

Every purchase you make will be with the distinct understanding that the price reduction is a genuine one—clipped from our former selling price. We are not selling out, but will be right here to stand back of every purchase you make. When we advertise one-half price we mean just one half of the former price—not one-half of an arbitrary price. We want you to fully understand this before you come to the store and we want you to fully understand that we mean nothing short of that. Make your selections accordingly.

THE Fashion Shop
THE STYLE CENTER

In announcing our annual reduction sale we particularly call your attention to the fact that we are not marking our goods up and then marking them down—we could not afford to do that. Many of you have seen and priced most of the goods we are placing in this special sale and you will know at a glance that every reduction is a genuine one without any effort to confuse you. We want to clear out all winter goods and are making honest price reductions in order that the goods can be sold at once to make room for our incoming lines.

Now on in Full Blast and Continuing Until Every Winter Garment is Sold

Ready-to-Wear at Half Price

Presenting reductions that are radical to the extreme and affording values which cannot again be duplicated this season.

FIRST OF ALL IN CONNECTION WITH THE SALE announced here, it is well to remember that apparel from this store is justly celebrated, for its style-individuality and superiority of quality. Then one must note that every garment which comprises these splendid groups is taken directly from our stocks, all are this season's models—the very best fashions greatly favored at this moment.

ANOTHER POINT TO BE CONSIDERED, IS THAT ALTHOUGH WE DO NOT quote comparative prices, the general public realizes that when we say **HALF OF THE ORIGINAL PRICES** that's exactly what we mean—that prices have not been marked up to allow for the reductions and that there will be no disappointments. We would advise investigating these offerings before you buy.

Every Winter Garment Must Go Regardless of the Price

The Clearaway of Suits

$\frac{1}{2}$
PRICE

Models that represent the season's very newest, cleverest and individual ideals. Our entire line offered to you at exactly half the regular price. Some are plain, others trimmed with the furs, all lined throughout. The materials are Cloth, Jersey and Etc. The colors are brown, Poplins, Serges, Gabardines, Velours, Suede Burgundy, navy, taupe, green, tan, etc.

Original prices range \$19.50 to \$150.00



The Clearaway of Dresses

$\frac{1}{2}$
PRICE

Embracing a remarkable collection of smart creations, suitable for most any occasion. The values are really most extreme. The styles are new and attractive in wide variety. The materials are Jerseys, Foulards, Serges, Taffetas, Satins, Georgettes, Combination of Georgette and Satins. The colors are blue and brown.

Original prices range \$18.50 to \$85.00



Our Great Clearaway of WINTER COATS

$\frac{1}{2}$
PRICE

An offering that smacks of the sensational. Think of it, beautifully made and finished winter coats offered at a time when you will get the greatest amount of good out of them and at exactly $\frac{1}{2}$ the regular price.

There's a wide range of styles—models to suit every fancy. The materials are Evora, Du-Ve-DeLaine, Plush, Bolivia, Burda, Velour, Silvertone, Velour de Norde, Duvetyn, Broadcloth, Pom Pom.

The colors are taupe, Burgundy, green, brown, navy, Pekin Blue, Reindeer and black.

Original Prices Range
\$25 to \$375

$\frac{1}{2}$
PRICE



Clearaway of Children's COATS

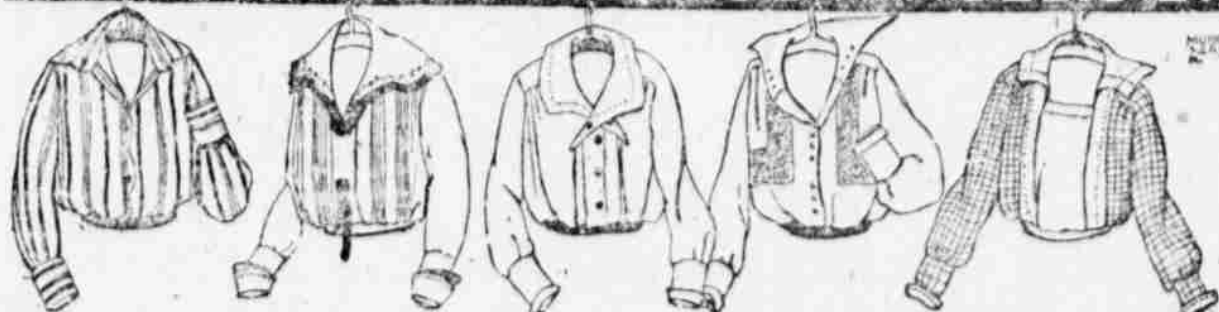
They are for ages 7 to 14 years and a wide range of style selection is represented.

The models are the season's newest and the colors the most favored.

Some are plain tailored, while others are finished with large collars, belted and trimmed with plush or fur.

Original Prices \$10, \$28.50
1-2 off
REGULAR PRICE

GREAT SALE OF WAISTS



Exceptional Bargains in Silk Blouses

Our entire line of crepe de chine, Georgette, pussy willow, taffeta, in all the new and desirable colors and in the newest styles with beaded and embroidered trimming—every one included in this remarkable sale at

1-3 Price

The Clearaway of FURS

Including individual scarfs, stoles, cape collars, coatees, muffs and sets.

The furs include Hudson Seal, Fox, Mink, Raccoon, Chinchilla, Lynx, Marten, etc.

Although the prices have been radically clipped the Fashion Shop's guarantee of satisfaction goes with every sale.

Original Prices \$16.50-\$400
1-3 off

REGULAR PRICE

Our entire stock of Fur Coats at One-Third Off Regular Price.

NO CHARGES.

NO C. O. D.

NO APPROVALS.

ALL SALES FINAL