To All Our Customers we extend the Heartiest and Best Wishes

of the Season

All Seasonable Mercha 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



Women's & Misse Sweaters

Wool Jerseys, Brushed Wool Jacquette Knitted Vests.

Coats for Women, Juniors, Misses and Stout Women

This is an Opportunity of Opportunities--DO NOT MISS

Placed on Sale at Most Drastic Reductions Ever Know

Mid-Season

THE GREATEST REDUCTIONS OF THE YEAR.

Every \$3.50 Hat\$7.00 Every \$4.50 Hat\$7.00 Every \$6.00 Hat Every \$7.98 Hat

Every Hat a new wanted Winter Model.

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 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 33.00 Coats Buys actual 37.00 Coats

Buys actual 39.00 Coats Buys actual 45.00 Coats

ery 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.

upt 7.98

Xmas Gifts Suggestions!

Fur Chokers, 7.00 up to 14.9 000000 Silk Underwear, 1.00 pr Heavy Sateen Bloomers, 50cts Boudoir Caps, : 30 cent New Winter Skirts, 5.98 to 7.98

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

Every Coat of guaranteed quality - well tailored. Some plain, others richly fur trim-

MEN!

A Special Offering of Wonderful Silk-Lined, Plaid Back

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 here; AND THE SAVINGS ARE SECOND TO NONE!

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

Fine Canton Crepes, lustrous Flat Crepes, Satins; Values up to \$20.00. Misses

Women's and Extra Sizes.

in a hurry.

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

Not a Dress in this lot

but is worth double.

COME EARLY!

Twills, Canton Buys Dresses up to \$37.50 Crepes, Taffettas, Roshanar and they are simply beyond description for beauty. New Women's, Misses' and Extra Satins, Laces, Taffettas. All Sizes up to 52 inches.

BOYS!

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

EXCEPTIONAL VALUES—GREATEST FOR YEARS!

Il Values, beginning to-day! Mothers will preciate 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.

loys' Suits and Overcoats

Ages 3 to 8 years. 4.50 COATS—all snappy little models.

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1 Box Fac Cream

make for wonderfy Body. Phone 1

This List Bracelet Bracelet Pearls. Diamon Signet Set Rin Vanity

Rosarie French Work Silver Butter Labrac Peter Pencils Walking Flower Silverw Neck Watch Ear Ri

Silver Baby This JEW XXXXXX

From

est this a.m. Ask your 15c. Ginger