

WE HAD TO DO IT

Notwithstanding the immense space of our several floors devoted to salesrooms, we find ourselves in a quandary what to do to gain more room in order to display our vast stock of Holiday goods, which has become an annual feature with us. We cannot case up our CLOAKS and SUITS to preserve them from inconvenience and dust, which will necessarily be attended by the builders at work.

HOW ARE WE GOING TO DO IT?

We have decided that the most practicable way is by losing sight of profit, labor and everything else except our patrons' best interests. We want the room more than the profit just now. You may have the profit by giving us the room before it is time to commence on alteration. To narrow down to the purposes—it means

A CRUSADE WITH A VENGEANCE

IN

CLOAK AND SUIT ROOMS!

COMMENCING

THURSDAY, NOV. 10, and Continuing to Dec. 1.

Read Carefully the Enumerated List Below:

A pick of Stylish Cheviot Jackets, well made, box coat, with full fur shawl facing, considered a bargain elsewhere at \$6.75.

Sale Price, \$3.75

Extra quality, diagonal striped, Camel's Hair Reefer, elegantly made, a popular seller with us. Shown as a bargain all over at \$7.50.

Our Price, \$4.69

Those Stylish English Walking Coats, manufactured of soft twilled material, in prevailing color—navy blue—half silk lined, pearl buttons and handsomely made, same offered as good value for \$12.00. Our price at this sale

\$7.98

You can get a handsome Cheviot, box back, lap seams and pearl buttons, in black and navy, full 34 in. long. Decided value at \$7.00.

To Go at \$3.95

A Beautiful Jacket, excellent material, half silk lined, with natural opossum shawl revere, black and navy. Marked as cheap elsewhere \$10. Go at

This Sale at \$5.95

A large variety of very fine Kersey Box Coats in, navy, tan and Oxford, with velvet collars, also Cheviots with Genuine Astrachan, Opossum and Electric Seal Fur Trimmed, half silk lined. Regular price, \$14.00, \$15.00, \$16.00 and \$18.00.

Now at \$10.00

DESIRED REDUCTIONS

AT A TIME WHEN

A Bargain Is Appreciated

As a timely and acceptable event.

We shall offer suits ready to wear, made of beautiful materials, among which can be found Storm Serges, Wool Mixed, Cheviots, Novelty Effects, Latest Styles, as the Marlowe and Eton Reefer Suits, Tailor Made, worth up to \$16.00 During this sale

THEY GO AT \$8.50.

Reap the benefit of this harvest of the lowest prices you have ever known. We will offer our entire line of Fur Capes to "snap them up" quickly; in fact no "price barriers" will assist you in saving many a dollar in the purchase of a good, stylish and comfortable garment.

FURS Do you contemplate purchasing a muff or set of furs "later on?" Then do so now and save a big interest on your money; we cannot hold them; we must let them go; we want room. Fine French hair muffs at 25c and upwards. Beautiful Tibbets from \$1.50 and upwards. Ladies and Children's Fur Muffs and Sets at special prices.

Remember this never-to-be-forgotten sale commences Thursday, Nov. 10, to Dec. 1. It means a greater price cutting sale than has ever been known to retail merchandising.

NOTE--See opposite page for further information concerning this great sale.

\$1.98!

Is our price for Children's Elderdown Cloaks, trimmed with Angora fur, in white and tan, well made and lined. These are the same as sold at \$3.00.

Nice little garments for Children's wear, neatly made. We have sold hundreds of them heretofore; are worth \$3.00; we consider them good value at that.

SALE PRICE, \$1.98.

We will offer (as long as they hold out) balance of those Ready to Wear House Wrappers, made in the best possible manner, in silver gray, indigo blue and other colors.

THIS SALE PRICE, 99c.

N & M. FRIEDMAN,

70 AND 72 MONROE STREET.

