SAVE 1/2

FRIDAY and SATURDAY
are COURTESY DAYS
COME EARLY FOR BETTER SELECTIONS

1/2 PRICE

THE L. & C. COAT, SUIT & DRESS CO. INC.
"The Woman's Shop of Hornell"

1/2 PRICE

EVERY CLOTH and FUR COAT
AND EVERY FALL DRESS
In Our Store Must Be Sold At Once At

HALF PRICE

Entire Stock Fur Trimmed
CLOTH COATS
soft, rich Winter cloths in the new colors with deep collars(cuffs and panels of fine furs. Silk lined and interlined. Sizes 16 to 54.

Our $20 Coats, now	$10.00	Our $35 Coats, now	$17.50
Our $25 Coats, now	$12.50	Our $40 Coats, now	$20.00
Our $30 Coats, now	$15.00	Our $45 Coats, now	$22.50
Our $50 COATS Now			$25.00

And so on

STREET AND EVENING
DRESSES
at 1/2 PRICE

Our $ 5.00 Dresses	$ 2.50
Our $ 7.00 Dresses	$ 3.50
Our $10.00 Dresses	$ 5.00
Our $15.00 Dresses	$ 7.50
Our $19.50 Dresses	$ 9.75
Our $24.50 Dresses	$12.25
Our $29.50 Dresses	$14.75

And so on.

OUR ENTIRE STOCK OF
FUR COATS
BIG STOCK IN EVERY FUR
EVERY STYLE — EVERY PRICE

Our $100 Fur Coats	$50	Our $300 Fur Coats	$150
Our $150 Fur Coats	$75	Our $350 Fur Coats	$175
Our $200 Fur Coats	$100	Our $400 Fur Coats	$200
Our $250 Fur Coats	$125	Our $450 Fur Coats	[illegible]

ALL MILLINERY
IN OUR STORE
Reduced for Quick Selling
ONE-HALF PRICE!

ALL CHILDREN'S COATS
IN OUR STORE
ONE HALF PRICE

L. & C. COAT, SUIT and DRESS CO. 102 Main St., Hornell, N. Y.