



starts Friday at 9:30 a.m. . . . 5 of the biggest shopping days in our history . . . open our treasure chest and win one of the hundreds of free prizes . . . details on page 12, 1st Section.
● Lay-a-way now for Christmas!

Your Key to Great Savings

FOUNDERS' DAYS

Charge tomorrow . . . pay Jan. 10th!



New Fall Dresses values to 25.
16.

Beautiful dressy and tailored sheaths and bouffants in crepes, wools and rayons in every important color of the season in sizes 10 to 20 and 14½ to 22½.

Famous Label Coats values to 89.95
47.

Tremendous savings on the fashion coats of the year—note the expensive detailing and the fabulous fabrics by such famous mills as Forstman, Hockanum, Warumba and many more in beautiful shades. Sizes 10-18.



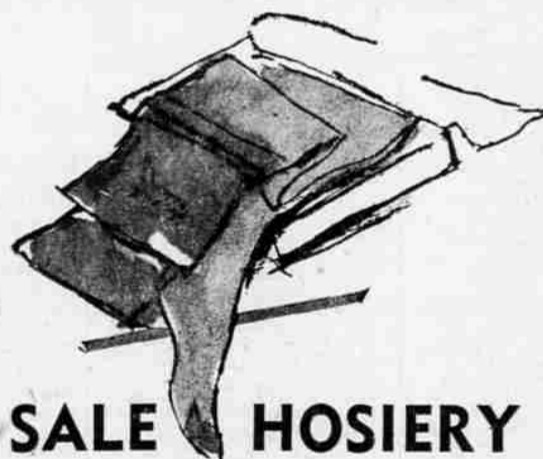
all-wool Skirts values to 14.98
7.99

Smart slim styles in tweeds, stripes and solid shades—each one a smart value. Sizes 10-18.



famous name Blouses values to 5.98
1.99

You'll recognize the famous labels at once, but we can't name-drop at this tiny price. Plaids, prints, stripes and solids in every sleeve length and color. Sizes 32-40.

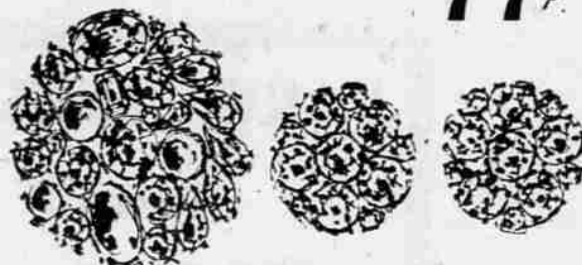


SALE HOSIERY 1.00 value
63¢

Sheer and medium sheers, full fashioned, short, medium or long. Very slight irregularities.

BURMUDA SOX 1.00 value
77¢

Fine cotton and nylon stretch type—ideal for school, games, etc. In white or colors.



COSTUME RINGS 1.00 value
69¢

Fabulous glamour at a tiny price—many designs to choose from, adjustable band.



special purchase New Millinery

The new shapes that you've been admiring at much higher prices, in fine felt, made festive with smart touches of self and glitter trim. Come early, you're sure to find the flattering shape for you! **3.99**

● Another group of fine velours, beavers and velvets at a very special 5.99

early bird special! FELTS & VELVETS **99¢ & 1.99**

You'll have to be early for this amazing buy—they won't last long. Many styles and colors.