

PRE-INVENTORY SALE



Of Ready-To-Wear Garments---The Sale of Sales---
The Opportunity of Opportunities---The Peerless Saving Time!

Sale Begins Monday Morning Promptly at Eight Thirty O'Clock. Come Early and Get the Cream of the Lots.

IN A FEW DAYS, now, we'll be right in the heart of the most gigantic task that falls to the lot of the average merchant—INVENTORY. How to lighten that task and facilitate and accelerate its accomplishment is the question of the day. And inasmuch as stocks are rather high, the most important thing to do is to reduce them to the lowest possible basis. But how? Just this way: Name prices that will arouse your interest to fever heat; stimulate buying and move things out with a rush. And that's exactly what we've done. The prices on this page are conclusive proof—powerful arguments for your attendance. The entire stock has undergone a reduction that under any other condition would never be countenanced.

It's no longer a question of what we can get, but HOW QUICK we can sell. **OUR NECESSITY IS YOUR OPPORTUNITY AND OPPORTUNITY KNOCKS BUT ONCE.** In this sale, as in every other that's worth while, an unusually large number of values are included. To advertise all of them would be well-nigh an impossible task. So we've picked at random a few representative values—there are hundreds of others equally well worth investigating, distributed throughout the store. **WE'VE NEVER ANNOUNCED A SALE OF MORE SUPERB POSSIBILITIES.**

None of the **GARMENTS** Offered in This Sale Will Be Sent On Approval.

Tailored Suits

One Lot Including Styles Worth to \$19.50 **\$8.45**

THE greatest suit value we have ever offered! All odd garments or styles which have sold down to two or three, have been marked for Pre-Inventory Clearance at this price. All are new models and very desirable styles, sold earlier in the season for \$15.00, \$17.50 and up to \$19.50. Choice..... **\$8.45**

Read These Suit Prices

\$29.50 Suits at \$15.00
\$39.50 Suits at \$25.00
\$59.50 Suits at \$34.50
Suits Above \$59.50 at 1-2 Price



Record Values

In Women's Coats

Women's \$17.50 Coats..... \$10.00
Women's \$25.00 Coats..... \$15.00
Women's \$34.50 Coats..... \$25.00
EXTRA SPECIAL—Women's velvet and velour Coats, worth up as high as \$44.50 for..... \$25.00

Silk Dresses

Sensationally Sacrificed

\$15.00 Silk Dresses..... \$10.00
\$25.00 Silk Dresses..... \$15.00
\$39.50 Silk Dresses..... \$25.00
\$44.00 Silk Dresses..... \$29.50
\$49.50 Silk Dresses..... \$34.50
\$59.50 Silk Dresses..... \$39.50
Dresses above \$59.50... 1-2 Price

Women's Woolen Dresses at the same reductions named on Silk Dresses.



Woolen Dresses

Styles Worth \$5.95 for **\$3.75**

REMARKABLE value is given in every one of these dresses. Without considering "what they might sell for," we have made one grand lot of these all wool eponge dresses in the season's very newest styles and colors, garments worth \$5.95 and marked them down to..... **\$3.75**

Evening Dresses

Drastically Reduced

\$19.50 Evening Dresses..... \$13.95
\$25.00 Evening Dresses..... \$15.00
\$39.50 Evening Dresses..... \$25.00
\$44.50 Evening Dresses..... \$29.50
\$49.50 Evening Dresses..... \$34.50
\$59.50 Evening Dresses..... \$39.50
Dresses above \$59.50... 1-2 Price



Scarfs and Stoles

Two Fur Specials

AS extra specials for the Pre-Inventory Sale we offer two large tables filled with fur scarfs and stoles at radical reductions in prices. You will find black and brown Coney, muskrat, o'possum, imitation mink, etc. Values to \$7.50 at..... \$3.95
Values to \$12.50 at..... \$5.95

Silk Petticoats & Kimonos

Also Blanket Robes

\$1.95 Silk Petticoats..... \$1.55
\$2.95 Silk Petticoats..... \$2.25
\$4.95 Silk Petticoats..... \$3.95
\$7.50 Silk Petticoats..... \$5.95
\$2.95 Blanket Robes and Silk Kimonos..... \$2.25
\$4.95 Blanket Robes and Silk Kimonos..... \$3.95
Higher priced garments proportionally reduced.

Evening and Fur Coats **HALF PRICE!**

Women's, Misses' and Children's Fur Sets and Pieces at Special Low Prices!

'Popular' \$2.95 Blouses \$2.25

TWENTY dozen or more of our special value \$2.95 Blouses will be offered for your choice—chiffons, shadow lace and pretty new nets. Pre-Inventory Sale price..... **\$2.25**

Other Blouses & Middys

At Deeply Dropped Prices

All our 95c Blouses and Middys at.... 69c
All our \$2.95 Blouses marked down to \$ 2.25
All our \$4.95 Blouses marked down to \$ 3.95
All our \$7.50 Blouses marked down to \$ 5.95
All our \$10 Blouses marked down to... \$ 7.95
All our \$15 Blouses marked down to... \$10.00
All our \$20 Blouses marked down to... \$12.95

Crepe de Chine Underwear

\$7.50 Values Marked Down to 4.95

JUST THIRTY beautiful crepe de chine undergarments at this reduced price. The gowns are extremely dainty, and the combinations and skirts make very useful and appreciative Christmas gifts. They are in white, pink and light blue, prettily hand embroidered and embellished with dainty chiffon flowers and ribbon rosettes. We also include in this lot a few shadow lace camisole combinations; chiffon rose bud and ribbon trimmed. Values to \$7.50 at your choice..... **\$4.95**



Pre-Inventory Sale of Children's Dresses & Coats

PRE-INVENTORY Sale in the Children's Department brings the prices down to an almost incredibly low point. Seven lots of wool coats and seven lots of wool dresses for girls from two to fourteen years of age, are priced attractively in this sale:

\$ 3.50 Coats..... \$ 2.95	\$ 3.50 Dresses..... \$ 2.95
\$ 5.00 Coats..... \$ 3.95	\$ 5.00 Dresses..... \$ 3.95
\$ 7.50 Coats..... \$ 5.95	\$ 7.50 Dresses..... \$ 5.95
\$10.50 Coats..... \$ 7.95	\$10.50 Dresses..... \$ 7.95
\$12.50 Coats..... \$ 9.75	\$12.50 Dresses..... \$ 9.75
\$15.00 Coats..... \$10.95	\$15.00 Dresses..... \$10.95
\$17.50 Coats..... \$12.45	\$17.50 Dresses..... \$12.45

Sizes 2 to 14 years. Sizes 2 to 14 years.

Children's Wash Dresses Cheap

Our special 95c line of Wash Dresses..... 79c
Our special \$1.45 line of Wash Dresses..... \$1.15
Our special \$1.95 line of Wash Dresses..... \$1.45
Our special \$2.45 line of Wash Dresses..... \$1.95

Children's Sweater Prices Drop

Sizes From One to Fourteen Years

Children's 50c All Wool Sweater Coats..... 39c
Children's 75c All Wool Sweater Coats..... 59c
Children's \$1.25 All Wool Sweater Coats..... 95c
Children's \$2.00 All Wool Sweater Coats..... \$1.45
Children's \$2.95 All Wool Sweater Coats..... \$2.25



Skirts Up To \$4.95 for \$2.95

SIX-FIFTY would be a fair value to place upon the skirts we sell regularly for \$4.95, and all these have been reduced to \$2.95 for the Pre-Inventory Sale. They are new models, tailored and dress styles of novelty worsteds, serge, plaids, etc. An unmatchable value..... **\$2.95**

\$4.95 Wool Skirts Marked Down to..... \$3.95
\$7.50 Wool Skirts Marked Down to..... \$5.95
\$10.00 Wool Skirts Marked Down to..... \$7.95
Wool Skirts Worth up to \$20.00 for..... \$12.95
Wool Skirts Worth up to \$30.00 for..... \$16.45

Women's \$3.45 and \$3.95 Sweater Coats at \$2.45

Women's \$4.95 Woolen Sweater Coats at \$3.95

Here are three grand lots of women's and misses' all pure wool Sweater Coats grouped into two lots, at prices that you cannot afford to overlook if you are in need of a sweater. All colors, black and white. Made of pure worsted yarns. Collar and collarless styles, pockets and pearl button trimmed. All sizes, at \$2.45 and \$3.95. See them.

Women's All Pure Wool Coat Sweaters Worth \$1.45 for \$1

Women's Wool Sweater Coats worth to \$8.50 at..... \$4.95

All Our Millinery Pre-Inventory Sale in the Boy's Department

At a Fraction of It's Worth

THE latest and the prettiest models at prices you can't possibly afford to neglect. All pattern hats, trimmed hats and untrimmed shapes are offered in this sale. Buy the hat now to finish the season.

Women's Hats worth up to \$12.50 at **\$2.95**
Women's Hats worth up to \$20.00 at **\$4.95**
Women's Hats worth up to \$30.00 at **\$7.95**

Hat Trimmings Reduced

HERON AIGRETTES—In both white and black. They come twelve in a bunch. The \$8.00 values are marked down to \$4.95 and the \$6.00 values are now..... **\$3.95**

JUNE ROSES—Very stylish for underwear trimming. These we offer at, a bunch..... **15c**

BOYS' DOUBLE BREASTED SUITS—In Ivan Frank and other good makes having full lined knickerbocker pants, sizes 7 to 17, in grays, browns and navy serge. \$ 8.50 Values at..... \$6.95
\$11.00 Values at..... \$6.95
BOYS' NORFOLK SUITS—Including all of our best Ivan Frank and Ederheimer Stein, guaranteed and hand tailored makes, all have full lined knickers and ten other good features not found in ordinary suits; in grays, browns, fawn, greens and navy serge, sizes 4 to 13. \$ 7.00 Values reduced to..... \$5.45
\$ 8.50 Values reduced to..... \$6.95
\$11.00 Values reduced to..... \$8.95
\$14.50 Values reduced to..... \$9.95

BOYS' OVERCOATS—Including reefers or long overcoats with belted backs, the season's latest designs, sizes 2 to 18 years. \$ 5.00 Coats at..... \$3.95
\$ 6.50 Coats at..... \$4.95
\$ 8.50 Coats at..... \$6.95
BOYS' HEADWEAR—In tyrol, square tops or Rah Bah, in plush, velvet or felt, all sizes and all colors. \$1.25 Values at..... 85c
\$1.50 Values at..... \$1.15
\$2.00 Values at..... \$1.35

BOYS' CORDUROY AND WOOLEN KNICKERBOCKERS—Including our entire stock, sizes 5 to 15 years. \$1.25 Values..... 89c
\$1.50 Values..... \$1.29
BOYS' FLANNEL BLOUSES AND SHIRTS—In navy blue or gray. Blouses 6 to 15 years. Shirts 12 1-2 to 14 neckband. \$1.00 Qualities at..... 79c
\$1.50 Qualities at..... \$1.19
BOYS' UNDERWEAR—In union suits or separate garments. 50c Qualities at..... 39c

Women's pink, blue and white shadow lace and crepe de Chine combination Camasoles. Extra Special..... **95c**

The Popular
DRY GOODS CO., INC.

Be sure and see our San Antonio Street and Mesa Avenue window displays of goods advertised on this page.

Values In Corsets

EXTRA special in the Pre-Inventory Sale, we offer high grade corsets—such makes as American Lady, La Vida, Thompson's Glove Fitting, Gossard, Nemo, etc., at prices that are almost unbelievable. Some are slightly soiled from display—others are discontinued numbers, odds and ends. Read these reductions: Corsets worth up to \$7.50 for..... **\$2.95**

Brassieres Greatly Reduced

De Bevoise, Nature's Rival and Warner's H. & W. Brassieres—all high grade makes at pleasing reductions. Buy now. \$3.00 Brassieres, Sale Price each... \$1.75
\$2.00 Brassieres, Sale Price each... \$1.50
\$1.50 Brassieres, Sale Price each... 95c
\$1.00 Brassieres, Sale Price each... 65c
50c Values..... 39c 25c Values..... 19c