

Women's Ready-to-Wear Garments

at Actually Less Than Regular Wholesale Prices of Same Quality on Today's Market

Lowest Prices Our Chief Attractions

Boston Store

THE DAYLIGHT DEPARTMENT STORE

33 1-3% DISCOUNT

On Our Entire Stock of

Women's Coats, Tailored Suits, Street and Evening Dresses Skirts and Kimonas

This is not half-hearted, partial reduction but an honest-to-goodness, clean-cut, bona fide reduction of

1-3 Less Than Regular

Positively and absolutely no garment reserved. ALL at this stupendous price reduction. The general public realize and know that when THE BOSTON STORE advertises anything it is bound to be just that and nothing less. Our reputation for fair dealing stands behind every garment.

Sale Continues This Morning, Friday, November 19th, Continuing Until All of Our Present Stocks Are Sold

We wish to distinctly impress upon you the fact that each and every one of these garments are the season's newest, latest and best styles—Regularly bought garments—Not "Jobs" or Factory Close Outs—But only garments of the very highest order—First class in every respect. DURING THIS SPECIAL ONE-THIRD LESS SALE WE MUST POSITIVELY REFUSE TO SEND GARMENTS OUT ON APPROVAL, MAKE REFUNDS OR EXCHANGE GARMENTS.



Coats

Regular \$21.50 Coats, Now	\$14.33
Regular \$24.00 Coats, Now	\$16.00
Regular \$27.50 Coats, Now	\$18.33
Regular \$32.50 Coats, Now	\$21.63
Regular \$37.50 Coats, Now	\$25.00
Regular \$49.50 Coats, Now	\$33.00
Regular \$59.50 Coats, Now	\$39.63
Regular \$67.50 Coats, Now	\$45.00
Regular \$75.00 Coats, Now	\$50.00
Regular \$89.50 Coats, Now	\$59.63
Regular \$98.50 Coats, Now	\$64.63
Regular \$112.50 Coats, Now	\$78.33
Regular \$119.50 Coats, Now	\$83.00

Suits

Regular \$27.00 Suits, Now	\$18.00
Regular \$32.50 Suits, Now	\$21.63
Regular \$37.50 Suits, Now	\$25.00
Regular \$39.50 Suits, Now	\$26.33
Regular \$49.50 Suits, Now	\$33.00
Regular \$59.50 Suits, Now	\$39.63
Regular \$67.50 Suits, Now	\$45.00
Regular \$75.00 Suits, Now	\$50.00
Regular \$87.50 Suits, Now	\$58.33
Regular \$98.50 Suits, Now	\$64.63
Regular \$112.50 Suits, Now	\$78.33
Regular \$139.50 Suits, Now	\$93.00
Regular \$169.50 Suits, Now	\$113.00

Dresses

Regular \$17.50 Dresses, Now	\$11.69
Regular \$22.50 Dresses, Now	\$15.00
Regular \$27.50 Dresses, Now	\$18.00
Regular \$32.50 Dresses, Now	\$21.63
Regular \$37.50 Dresses, Now	\$25.00
Regular \$45.00 Dresses, Now	\$30.00
Regular \$57.50 Dresses, Now	\$38.33
Regular \$69.50 Dresses, Now	\$46.33
Regular \$75.00 Dresses, Now	\$50.00
Regular \$87.50 Dresses, Now	\$58.33
Regular \$98.50 Dresses, Now	\$64.63
Regular \$112.50 Dresses, Now	\$78.33
Regular \$139.50 Dresses, Now	\$93.00

Very Special

ALL WOOL NAVY BLUE SERGE SKIRTS

NEW MODELS ALL SIZES

\$30.00

The Most Beautiful Luxurious Furs

Furs of the finest quality—all choice selected pelts in the season's prettiest and most popular and stylish shapes and models—Chokers—Scarfs—Capes—Throws—Stoles—Coatees and Coats—in Siberial Squirrel—Stone Marten—Black and Brown Fox—Lynx—Wolf—Skunk—Opossum—Sealine,—French Coney, all now at

33 1/3% Discount

Phoenix Merchants' Suburban Day, Thursday, Nov. 18th