

STORE OPENS DAILY AT 9 A. M.—CLOSES 5:30 P. M.
Only "Pre-Inventory" Could Bring Such Values!

All These Goods on Sale Tomorrow! Also See Page 9

MAIL AND PHONE ORDERS FILLED—BELL, WALNUT 6800—KEYSTONE, MAIN 4101
A MARVELOUS PRE-INVENTORY OFFER!

Special Sale! "Mildred Louise" Sample Frocks for Tots

In models that are the prettiest imaginable!
\$2.50 to \$3 Frocks
Just one or two of a kind—fashioned from finest materials and prettily trimmed. 1 to 4 years.
Picture shows two of the many beautiful little styles—all the others are just as attractive.
\$3.50 to \$4 Frocks **\$1.65**
Fine chambray, gingham, organdy and Persian lawn with contrasting smocking and embroidery—some bloomers styles included. 2 to 4 years.
Lit Brothers—SECOND FLOOR



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

First Seventh

Women's French Kid Gloves \$1.49 Tomorrow

Real \$2, \$2.50 and \$3 Gloves.

A most extraordinary offer of splendid quality gloves with wide embroidered and novelty stitched backs. In black, white and colors; also white-with-black and black-with-white.

Women's \$1.25 Long Gloves, 89c
Elbow length; chamois suede in all colors.

Children's \$1 Gloves, 69c
Gray and brown wool.

Lit Brothers—First Floor, South

Inventory Sale Lowers Prices to Just About Cost!

A loss, of course! But it reduces stocks—we save time and expense—and you can save substantial sums of money. So in every way it's a profitable event and one which no thrifty shopper will miss! Also see page 9.

A TRULY AMAZING PRE-INVENTORY BARGAIN ON THESE SPLENDID

\$25 Smart Sport Coats

For Women and Misses

'25 Coats

Extremely good-looking, well tailored models—plain or striped linings.

Sport Coatings and Velours fashionable shades, a few with Fur Collars.



\$15

In the most fashionable shades—navy, brown, taupe, black and reindeer.

Many Models Show Big Fur Collars

Every Fur Coat at Radical Reductions



January Sale Prices Now in Effect!

\$150 Natural Muskrat Coats \$95
40-inch length
This extremely popular sport model is self trimmed and in bordered effect.

\$250 French Seal Coats, \$122.50
40-inch length; natural skunk collar and cuffs.

\$375 Natural Raccoon Coats, \$278.50
40-inch length.

\$150 French Seal Capes, \$89.75
45-inch length; reversed border effect.

VERY SPECIAL!
\$275 Natural Muskrat Coats \$169.75
45-inch length; beautifully trimmed with natural raccoon.

\$400 French Nearseal Coats, \$245
40-inch length; sizes up to 58 bust; imported pelts. Beautifully made, lined, and handsomely trimmed with natural skunk.



—and as a further convenience—your purchase need not be paid for until February!

VERY SPECIAL!
\$225 Heavy Northern Muskrat Coats \$128.50
40-inch length; selected skins of A-1 quality. Beautifully made and lined.

\$375 Civet Cat Coats, \$225
47-inch length; handsomely trimmed with natural skunk.

\$400 Hudson Seal Coats, \$250
40-inch length; skunk collar and cuffs.

VERY SPECIAL!
\$300 Natural Raccoon Coats \$199.75
40-inch length; dark silky skins.

\$210 Civet Cat Coats, \$110

Daintiest Colonials & Strap Pumps Go at \$6.98

All the Wanted Leathers
Black satin, black suede, black kid, patent colt, brown kid, brown suede, bronze kid and several remarkably effective combinations.

Women's \$6 to \$3.95 \$8 Oxfords
Tan Russia calf, black Russia calf, tan or black kid; straight or wing tips; perforated vamp; neatly welted soles; Cuban or walking heels. Full size range.

Men's High & Low Shoes \$5.98
Genuine tan Russia calf and other leathers most preferred by men. Solid construction throughout. Brogues, semi-brogues and English lasts. Every size.

Boys' \$5 Shoes, \$3.98
Lawn and blazer style with broad toe. English toe, welted, cap sole and rubber heels. Sizes 10 to 2.

Children's \$3 & \$3.50 Shoes, \$1.95
Butt and lace shoes in patent calfskin and tan Russia calf; broad toe. Sizes 1 to 2.

Young Women's \$4 Shoes, \$2.95
Tan shoes, lace styles; broad or English shapes; sizes 4 to 7.

Tomorrow! \$1.50 Velveteen 69c
A big pre-inventory special of the most wanted material of the season! Rich and lustrous, deep pile; 21 inch wide. Beautiful in black.
Lit Brothers—First Floor, South

Overcoats Now a Third Below Their Right Worth

So low priced simply to reduce stocks before inventory!

Groups Down From \$30 **\$19.50** Groups Down From \$37.50 **\$24**

All-wool fabrics, with plaid backs and tailored in keeping. Complete variety of models, patterns, colors and sizes.

Men's \$30 Suits \$19.50
With Extra Trousers
All-wool cassimeres, velvets and tweeds. Every model in each size.

Boys' \$10 All-Wool Norfolk Suits \$5.65
Fancy breast and gray button-down styles and lined. Yoke back, detachable collar. All-wool, taped, sizes 7 to 17.

Boys' \$12.50 Extra-Kniecker Suits, \$8.50
Tailored from serviceable all-wool fabrics. Sizes 7 to 18.

Men's Trousers, \$2.79 to \$5.50
In Wide Variety
Every smart and plenty in each size.

Boys' \$10.50 Winter Coats, \$7.50
In a variety of colorful plaid and solid colors. Handmade style. Sizes 7 to 17.

Pre-Inventory Sale Wool Goods

Best \$2.50 to \$3.50 Suits and Coatings

\$1.68 Tomorrow

51 Inches Wide
A wonderful assortment, including wool tweeds, homespun, frost glow velours, mixed yarn suitings, nub suitings, fancy wool checks, etc. These are all the most fashionable and most desirable of new materials—all exceptional values. No mail or phone orders filled. None sold to dealers.
Lit Brothers—First Floor, South

To clear before stock taking
\$2.75 Composition Hanging Black Board \$1.95
\$3.50 Disc Wheel Coaster Wagon, \$1.75
Size 18x23 inches. Rubber tires.
\$4 Dressed Character Baby, \$2.85
With moving eye and eye lashes.
Lit Brothers—Fourth Floor

Big Purchase of Girls' Coats

They Should Sell From \$10 to \$15

\$5.95 Tomorrow

10 A. M. Sale!

A pre-inventory event of the utmost importance to mothers—giving them a wonderful choice of delightful new models—not one at even its full wholesale cost! Prettiest styles, many with fur collars; also swagger sport styles. Distinctly coats of high-grade in a great variety of smart models, some with pretty silk stitching. Sizes 7 to 14.
Lit Brothers—SECOND FLOOR



Another big lot of Undermuslins

Joins the Pre-Inventory Sale

\$1.50 Night Gowns and Chemise

Almost Half Less Than Regular Prices!

79c Tomorrow

At Actually Less Than the Material Alone Would Cost!

Pre-Inventory Underwear & Hosiery Specials!

Prices that mean you can save considerable money by the purchase of all supplies of this kind here—now!

Women's 55c Vests & Pants, each 25c
Cotton ribbed; medium weight; long and short sleeve; knee length; all sizes in the lot.

Women's \$1.75 to \$2 Union Suits 98c
Regular and Extra Sizes. "Merode" Brand
High grade cotton ribbed union suit—low neck; sleeveless; tailored long knee length. Cannot fill mail or phone orders.

Women's \$3 & \$3.50 Silk Stockings, \$1.69
Famous Kayser Brand
Ingrain thread silk; in black and wanted colors.

Children's \$1.50 Union Suits, 98c
Winter weight; cotton ribbed; high neck and long sleeves; Dutch neck and elbow patches; also low neck and sleeveless styles. Size 7 to 14.

Women's \$1.50 Silk & Wool Stockings, 79c
Lace tops in the lot; also found "Merode" brand—tailored, ribbed.

Women's \$1 Vests & Pants, each, 79c
Heavy fleece lined; cotton, black, fast color, double top ribbed.

Boys' 35c & 50c Ribbed Stockings, 25c & 29c

Women's \$1.50 & \$2 Thread Silk Stockings, 98c
Full fashioned and fashioned; black, white, flesh and wanted colors.

These Are Genuine Economies in These Dainty, Winsome, Pre-Inventory Groups.

\$5 Crepe de Chine Sacques

Each model trimmed with lace and tiny bows in pink, blue and arbut.

\$3.98 Tomorrow

Children's \$3 Corduroy Breakfast Coats, \$1.98
A Very Special Value!
Cunning little models in rose, orchid and Copenhagen—collarless models with two pockets and a girdle.
Lit Brothers—Second Floor

Sports Supplies at Sums You Can Easily Afford

\$10 White Wool Sweaters \$7.98

Men's and Boys'
Heavy shaker knit; bust collar, full fashioned, pullover style. Colors: maroon and white.

Boys' \$6 Pull-Over Sweaters, \$4.98
Wool yarn with shawl collar and pulled cuff. Wanted colors.

Boys' \$2.50 Roller Skates, \$1.98 **\$15 Ice Skate & Shoe Outfits, \$10**
Ball bearing. "Wing" skates of Kingaro "ow" make. Clump sole; leather; skates nickel plated with tempered and extension foot plate runners.

\$40 Blue Ribbon Bicycles, \$28.98
Equipped with rubber brake, mud guards, 27" wheels and gearless drive.
Lit Brothers—Second Floor

Pre-inventory offers unusual opportunities in leather goods

Cowhide Brief Cases \$4.98

In Brown and Cordovan
Surface stock cowhide with two straps all around—two pockets; extension lock.

Leather Vanity Bags, \$1.65
Pat seal, calf and Vaseline, of finest quality. Several new styles; silk lined; in-oh frame and large mirror.

EVERY ONE A NOTABLE PRE-INVENTORY VALUE
\$2 to \$4 Bandeaux and Brassieres \$1, \$1.50, \$2 & \$2.50
Bateau, linen, mesh, all-over eye broderie and cluny lace—also wash able satine in narrow or wide stripes. Hook front, back or underarm. Size 34 to 54.

\$3 to \$10 Corsets, \$2 to \$5
Coutil and broche in white or pink. Low, medium or girle bust. Popular makes. Sizes 29 to 36.

\$1 and \$1.50 Bandeaux and Brassieres, 50c and 75c
Hook front or back. Fancy broche, brocade stripe or plain satine; also be riste with lace and embroidery. Sizes 24 to 34.

Lit Brothers—SECOND FLOOR

Hats Trimmed Free of Charge

Stunning Ready-to-Wear Duvetyne Hats \$2.98

Tomorrow

A Pre-Inventory Group That Offers Choice From a Vary of the Smartest Styles!

Small, dashing models, turbans, polo effects—in soft, pleasing colors, as well as in the darker shades—all most effectively embroidered in contrasting colors. Just the hat to add a rich note of soft color to dark winter costumes.
Lit Brothers—FIRST FLOOR, NORTH