L&C COAT, SUIT & DRESS CO., INC.

RE-ADJUSTMENT Sale!

The Most Important Sale in Our Entire History

Starts Thursday Morning, July 18 at 9:30

You have learned to depend on REAL VALUES when you attend an L & C Sale . . . NOW we are announcing THE GREATEST SALE OF THEM ALL...STARTING THURSDAY MORNING AT 9:30, with values that under present conditions will astonish you !

Thousands of Values - - - Here's Just a Few

LADIES' SPRING COATS

All regular prices are our O. P. A. ceiling prices

23 Coats, reg. 25-$35 ..... On Sale $10
16 Coats, reg. $29-$45 ..... On Sale $15
34 Coats, reg. $35-$49 ..... On Sale $19
11 Coats, reg. $39-$59 ..... On Sale $25

— On Sale Main Floor —

LADIES' FALL COATS

All regular prices are our O. P. A. ceiling prices

31 Coats, reg. $29-$35 ..... On Sale $17
64 Coats, reg. $35-$39 ..... On Sale $19
34 Coats, reg. $39-$45 ..... On Sale $26
21 Coats, reg. $42-$59 ..... On Sale $35

— On Sale Main Floor —

FUR COATS

Every fur coat reduced way below our O. P. A. ceiling price. Buy now, a small deposit will hold your coat in our Cold Storage Plant.

1 Group, reg. $79.50 ..... On Sale $50
7 Fur Coats, reg. $100 ..... On Sale $75
11 Fur Coats, reg. $125 ..... On Sale $85
7 Fur Coats, reg. $150 ..... On Sale $110
5 Muskrat Coats, reg. $350 ..... On Sale $295
1 Persian Lamb, reg. $450 ..... On Sale $325

[all prices plus tax]

— On Sale Main Floor —

CHILDREN'S WEAR

Children's Rayon Panties ..... On Sale 15c
Our O. P. A. ceiling price 59c to 98c

Children's Overalls ..... On Sale 75c
Our O. P. A. ceiling price $1.49-$1.98

Infant's Robes ..... On Sale $1.00
Our O. P. A. ceiling price $1.98

Children's Dresses ..... On Sale 75c
Our O. R. ceiling price $1.55-$1.98-$2.98

Infant's Sunsuits ..... On Sale 50c
Our O. R. A. ceiling price $1.00-$1.19

Baby Blankets ..... On Sale $1.00
Our O. P. A. ceiling price $1.85

Children's Blouses ..... On Sale $1.00
Our O. P. A. ceiling price $1.98

— On Sale Basement —

CHILDREN'S COATS

Children's Spring Coats ..... On Sale $3.00
Balance of all children's Spring Coats in our store. Our O. P. A. ceiling prices up to $19.50.

Children's Fall Coats ..... On Sale $5.00
Only 21, our O. P. A. price $12.95 to $14.95

Childrens Fall Coats ..... On Sale $7.00
Only 18, our O. P. A. price $14.95 to $18.95

Childrens Fall Coats ..... On Sale $9.00
Only 21, our O. P. A. price $22.50

All Better
Children's Fall Coats ..... On Sale $12.00
Small quantity, all reduced

— On Sale Basement —

LADIES' WASH DRESSES

Regular prices are our O. P. A. ceiling prices. Sizes 12 to 20, 38 to 44, 46 to 60. Plenty of large sizes in all groups.

Reg. $1.98-$2.10-$2.98 ..... On Sale $1.50
Reg. $2.60-$2.80-$2.98 ..... On Sale $2.00
Reg. $3.80-$3.95-$4.10 ..... On Sale $3.00
Reg. $4.98-$5.10-$5.40 ..... On Sale $3.50
Reg. $5.98-$6.20-$6.80 ..... On Sale $4.00

— On Sale Basement —

SLIPS — PANTIES

Ladies' Slips ..... On Sale $1.00
All sizes, some slightly soiled, our regular O. P. A. ceiling price $1.98.

Ladies' Rayon Panties ..... On Sale 50c
Our O. P. A. ceiling price 89c

— On Sale Main Floor Annex —

LADIES' SPRING SUITS

All regular prices are our O. P. A. ceiling prices

47 Suits, reg. $25-$35 ..... On Sale $10
31 Suits, reg. $29-$45 ..... On Sale $15
71 Suits, reg. $35-$49 ..... On Sale $19
21 Suits, reg. $39-$59 ..... On Sale $25

— On Sale Main Floor —

LADIES' FALL SUITS

All regular prices are our O. P. A. ceiling prices

21 Suits, reg. $25-$29 ..... On Sale $15
36 Suits, reg. $29-$39 ..... On Sale $22
44 Suits, reg. $35-$45 ..... On Sale $25
26 Suits, reg. $39-$59 ..... On Sale $29

— On Sale Main Floor —

L&C COAT, SUIT & DRESS CO., INC.

102-104 Main St. "The Women's Shop of Hornell" Hornell, N. Y.