

Store Opens Daily at 9 A. M.—Closes 5:30 P. M.

ALL THESE GOODS ON SALE TOMORROW

Mail and Phone Orders Filled—Bell, Walnut 6300—Keystone, Main 4101

A NEW SERIES TOMORROW!

50 YELLOW TRADING STAMPS FREE

To Every Purchaser of a Dollar's Worth or More Series Nos. 105 and 106

Good in any Yellow Trading Stamp Book, no matter how many other "extra" stamps you may already have.

A Coat Event That is More Than a Sale! Never has there been opportunity to participate in such a lavish assemblage of truly magnificent coats and wraps under double this amazingly low price.

A Merchandising Achievement of the First Magnitude!

Several dozen styles in complete color ranges—scores more in lots of a few that offer choice from the very finest samples offered this season!



All Goods Purchased Tomorrow Will Be Charged On October Bill, Payable in November

Mail Orders Filled **HATS TRIMMED FREE OF CHARGE** Phone Orders Filled

Lit Brothers

Market Eighth ONE YELLOW TRADING STAMP WITH EVERY 10c PURCHASE ALL DAY Filbert Seventh

End-of-Month Sale Tomorrow

New fall fashions, of course! And when you buy for a family, a few savings like these, added together, make a very tidy sum. And note this! Only here—and now—can you save so generously! Every autumn requisite for the home also underpriced!

For Additional Store News See Page 3

STUPENDOUS SALE OF WOMEN'S & MISSES' Magnificent Winter Coats

The biggest single purchase ever consummated in New York—the country's headquarters for fashionable outer-garments! 3500 beautiful Coats—the greatest CASH PURCHASE the women's wear market has ever known! Only a store with our enormous outlet—and with our truly extraordinary power of quick turnover could have attempted such a disposal! Less than worth of the materials alone—less than value of the handsome trimmings!

Women's sizes 36 to 46. Misses' sizes 14, 16 and 18 years. Extra sizes 37 to 53. No mail or phone orders.

Most Beautiful \$40 to \$60 Dress Models

25

Stunning \$40 to \$60 Sports Styles

The models here offered represent only THE BEST that ten prominent makers had to offer. Every single coat in the whole lot is distinguished by marked superiority in quality, originality and tailoring.

Choose from—*Patrolaine, Ormandale, Bolivia Cord, Chamoistune, Sweden, Herringbone Tweeds, Plain and Plaid back Sports Coatings and Lustrous Seal Plushes.*



Important! Note that all of these coats will be charged on next month's bill, payable in November

The Majority Are Enriched With Gorgeous Fur Collars of Squirrel, Raccoon, Nutria, Australian Opossum, Caracul or Black Fox—Some, Too, With Deep Fur Cuffs.

The elaborately trimmed models show very effective uses of embroidery and braiding, silk tassels and fancy buckles. All are beautifully lined throughout with plain or fancy peau de cygne and warmly interlined.



End-of-Month Sale Specials

Girls' \$7.50 | \$4.88 Serge Dresses



\$2 Frocks, 87c

\$15 Coats, \$9.95

Tots' \$8.50 Coats, \$4.95

35c Pillow Cases, each 22c

\$1.75 Seamless Sheets \$1.19

20c to 25c Domestic, yd. 14c

\$2.50 and \$3 French Pearls, \$1.18

\$2.50 Black Satin Duchesse, \$1.49

\$3 Brocaded Crepe Faille, \$1.89

\$200 Natural Muskrat Coats, \$122.50

\$250 Fur Coats, \$142.98

\$125 Sealine Jackets \$79.75

\$4 Silk Petticoats \$2.98

\$2.50 Running Board Tire Holder, 98c

Vacuum Cup O.D., \$25.98 Cord Tires

OUT TOMORROW! New Victor Records October 175c

\$2.50 and \$3 French Pearls, \$1.18

\$2.50 Black Satin Duchesse, \$1.49

\$3 Brocaded Crepe Faille, \$1.89

\$1.50 Leather Vanity Bags 98c

All-Wool and with Extra Trousers!



The YELLOW TRADING STAMPS that we give are an inducement for shopping at this store. These stamps are as good as money—they secure up-to-date personal and household merchandise free of charge.

Men! A Real Suit Sale

Usually \$25 and \$27.50—Tomorrow

Here are clothes values that are genuine! All-wool chevots and cassimeres in seasonable dark checks, stripes and mixtures. Many smartly tailored models to please the fancy of men and young men—two-and-three button coats, alpaca-lined. Great choosing, and every suit at a sure saving of a fourth or more!

18

Men's \$35 Fine Winter Overcoats

All-Wool Plaid-Back Materials \$24.50

Usters, ulsterettes and raglans of warm all-wool gray, brown and heather mixtures. Full or half belted; quarter-lined with satin.

Boys' \$10.50 Mackinaws \$7.50

All-wool chevots, cassimeres and blanket plaids. Norfolk models with convertible collars. Sizes 7 to 18.

Men's \$25 All-Wool Overcoats \$15

All the popular dark shades; single- or double-breasted; satin-trimmed. Sizes up to 38 only.

Boys' \$12 All-Wool Suits \$8

Sturdy all-wool chevots, cassimeres and tweeds in the preferred Norfolk styles. Sizes 7 to 17.

Boys' \$8.50 Polo Coats, \$6

Brown and gray chevots and cassimeres. Belted. Sizes 2 to 10.



End-of-Month Sale Specials

\$1.50 Vestee Sets, 59c

Silk Sport Scarfs, Special, \$1.25

Sport Scarfs, \$1.98 to \$2.98

\$7 Corduroy Robes \$4.98

\$4 Japanese Crepe Kimonos, \$2.98

Women's \$2 Silk Stockings \$1.15

Women's \$3 to \$4 Glove Silk Stockings, \$1.98

Women's \$1.25 Silk Stockings, 78c

Children's \$1.25 to \$1.50 Wool Sports Stockings, 75c

Women's 75c Bloomers, 59c

Women's \$2 to \$5.50 Silk Underwear, \$1.19 to \$3.75

Women's \$2 Gloves, \$1.19

\$4 and \$5 Long Gloves \$2.39

\$1.75 Bed Spread, \$1.39

Women's Pumps and Oxfords \$2.95

Values \$7 to \$10

Men! These Sample Shoes are from T. D. Barry Co.

Misses' and Children's \$3 and \$4 Shoes, \$2.29

Big Boys' \$5 Shoes, \$3.98

Young Women's \$5 & \$6 Pumps and Oxfords, \$2.95

\$1.50 Costume Velveteen 98c

\$1.25 Corduroy, 69c

\$7 Wool Comiorts \$4.95

\$10 Plaid Blankets, pr. \$7.85

\$1.75 Bed Spread, \$1.39

\$4 and \$5 Long Gloves \$2.39

\$1.75 Bed Spread, \$1.39

\$10 Plaid Blankets, pr. \$7.85

Boys' \$2.50 Roller Skates \$1.79

Boys' \$3.50 Sweaters \$2.39

\$3 Vacuum Lunch Kits, \$1.59

\$3.50 Poirot Twill, \$1.98

\$1 to \$1.50 Wool Goods 69c



\$6 Ready-to-Wear Velvet Hats \$3.98

All new and in very popular fall styles. Fine pan velvet; also combinations of pan with Lyons velvet. Large dressy and medium shapes with trimmings of soft velvet bows or rosettes, pretty facies, ostrich or novel pins. Plain and two-tone effects.

Hats Trimmed Free of Charge

\$6 to \$8 Imported Untrimmed Hats, \$2.98

75c Biot Fancies, 49c

Men's \$2 Printed Madras Shirts, 98c

\$5 Sports Sweater Coats, \$3.98

\$2 Union Suits, \$1.19

75c Sports Half Hose, 39c

\$4 and \$5 Long Gloves \$2.39

\$1.75 Bed Spread, \$1.39

\$10 Plaid Blankets, pr. \$7.85

Visit Our Restaurant—Best of Everything at Lowest Prices—Seventh Floor of Our New Building, 7th and Market Sts.