



First Annual  
January

# CLEARANCE

Your Cash  
Never  
SAVED  
You  
As Much!

Open Saturday  
Until 9 P. M.

At

## 1/2 Price and Less

# WINTER COATS

Coats to Fit Women and Misses of All Sizes!

Junior Sizes, 11-19; Misses' Sizes, 14-20; Women's Sizes, 36-44  
Slenderizing Models for Large Women, 46 to 60 $\frac{1}{2}$

\$10 Coats--Sale Price→

|                                |                     |
|--------------------------------|---------------------|
| \$12.95 Coats .....            | Sale Price, \$6.48  |
| \$16.50 Coats .....            | Sale Price, \$8.25  |
| \$29.75 to \$35.00 Coats ..... | Sale Price, \$14.90 |
| \$39.50 to \$45.00 Coats ..... | Sale Price, \$19.90 |
| \$49.75 Coats .....            | Sale Price, \$24.95 |
| \$69.50 Coats .....            | Sale Price, \$29.75 |
| \$98.00 Coats .....            | Sale Price, \$39.75 |

5.00  
\$5.00

Don't confuse this sale with the usual clearance of ordinary coats. IT IS NOT. Neither is it a sale of coats purchased for the purpose or the usual January event with its usual reductions. All value-giving precedents will be broken in this, our first, half price coat sale. A sacrifice of \$25,000 worth of the finest quality cloth and fur coats for women and misses. Don't miss this opportunity. It's worth coming miles to attend—our greatest coat sale at half price and less.

Also Every Fur Coat in Our Store Included in This Sale

Costs Have  
Been  
Forgotten  
Profits Have  
Been Thrown  
to the Winds

A Tremendous Purchase and—

## Sale of \$5, \$6 and \$8

# DRESSES

For Women and Misses

**EXTRA!**

**86**

**BRAND NEW**

**\$10**

**Dresses**

included in this lot

**2 for \$7**

These dresses are brand new styles just released by the designers. Slight imperfections make this astonishing low price possible.

A manufacturer needed cash. We purchased a marvelous collection of smart, new frocks at a tremendous concession. To this purchase we have added 200 of our own beautiful dresses for this gigantic sale—at 2 dresses for \$7. Don't confuse these frocks with the ordinary ones usually offered at this price. We don't believe that dresses of this quality have ever been priced so low. Sale starts Saturday at 9 o'clock. Come Early—bring a friend—select two dresses.

Every new high shade—smart new crepe prints and blacks—Sunday night frocks, afternoon and evening frocks—frocks for street, office or home. Sizes 11 to 19, 14 to 20, 36 to 44, 46 to 54.

2 for \$7  
ONE DRESS \$3.95



Use Our  
Layaway  
Department

*Don't Delay, Such Bargains Can't Last!*