



Our Most Gigantic Clearance 15-Day January Sale!

The Sale That Wise Women Have Been Waiting for!

START the New Year right by saving money on seasonable wearing apparel—wearing apparel which represents the best styles worn this winter and every garment of which upholds the reputation of this store for selling quality merchandise only. You can buy here feeling confident that you are saving just the amount that we tell you. *The original price tickets are left on the garments.* Additional tickets tell you the sale price. When we advertise a sale it means a value-giving event in every sense of the word. We are cleaning our stocks, looking forward to the near arrival of spring wearing apparel. We gain the room—you gain the saving in the cost of each garment you buy.

Follow the Crowds. Watch the Papers for Further Announcements

Every Fur Coat in the House One-Third Off
Hudson Seal, Natural Rat and Marmot Coats of the latest model. During this sale at exactly one-third the former marked price.

SWEATERS ONE THIRD OFF at this sale
All silk, fiber silk and all-wool. One-third reduction.

Fashionable Neckw'r Half Price
A big assortment of all the season's good and new styles. Anything in neckwear now at just one-half price.

High Grade Corsets One-Fourth Off
Madame Lyra, Lily of France, Royal Worcester, Bon Ton and Modart Front Lace. All selling at one-fourth off regular price.

Every Suit in the Store Half Price
Suits of this season's very latest styles, plain tailored, semi-tailored, and fur trimmed. Gabardines, velvets, silvertones, serges and other wool fabrics. Any suit at one-half former price.

Suits formerly \$19.50, now for...	\$9.75	Suits formerly \$45.00, now for...	\$22.50
Suits formerly \$24.00, now for...	\$12.00	Suits formerly \$49.00, now for...	\$24.50
Suits formerly \$29.50, now for...	\$14.75	Suits formerly \$57.50, now for...	\$28.75
Suits formerly \$34.00, now for...	\$17.00	Suits formerly \$69.50, now for...	\$34.75
Suits formerly \$39.50, now for...	\$19.75	Suits formerly \$75.00, now for...	\$37.50

MILLINERY Now Half Price
Every Trimmed Hat in the Shop Is Now on Sale at Exactly Half Price!

Every Coat in the Store Now 1/3 Off
All the coats in the store, and more than 200 have recently arrived and are now selling at these reduced sale prices. Wool coats, novelty weaves, plush, velour and velvets, fur trimmed and plain styles.

Coats formerly \$15.00, now for...	\$10.00	Coats formerly \$39.00, now for...	\$26.00
Coats formerly \$19.50, now for...	\$13.00	Coats formerly \$45.00, now for...	\$30.00
Coats formerly \$24.00, now for...	\$16.00	Coats formerly \$75.00, now for...	\$50.00
Coats formerly \$29.00, now for...	\$19.35	Coats formerly \$95.00, now for...	\$63.35
Coats formerly \$34.00, now for...	\$22.65	Coats formerly \$125.00, now for...	\$83.35

All Furs Now Selling 1/3 Off
This means all of the muff and scarfs, in the high quality, for which this store is known.

All \$ 7.50 Fur Pieces, now for.....	\$ 5.00
All \$ 9.50 Fur Pieces, now for.....	\$ 6.35
All \$12.50 Fur Pieces, now for.....	\$ 8.15
All \$15.00 Fur Pieces, now for.....	\$10.00
All \$19.50 Fur Pieces, now for.....	\$13.00
All \$24.00 Fur Pieces, now for.....	\$16.00
All \$29.00 Fur Pieces, now for.....	\$19.35
All \$34.00 Fur Pieces, now for.....	\$22.65
All \$39.00 Fur Pieces, now for.....	\$26.00
All \$45.00 Fur Pieces, now for.....	\$30.00
All \$55.00 Fur Pieces, now for.....	\$36.35
All \$65.00 Fur Pieces, now for.....	\$43.50
All \$75.00 Fur Pieces, now for.....	\$50.00
All \$85.00 Fur Pieces, now for.....	\$56.65
All \$97.50 Fur Pieces, now for.....	\$65.00

All Silk Kimonos 1/3 Off
Beautiful full length kimonos and dainty house negligees. All the wanted colors and very new models.

All our \$5.75 Kimonos, now for	\$3.85
All our \$7.50 Kimonos, now for	\$5.00
All our \$8.50 Kimonos, now for	\$5.65
All our \$9.50 Kimonos, now for	\$6.35
All our \$12.50 Kimonos, now for	\$8.35
All our \$14.50 Kimonos, now for	\$9.65
All our \$17.50 Kimonos, now for	\$11.65

Every Separate Skirt 1/3 Off
Smart street skirts, in silk, serge, gabardine, velvet and broadcloth. Fancy styles and all sizes, including large.

Our \$6.50 Skirts, now for	\$4.35
Our \$7.50 Skirts, now for	\$5.00
Our \$8.50 Skirts, now for	\$5.65
Our \$9.50 Skirts, now for	\$6.35
Our \$10.50 Skirts, now for	\$7.00
Our \$12.50 Skirts, now for	\$8.35
Our \$14.50 Skirts, now for	\$9.65
Our \$18.50 Skirts, now for	\$12.25
Our \$24.50 Skirts, now for	\$16.35
Our \$27.50 Skirts, now for	\$18.35
Our \$32.50 Skirts, now for	\$21.65

Every Dress in the Store 1/3 Off
Wool dresses for afternoon or business wear, silk afternoon or evening dresses, cafe and dance frocks, street and tailored dresses. All sizes, including the larger ones.

All \$15.00 Dresses, now for...	\$10.00	All \$45.00 Dresses, now for...	\$30.00
All \$19.50 Dresses, now for...	\$13.00	All \$55.00 Dresses, now for...	\$36.65
All \$24.00 Dresses, now for...	\$16.00	All \$67.50 Dresses, now for...	\$45.00
All \$29.50 Dresses, now for...	\$19.35	All \$79.00 Dresses, now for...	\$53.00
All \$34.00 Dresses, now for...	\$22.65	All \$87.50 Dresses, now for...	\$58.35
All \$39.00 Dresses, now for...	\$26.00	All \$95.00 Dresses, now for...	\$63.35
All \$125.00 Dresses, now for...	\$83.65		

Every Waist in the Store Now One-Third Off
Every woman knows the fine waist stock always carried in this store. Wash waists, crepe de chine waists, georgette waists, taffeta and messalines, lace and net affairs.

All \$3.75 Waists, now for	\$2.50
All \$4.75 Waists, now for	\$3.17
All \$5.75 Waists, now for	\$3.84
All \$7.50 Waists, now for	\$5.00
All \$9.50 Waists, now for	\$6.15
All \$12.00 Waists, now for	\$8.00
All \$15.00 Waists, now for	\$10.00
All \$24.00 Waists, now for	\$16.00
All \$27.50 Waists, now for	\$18.15

150 COATS ...AT... \$19.75
These Coats Sold Up to \$44.50.
Plain cloth coats, fur trimmed coats, plush coats and manish mixture coats in seasonable colors. Sizes are 16 to 46. Sale\$19.75

1/4 - ONE-FOURTH OFF - 1/4
SILK PETTICOATS SUIT CASES
HOUSE DRESSES TRAVELING BAGS
APRONS COTTON KIMONOS
HANDKERCHIEFS MIDDIES
BRASSIERES SILK UNDERWEAR
KNIT UNDERWEAR MUSLIN UNDERW'R



100 SUITS ...AT... \$19.75
These Suits Sold Up to \$44.50.
Plain tailored suits and fur trimmed suits. This season's styles in colors that will please. Sizes range from 16 to 46. Sale.....\$19.75

New Arrivals ...IN... Muslin Underwear \$1.95
These beautiful ensembles and gowns that have just arrived in our store are easily worth up to \$3.25 each. We bot them at a special price and offer them to you at this great saving. Sale, each\$1.95