



One Minute Store Talk

There's a double benefit in quality merchandise selling—The buyer benefits and the seller knows he has made a satisfied customer. There's real satisfaction in knowing that you are able to offer your customers of years dependable, seasonable goods at prices in many cases much less than wholesale cost, And that's what we are doing daily.

A Constantly Growing List of Satisfied Customers Is the Best Proof of Our Positive Assertion of the Exceptional Values Offered in Our

\$25 Doll Given Away

It's a beautiful specimen of the maker's skill. You cannot resist wanting it and, some one is going to get it absolutely free. Our sales ladies will be glad to explain our plan—just ask them about it. Save your tickets, what ever you do and ask your neighbors and friends to save theirs for you.

GREAT CLOSING-OUT SALE

JUST imagine what a pleasure you will bring to Mother, Daughter or Sister if she receives as a Christmas Gift a beautiful Coat or pretty new Suit or Dress. And, just think of the great opportunity you have to give such handsome, sensible and yet appreciated presents and at such wonderfully low prices. Coming as it does just at the time when these items are most needed it means much to our patrons.



FURS! FURS!
"THE GIFT OF GIFTS"

People who know something about the scarcity and high prices of furs this season will understand and appreciate the savings offered here. A new line has just been received. We invite your inspection and comparison of prices. Come in and see them.
ALL AT CLOSING-OUT SALE PRICES

WINTER COATS
1/4 OFF

Our large assortment of beautiful cloth coats, many of them trimmed in velvet, offer you a splendid opportunity to make the proper selection. The entire lot has been marked for sale at prices fully 25 per cent less than they were formerly marked and considering our always very moderate prices they are indeed exceptional values.

You will find the latest styles and the most popular materials. The workmanship is the best and guarantees you complete satisfaction. It is your opportunity to buy better goods at lower prices.

ALL AT CLOSING-OUT SALE PRICES

Winter Suits 1/4 off

All new, up-to-the minute models—latest and most popular colors and new and serviceable fabrics. A look will satisfy you of their excellent quality.



SILK UNDERWEAR

Something that appeals to every woman—you cannot choose a gift which will give more genuine pleasure. This store has always been the leader in this line and we are proud to be able to offer you the largest assortment we have ever been able to get together. You must see it to realize its completeness and the great savings available.

ALL AT CLOSING-OUT SALE PRICES



PRETTY DRESSES

Special shipments direct from the New York markets have created a sensation in our Ladies' Ready-to-Wear Dress department. It's indeed a wonderful selection and in it you will find all the new and beautiful models in the latest designs and materials. It will be our great pleasure to show you through this section at this time and to show you the great savings.

ALL AT CLOSING-OUT SALE PRICES



SILK PETTICOATS

Beautiful styles in popular colors and combinations that will make excellent Christmas gifts. These skirts are new and of the latest styles and are marked exceptionally low in price.

ALL AT CLOSING-OUT SALE PRICES

SILK HOSIERY

There is nothing that will cause more real satisfaction, be it mother, sister, wife or daughter, than a pair of good quality silk hose. Our extensive assortment will afford a selection that will please.
ALL AT CLOSING-OUT SALE PRICE

A Merry Christmas to All

GEO. A. MOLLRING
—The Store of Quality—

LADIES' BLOUSES

The late arrivals in our Blouse department will give a wonderful choice. All the most favored materials and shades are to be found and the range of sizes is complete. The prices will surprise you. See them.
ALL AT CLOSING OUT SALE PRICE