

OUR JANUARY CLEARANCE CONTINUES WITH

COATS NEW REDUCTIONS

Robes

and

Negligees

At

Most Attractive Savings

25% Off Regular Price

Breakfast Coats

Colorful - - - Dazzling - - - Brilliant in styling and quality materials. Trimming of laces, rosebuds, bows and ruffles that adds new touches of loveliness.

Tea Gowns

Satin dechaine, crepes, and all silk gowns with the new silhouette, flares, flounces and uneven hem lines add chic to milady of fashion. High colors and pastel shades.

Lounging and Quilted Robes

The lounging and quilted robes which we have in stock have been specially reduced for this sale.

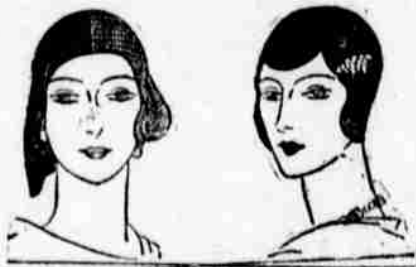
THIS SALE INCLUDES REDUCTIONS:

**BEADS NECKLACES
RINGS ORNAMENTS
PINS FLOWERS
EAR RINGS Wool SCARFS
BRACELETS SILK SCARFS**

Cold Weather Helps

Wool Hose \$1.50 - \$2.85
Wool Gloves \$1.00
Suede Jackets \$9.75

Wool-Lined Gloves \$3.45
Fur-Lined Gloves \$5.75
Coat Sweaters \$5.75 - \$11.75



MILLINERY REDUCED

Hats of the Winter Season, including felts, soleils and metallics in many different colorings reduced to the very low price of

\$4.85

Another group of felt hats reduced to

\$1.00

Special!

\$15.00

DRESSES

Absolutely new dresses sent to us by our buyer for this Special January Clearance Sale. New spring prints which are so smart now are included in this group of frocks marked so astonishingly low. Sizes 14 to 44½.



COATS
Formerly \$19.75
\$10.75

COATS
Formerly \$29.75
\$19.75

COATS
Formerly \$44.75
\$29.75

COATS
Formerly \$85.00
\$49.75

Winter Coats Of Fine Imported and Domestic Materials with and without Fur Trimmings Selected From Our Regular Stocks.

COATS
Formerly \$115.00
\$69.75

COATS
Formerly \$150.00
\$89.75

COATS
Formerly \$175.00
\$100.00

COATS
Formerly \$275.00
\$175.00



Come tomorrow without fail—and choose the coat you have long wanted but felt you could not afford. Buy it tomorrow at a price you have wanted to pay.

FURS

Reduced

During Our
JANUARY CLEARANCE SALE

Jap Mink Coat 395.00
Brown Fox Collar—Was \$595, now

Jap Mink Coat 395.00
Self Collar—Was \$595, now

Jap Mink Coat 350.00
Self Johnny Collar—Was \$495, now

Hudson Seal Coat 295.00
Fitch Collar and Cuffs—Was \$395, now

Hudson Seal Coat 295.00
Ermine Collar and Cuffs—Was \$395, now

Hudson Seal Coat 295.00
Self Collar and Cuffs—Was \$447.50, now

American Broadtail 295.00
Mink Collar and Cuffs—Was \$365, now

Mink Muskrat Coat 295.00
Large Self Collar—Was \$375, now

Mink Muskrat Coat 195.00
Johnny Collar—Was \$275, now

Golden Muskrat Coat 195.00
Beaver Collar—Was \$275, now

Russian Pony Coat 150.00
Brown Fox Collar—Was \$235, now

2 Silver Muskrat Coats 130.00
Self Johnny Collar—Was \$195, now

Harp Seal Coat 110.00
Ocelot Collar and Cuffs—Was \$220, now

FUR SCARFS REDUCED

All Neck Furs 25% off! Foxes

Moufflon Scarfs

Regularly \$16.75, Now \$9.75



HANDBAGS REDUCED

A beautiful assortment of under-the-arm bags, pouche bags, zipper bags and envelope bags of suede, patent leather reptile skin, calf skin, felt and moire. All colors to harmonize with your winter coat.

Other Bags for

\$2.45

50 DRESSES

For

\$5.00



Many Fresh Spring Styles never shown before. Adorable creations in those lovely new Spring fabrics and colors. Greater dress values we have never known.

Sizes 13 to 46

Also a group of PARTY DRESSES in broken sizes.



173
Pair of \$1.00
Westcott Hose
in all sizes and
colors for
69c

Special!
180
Pair of rayon
panties in all
sizes. Colors,
pink, nile, peach,
white and black.

95c

Gift Show

Tickets
Given Away
with every
50c
Sale

THE ANNUAL JANUARY Dress Clearance

at slashing reductions



A
Glorious Array
of Lovely
Dresses Reduced
Especially for this sale
to **\$9.75**

Values up to \$16.75

As usual we are offering tremendous values in dresses at this sale. A collection of youthful models bringing out the new trend toward the natural waistline and longer skirt.

The
Jacket Frock
of Velvet
Is Smartly Formal
All Velvet Dresses
Reduced

\$25.00

Values up to \$69.75

Transparent, chiffon and panne velvet suits with collarless or collared finger-tip jackets and plaited or sheered skirts having beautiful velvet or silk blouses of contrasting color to complete the ensemble.

Have a smart frock for wearing under the coat now and a new suit for early spring at an irresistible price. Brown, blue, or a black with light contrasts. Sizes 14 to 46.

La Pointe's