

SALE of FALL COATS!

SMART NEW STYLES—NEVER ON SALE BEFORE

Featured in every group are many recently unpacked garments styled from this season's popular fabrics, self and fur trimmed models, straight and flare lines—a splendid variety.

GROUP NO. 1

Ladies' Coats, Fur Trimmed, to \$16

Bearing in mind the fact that these garments are all new models correctly styled and fur trimmed and never on sale before—each coat is a real sale value at

\$11.95

GROUP NO. 2

Street and Sport Coats to \$20

Fully lined, self trimmed Coats in all the prevailing colors and cheek patterns favored this year. A splendid selection of sizes and models, all at one low sale price.

\$14.45

GROUP NO. 3

Dress Coats Formerly to \$32.50

Comprising a big selection of many high grade fur trimmed flare and straight line models, all the newest shawl collar and wrappy styles, reduced to

\$24.90

Millinery Savings

Hundreds of Hats on sale in the balcony, including a big choice of Velvet, Satin and Sport Felt Patterns in every conceivable shade to match this year's coats, some at

\$2.49

Hosiery Close-Outs

Many lots of Chiffon, also Silk, Pure Silk, and Silk and Wool novelty combinations reduced to half price in some instances. All desirable colors and sizes. Prices as low as

1/2 Price

A Dazzling Array of Bargains in Every Dept.

NEW SILK AND WOOLEN DRESS GOODS ALL GREATLY REDUCED

Regularly \$1.60 Crepe de Chine, 40 inches wide in a large color selection, special per yard

\$1.30

Regularly \$2.98 to \$3.50 Satin Back Crepe, mostly 40-inch fabrics and wide range of plain colors at per yd.

\$2.49

Regularly \$2.25. All wool Empress cloth, extra quality, hard twilled finish, shades of black, pansy, henna, etc., per yard

\$1.95

Regularly \$2.75 to \$4.00 French Serges, extra 54-inch widths of navy and plain colors, as well as the New Pencil Blues.

\$2.25

Regularly to \$3.75. All wool, 48-inch Gabardine in a wide range of colors, including the new "Wine" shades

\$2.95

Regularly \$3.50 Silk Costume Velvets, 36 inches wide in many variations of this year's most popular plain colors

\$2.98

Regularly \$1.00 Corduroy—Copen, Salmon, Turquoise, Pencil Blue and other new shades, per yard

79c

60c Stripette, Joan of Arc loomed—very popular Lingerie Fabric in a big choice of solid colors, per yard

45c

\$1 Dress Sale! \$1

Dresses Formerly \$14

One special lot of Silk, Satin and Taffeta Dresses and Frocks, fall styles and colors go in this big special. If you don't need two dresses bring your sister, \$14 for the first dress, and the second dress is yours for.....

\$1

Dresses Formerly \$20

In this group you'll find everything that's new this fall in color—in kick pleats, side flares and circular skirt models. The first dress goes for \$19.00, the second costs you only

\$1

And Continues Daily Until This Big Surpl

THREAD

Clark's, O. N. T. and Star Brand Cotton
12 Spools 48c

\$1.25 HOSE

Bear Brand Silk and Wool for Women
98c

Rayon Spreads

Size 31x108 inches, Blue, Rose and Gold, scalloped edges
\$5.98

25c Bath Towels

Turkish weave 18 by 34, hemmed, good weight
5 for \$1.00

978 Pairs Go **ONE C**
in the Basement

Shoe Sale

\$3.99 \$4.99 \$5.99

MEN'S SHOES

AND OXFORDS, Extra pair..

\$1.99 \$3.99 \$4.99

WOMEN'S SHOES

AND STRAPS, Extra Pair.....

\$3.99 FOR THE FIRST PAIR
GIRLS' OR

BOYS' SHOES

AN EXTRA PAIR for only....

The Footwear featured in the One Cent Shoe Sale includes styles seen in the Basement. Not all the shoes in the store are included. Hundreds of shoes ranging from 59c to \$5.98 go for below their actual price for the first pair and an extra pair from the same price group.

NEARLY EVERY ARTICLE HALF PRICE AND LESS IN THE ECONOMY BASEMENT!

1c UNDERWEAR SALE

YOUR CHOICE OF 100 SUITS OF WOMEN'S COTTON RIBBED UNDERWEAR, all style necks, all sleeve and leg lengths, including the famous "Florem" Brand, pay \$1.99 for the first suit, and an extra suit from the same lot costs you only

19c

\$3 and \$3.50 SWEATERS for Women, all wool brushed and novelty styles and colors, popular sizes, while they last

98c

ONE CENT NOTION TABLE—take your choice of a big variety. Insertions, Thread, Tapes, Embroidery, Floss, Buttons and scores of other items for only

1c

\$3.50 BLANKETS, "Nashua" weave, 64x78 light tan and blue. All over checks, specially reduced to

\$2.39

1c HOSIERY SALE

Many lines of Women's, Children's and Infants' Cotton and Cashmere and Silk Fibre hose have been grouped in the basement. Help yourself—pay the marked price for one pair and 1c for one extra pair

\$1.98

TO \$2.00 INFANTS' CAPS, Silk, Silk and Wool, all Wool and Cotton Mixtures, one big lot for a quick sale, at each

25c

INFANTS' SHIRTS AND STORK PANTS regularly 25c to 35c. A whole bin full to choose from at each

19c

MEN'S \$3.50 and \$4 RUBBER BOOTS. U. S. and standard makes knee lengths black only. All new stock and all regular sizes, 5 to 10

\$2.98

MEN'S TO \$9.00 RAYSTER COATS, one special lot of Belted Single Breasted Models, serviceable soil resisting tan color

\$5.95

MEN'S \$7.50 GOODYEAR GUARANTEED WATER-PROOF RAYSTER O'Coats, glazed tan fabric rubberized finish, each

\$3.95

\$7.50 AUTO ROBES—Plain and Reversible Rubber interlined Plush Robes, Large sizes mostly, while they last

\$4.49

50c DYE AND POLISH—Whitmore's standard make, per bottle, all colors

15c

SENSATIONAL BIG Opening Day Specials

Special from 9 to 10 a. m. Friday—100

75c FOUR SEWN HOUSE

BROOMS 10c

The first 100 customers to buy \$2.00 worth in any department but groceries Friday from 9 to 10 a. m. are entitled to a 75c broom for only...

Special Friday 10 to 11 a. m.—Genuine

Ivory Soap 20 Bars 95c

Any purchaser buying \$2.00 worth or more in any department but groceries Friday from 10 to 11 a. m. is entitled to 20 bars of Ivory soap for only

Scores of Unmentioned Bargains!

Linen Lunch Cloths

All pure linen, 41x47 size, assorted colored borders
\$1.49

75c Crepe Bloomers

All popular colors, tapestry raised patterns
49c

Gloves to \$3.25

Unlined French Kid, plain long and short cuffs
95c

\$1.15 VALION BROCADE

Featured at a big saving in Tanbark, Cocoa and all the wanted newer colors, 36-in. wide, per yard
89c

\$3.50 ME

Pansy and P shades for fall.

Watch Our Windows for Daily Specials