"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 GREAT-ER-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<u>.50</u>

Poiret Twill Straight Line Dresses, trimmed in Chinchilla Satin and embroid-

\$29.50

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

\$9.95

quality materials, and

tailored Suits, blacks and "navies, special value at

Dresses, embroidery trimmed; navy and blacks, at

\$5.95

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

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

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

CHOKERS

Specially Priced For This Sale

neatly tailored, at

\$16.50

Ladies' Suits in good Ladies' beautifully Good quality Serge

\$18.50

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

ed, stitched collar and sleeve Bolivia Coats

\$24.50

Big values in Silk lin- Large Sleeve, Silk Better quality Vel-Embroidered Coats season's select materials, special at

\$9.95

oum Silk Lined large Silk Stitched Sleeve Coats, at

\$29.50

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

CANTON AND SATIN BACK CREPE DRESSES, BEAUTI-FULLY TAILORED; ALL SIZES AND COLORS, AT

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

Heavy quality Can-

ton Crepe, beautiful-

ly tailored with crepe

panel and beaded at

Misses' Broadcloth and Bolivia Stitched Sleeve and Collar Coats at

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

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



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

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

and navies at

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

Neatly tailored Poi-

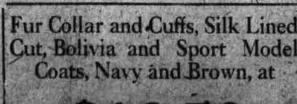
ret Twill Dresses, sil-

ver braid trimmed,

straight line, at

Large Collar, Brown and Dark Green Broadcloth Coats for Children. Sizes up to 14, at

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



616.50

