

Save 50c On Every \$1.00

THE SEASON'S LATEST GARMENTS ARE HERE—ALL READY FOR YOU AT THIS BIG REDUCTION — YOU CAN'T AFFORD NOT TO COME AND EXAMINE THEM.

And Don't Overlook This Fact
All Brand New Garments

WE ARE THROWING OUR ENTIRE STOCK ON SALE
SOME NOT OVER 10 DAYS OLD

SPACE DOES NOT PERMIT GIVING YOU ALL THE DETAILS ABOUT THESE GARMENTS — BUT YOU SHOULD KNOW FASHION SHOP QUALITY—THAT'S ENOUGH.

You Have Unlimited Selection of Ladies' Coats, Suits, Dresses, Furs, Waists, Skirts



Sweaters and Shawls

1/2 Price



THIS UNPRECEDENTED SALE
SAVING 50c ON THE DOLLAR, SHOWS

Fashion Shop Superiority

We believe in buying the best possible in Ladies' Ready-to-Wear Lines—you know our reputation for style and quality — and here we are now with this sweeping HALF-PRICE SALE just before Christmas. Do you remember of another such sale, with such radical reductions, and at so opportune a time?

We want the buyers of Ladies' Ready-to-Wear to come in, see what we offer in Quality, Style and Newness, and we will leave to their good judgment the question of buying.

Remember, we save you just 50 cents on the Dollar for Christmas Gifts.



We Have Many Other
BEAUTIFUL AND USEFUL

Christmas Gifts

A visit to our store will make gift selection easy. Our assortment of beautiful underthings will help you decide what to give your girl friends.

WE SUGGEST THESE

- Kimonos Gloves Silk Underwear
- Bathrobes Corsets Gloves
- Bloomers Pettibockers Handkerchiefs
- Handbags Waists
- Muslin Underwear

And you know the recipient will be pleased if it's from the Fashion Shop.

Loveliest Furs FOR CHRISTMAS GIFTS

A beautiful Fur—single pieces or sets—makes a truly acceptable present for the holiday season.

We have the most complete, highest quality Furs on display in this trading territory. Remember this stock is new.

at Half Price

OUR ENTIRE LINE OF Children's Coats and Dresses

WILL GO AT

Far Below Cost

Here is your chance to buy a serviceable garment for your little girl that will not only make her a wonderful present, but will undoubtedly please her.

Blouses and Skirts

FOR ECONOMY AND COMFORT

You will enjoy selecting a dainty Blouse and serviceable Skirt from our complete stock. New up-to-date merchandise at these prices makes it imperative to at least look at them. You or your friends can always use this comfortable combination.

at Half Price

No Approvals---No C.O.D.'s---No Exchanges---Every Sale Is Final



The Fashion Shop

