

"I Had No Idea You Had Such High-Class Ready - to - Wear and at Such Savings!"

Said One of the Scores of New Customers Who Visited Our Second Floor Yesterday. OUR QUALITIES ARE HIGHER—OUR VALUES GREATER—OUR SAVINGS MORE PRONOUNCED—Than Ever Before in Our History. Look at These Items—and Remember There Are Hundreds More That Space Does Not Permit to Mention.

DRESSES—COATS—SUITS For Ladies and Misses in a Record Price-Sale

Silk and Wool Dresses, Neatly Tailored and Trimmed, Special at

\$9.95

All Wool Poiret Twill Dresses, beaded and braided, in colors, blacks and navies

\$18.50

Poiret Twill Straight Line Dresses, trimmed in Chinchilla Satin and embroidery at

\$29.50



Poiret Twill and Tricotine in All-Wool Dresses; Navies and Blacks, at

\$9.95

Big Assortment of

LADIES' SLIPOVER SWEATERS

Made in rope effects; comes in all the new colors and solids; two-toned effects; worth up to \$4.98. Special Friday and Saturday

\$2.98

One rack of Ladies' Coats in the season's best materials; neatly tailored; fur or plain collars; belted effect; \$18.50 values. Special at

\$12.50

One lot Bolivias, made in blouse effects. Fur collars, navy, brown. Values up to \$25. Special at

\$18.50

CHOKERS

Specially Priced For This Sale

Ladies' Suits in good quality materials, and neatly tailored, at

\$16.50

Ladies' beautifully tailored Suits, blacks and navies, special value at

\$18.50

Good quality Serge Dresses, embroidery trimmed; navy and blacks, at

\$5.95

Misses' Heavy Plaid and Broadcloth Coats; worth \$10. Sale price

\$7.95

Big values in Silk lined, stitched collar and sleeve Bolivia Coats, at

\$24.50

Large Sleeve, Silk Embroidered Coats, season's select materials, special at

\$9.95

Better quality Velour Silk Lined large Silk Stitched Sleeve Coats, at

\$29.50

Ladies' Serge Dresses, blacks and navy; good values; \$5.00 values at

\$3.98

CANTON AND SATIN BACK CREPE DRESSES, BEAUTIFULLY TAILORED; ALL SIZES AND COLORS, AT

\$19.95

Tricotine and Poiret Twill Dresses, braided and embroidery trimmed; blues and blacks at

\$14.50

Misses' Broadcloth and Bolivia Stitched Sleeve and Collar Coats at

\$8.95

Silk Lined Fur Collar Chinchilla and Bolivia Cloth coats; worth \$22.50, at

\$18.50

Children's Fancy Lined, Big Collar, Velour and Chinchilla Coats, at

\$4.98



Beautiful Tricotine Dresses, straight line, lace collar, embroidery trimmed, at

\$24.50

Neatly tailored Poiret Twill Dresses, silver braid trimmed, straight line, at

\$19.75

Heavy quality Canton Crepe, beautifully tailored with crepe panel and beaded at

\$24.50

Large Collar, Brown and Dark Green Broadcloth Coats for Children.

Sizes up to 14, at

\$3.98

Ladies' Braided and Plain Big Collar Coats in, brown and green broadcloth, at

\$8.95



Ladies' Suits, poiret twills and tricotines, short and tailored models; black and navies at

\$24.50

Beautifully tailored Suits in poiret twill and tricotine. Colors, navy and blacks. Special at

\$29.50

EFIRD'S

Fur Collar and Cuffs, Silk Lined Cut, Bolivia and Sport Model Coats, Navy and Brown, at

\$16.50