

1910

5th

ANNIVERSARY SALE

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Fifth Anniversary Sale In Our Ready-to-Wear Department

In the past five years, this department has grown rapidly, nearly doubling its business, which is largely due to our untiring efforts to keep before you a clean stock of up-to-date apparel, and priced at a living profit; and to do this is a big expense. It means visiting the market centers ten to twelve times yearly and keeping in close touch with the new style creations.

In appreciation of your confidence, we are going to offer some of the greatest values in ready-to-wear apparel ever offered in this city, for four days only, starting February 13 and lasting until February 17.

Store Opens 9:30
Saturday Morning

The McCuen Store

Montpelier, Vermont.

Store Closed All
Day Friday



Winter Coats

**Winter Coats
at \$3.98**
25 Winter Coats in Mixtures and Astrachans; regular prices, \$12.50 to \$20.00; sizes, 16 to 40; four days only.

- \$25.00 Salts' Sealette Plush Coats, Anniversary Sale, \$15.00
- \$17.50 Arabian Lamb Coats, two styles, Anniversary Sale, \$10.00
- \$18.75 Kurtex Coats, Taupe and Brown, Anniversary Sale, \$10.00

Balance of Stock at One-Half Price

- All Brown Coats at - - One-Half Price
 - All Navy Coats at - - One-Half Price
 - All Mixture Coats at - - One-Half Price
 - All Black Coats at - - One-Half Price
- Sizes---Misses' 14 to Ladies' 44



Misses and Ladies' Suits

\$15.00 and \$16.50 Ladies' Suits, Anniversary Sale, \$7.50
Your Choice of Any Suit at \$20.00, \$22.50, \$25.00, \$30.00 or \$35.00

Four Days Only **9.95** Four Days Only
Alterations Free

Separate Skirts

- 18 Separate Skirts at \$1.98
Tunic and plain styles, in Serges, Crepes, and Mixtures; regular prices, \$5.00 to \$7.50.
- 20 Separate Skirts at \$3.98
Flare and tunic styles, in Serges, Crepes, Novelties, etc.; regular prices, \$5.98 to \$10.00.



Children's Coats

Choice \$1.98

All Coats up to six-year size; Chinchillas, Astrachans, Plushes, etc. Regular prices, \$3.98 to \$5.00

Choice \$3.98

All Coats from 6 to 14 sizes; Zibelines, Chinchillas, Astrachans, etc. Regular prices, \$5.00, \$7.50 and \$10.00

Mercerized Petticoats

5 dozen Sample Petticoats at, each 79c
Colors, Black, Navy, White, Rose; regular price, \$1.00 to \$1.50.

Silk Petticoats

25 Taffeta and Messaline Petticoats, Anniversary Sale, \$2.49
Black and Colors; regular price, \$2.98.

Way's Angora Sweaters

\$5.00 Sweaters Anniversary Sale, \$2.98
\$7.50 Sweaters Anniversary Sale, \$4.98

Infants' Cashmere Coats

White Cashmere, Bedford Cord, Granite, etc. Regular prices, \$1.25 to \$6.00
25 Per Cent. Discount from Regular Prices

Children's Fur Sets

ALL AT ONE-HALF PRICE
Seven Ladies' Fur Caps at One-Half Price

7 Ladies' Fur Caps at 1-2 Price

Muskrat, Near Seal and Coney

Children's White Sleigh Robes at One-Half Price—Only 4 Left

30 New Serge Dresses at \$5.00 each

Colors—Navy, Brown, Copen, Black, Green and Sand. New flare skirt and Eton jacket effect. Three styles.
Other New Models at \$7.50 and \$10.00



Silk Dresses at \$9.95

- 9 Crepe de Chine Dresses
Colors, Navy, Brown, Green, Black
- \$16.50 and \$17.50 Evening Dresses, Anniversary Sale, \$9.95
- \$35.00 Evening Dresses, Anniversary Sale, \$20.00
- 3 Silk Dresses (not new), Anniversary Sale, \$1.98 (Regular prices, \$12.50 to \$15.00)

Rain Coats

(Buy for Spring)

- \$5.98 Slip-Ons, guaranteed Anniversary Sale, \$3.98
- \$7.50 Slip-Ons Anniversary Sale, \$4.98
- \$10.00 Slip-Ons Anniversary Sale, \$6.98
- \$15.00 Slip-Ons Anniversary Sale, \$10.00

Children's Rain Capes

"Bestyette" Make, guaranteed Anniversary Sale, \$1.98
\$3.50 Boys' or Girls' School Outfit, Anniversary Sale, \$2.98
One White Sport Coat, was \$10.00, Anniversary Sale, \$5.98

One White Sport Coat

One White and Green Checked Chinchilla, was \$15.00, Anniversary Sale, One-Half Price, \$7.50

Fur Coats, Fur Sets, Muffs and Scarfs, at 1-3 to 1-2 Price (For Four Days Only)

Every Odd Scarf in Stock Going at

1-2 Price

Jap, Mink, Raccoon, Black Fox, Opossum, and Beaver



Separate Muffs, 1-2 Price

- \$60.00 Natural Mink Muff at \$30.00
- \$50.00 Natural Mink Muff at 25.00
- \$30.00 Natural Mink Muff at 15.00
- \$25.00 Natural Mink Muff at 12.50
- \$30.00 Black Lynx Muff at \$19.00
- \$25.00 Black Lynx Muff at 15.00
- \$25.00 Black Fox Muff at 15.00
- \$12.50 Muskrat Muff at 12.50

Extra Special

Extra fine Mink Set, was \$100 Anniversary Sale, \$69.00

Fur Coats

- One Mink Marmot Coat, size 04, regular price \$55.00, Anniversary Sale, \$50.00
- One 54-inch Near Seal Coat, size 28, was \$75.00, Anniversary Sale, \$45.00
- One 27-inch Near Seal Coat, was \$50.00, Anniversary Sale, \$7.98
- Two Russian Pony Coats, were \$40.00, Anniversary Sale, \$25.00

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