

For Fall and Winter Ready-to-Wear we will
 our line NOW we have inaugurated. An appeal
 of double buying strength. Two garments for
 new Suits, Coat or Dress can possibly afford
 by unheeded.

There is reason for all this, of course, and we are to tell
 you how it is possible for us to offer such high-class merchan-
 dise at such ridiculously low prices: There are just three good
 reasons—First: We're quitting business—Second: We purchas-
 ed, or contracted for these goods before war-time prices became
 effective, and—Third, but by no means least: Our connections
 with America's largest manufacturing concern keeps us in con-
 stant touch with markets and enables us to get qualities at low-
 er prices than are possible from any other source.

READY-TO-WEAR MUST GO

WE URGE YOU TO ATTEND THIS SALE AS EARLY AS
 POSSIBLE, AS WITH SUCH EXTRAORDINARY PRICES IN EF-
 FECT, WE PREDICT THAT LINES WILL BECOME BROKEN
 BEFORE MANY HOURS PASS.

Pretty Blouses

Each one an individual type—embodying all the touches of newness,
 copied from foreign models, developed in superior grade of Georgette in light
 and dark shades, including the new "Peace Blue," a favorite advance shade
 for Spring also special values in nifty Blouses, all the new round necks, col-
 lars, sleeves, fronts, rich hand embroidery, neat tuckings, lace trimming, braid-
 ing, of finest quality Georgette in light, medium and dark suit shades, all sizes.

Some Exceptional Values in DRESS SHOES

An opportunity seldom offered to select most any style of a dress shoe at
 a substantial saving in price.

Leathers of black kid, patent leather, dark and light gray kid and brown
 kid. All are lace models of the most desirable sort that have sold all season up
 to \$13.00 a pair.



Fits the Arch

These clearance reductions offer you genuine economy—economy thru ex-
 ceptional wearing service, substantial quality and durable construction that
 holds shape.

Women's and Misses' Sweaters

This is, indeed, Sweater weather and this sale is most opportune.
 The Sweaters include slip-over models, sport models, Russian back effect,
 tie sash and full belted models and coat models.
 Every imaginable color in two-tone or plain colors. The Red Ticket Price
 Tells the Story

STYLISH, SEASONABLE, PRETTY New Dresses



Wool Dresses in poplin, serge, tricotine, Wool Jersey, plain tailored combin-
 ed with satin, hand embroidered. Silk Dresses, satins, crepe, tricolette and
 crepe de chine.

Every style you can possibly want—draped, pleated, plain and tunic effects;
 some collarless and others with smart collars, and each is offered at the Red
 ticket price.

We mention especially those priced at

Red Ticket Price \$10. and upward

Finer dresses on sale at Red ticket prices; evening dresses, afternoon dresses
 Just take a look at them—you'll then realize their value.

Good Quality Dress Skirts

Our skirt stock is so complete and our prices are so low there is no neces-
 sity of quoting them



Many new and attractive skirts have just been received and these will all
 be included in our special price reduction sale. All of the new designs shown
 are received direct from our New York designers. All go at Red Ticket Prices

Red Price Tag!

GEORGE A. MOLLRING
 "THE STORE OF QUALITY."