STREET, EVENING and
PARTY DRESSES.

Regular and Stout Sizes now selling at
1-4 and 1-2 LESS.

London, New York and Paris Assoc. of Fashion

LOOK MOTHERS! COATS

FOR CHILDREN

Now Selling at 1/2 Price.

\$15.00 COATS

Now \$7.50

\$10.00 COATS

Now \$5.00

MATERIALS

All Wool Polos, Wool Velours Fine
Mixtures—Ages 6 to 15 years.

TINY TOTS COATS

Now AT HALF.

\$8.00 COATS, NOW \$4.00

\$6.00 COATS, NOW \$3.00

Ages 3 to 7 years.

Ladies' SUITS

In a SALE that will present to you
values that you never dreamed were
possible.

1-2 Price

MATERIALS

Poirer Twill, Tricotine, Velour.
A group of SUITS that you must see
with your own eyes before you can
appreciate what great values they are.

COATS

We have every reason to believe this COAT SALE to be greater in its point of
VALUE than any Coat Sale we ever held—a SALE that will break all precedents in
its exceptionally fine offerings

AT THESE ALMOST INCREDIBLY LOW PRICES:

\$8.00

\$11.95

\$16.95

\$21.95

Four groups in which we offer greater selections, finer quality, more attractive
styles and greater values than ever before.

THE FAVORED MATERIALS

VELOUR CLOTHS
BOLIVIA CLOTHS
TWEEDS, MARVELLAS.

FUR TRIMMINGS

All wanted and most desired FURS of
the Season. All COATS the very new-
est styles.

ALL SIZES FOR MISSES—WOMEN—STOUT WOMEN.

Exclusive One of a Kind COATS
18 Only of the season's most hand-
some Fur trimmed COATS
go into this Sale at **Half Price**

A CLEARANCE OF
Overblouses
2.98 to 4.98

EXTRA!

The Special Selling of Season-
able

Skirts

4.90 up to 6.90

ALL SIZES.

**Ladies'
Rubberette
Coats, 8.98**

All Sizes—Fully Lined.

**Boys' & Girls
Rubberette
Coats, 6.98**

RUBBER HATS TO MATCH.

**Girls'
Dresses**

A splendid collection of French
Serge DRESSES, in plain Blue,
Fawn and Combinations. All
ages from 4 to 15 years.

NOW PRICED AT

3.98

up to

5.98

**MEN! Thousands of Dollars worth
of SUITS and OVERCOATS**

at
1-4 and 1-2 LESS

THE SENSATION OF ALL CLOTHING SALES! Our entire stocks of MEN'S SUITS and OVER-
COATS sacrificed without regard to cost or loss or profit.

\$25.00 MEN'S OVERCOATS	\$12.50	\$18.00 MEN'S SUITS	\$11.80
\$30.00 MEN'S OVERCOATS	\$15.00	\$25.00 MEN'S SUITS	\$15.00
\$33.00 MEN'S OVERCOATS	\$22.00	\$33.00 MEN'S SUITS	\$18.50
\$36.00 MEN'S OVERCOATS	\$25.00	\$38.00 MEN'S SUITS	\$26.00
\$45.00 MEN'S OVERCOATS	\$30.00	\$45.00 MEN'S SUITS	\$37.50

London, New York and
Paris Assoc. of Fashion

Boys' Clothing
at 1-4 and 1-2 OFF

\$7.98 Boys' O'Coats \$4.00	\$10.00 Boys' Suits \$6.98
\$6.00 Boys' O'Coats \$3.00	\$14.00 Boys' Suits \$8.98
\$4.98 Boys' Suits \$2.98	\$16.00 Boys' Suits \$10.98

**Men's and Boys'
Pants**

1-4 and 1-2 OFF

Men's \$5.00 Pants	\$2.50
Men's \$6.00 Pants	\$3.00
Men's \$8.00 Pants	\$4.00
Men's \$9.50 Pants	\$5.98