

EFIRD'S

FRIDAY, SATURDAY AND MONDAY

SALE OF COATS AND DRESSES

<p>FINE COATS</p> <p>\$35.00</p> <p>Delightfully new in every respect are these Beautiful Coats of Bolivia, Gerona and Sport Materials. The slim silhouette is emphasized throughout. The assortment includes Coats fashioned one side and new flare, sleeve and loose-fitting straight-line effects.</p>	<p>WOMEN'S COATS</p> <p>\$25.00</p> <p>When you see these beautiful Coats you will be convinced of their rare value. Fashioned of best quality materials, such as Bolivia, Brytonia, Gerona, and Polo Cloth. Some have Fur Collars, others trimmed of self material.</p>	<p>WOMEN'S COATS</p> <p>\$19.75</p> <p>The woman who wants the unusual in style and the uncommon in quality will find her wish gratified at this moderate price. Here are superb Coats developed in Bolivia, Gerona, Plush, Polo Cloth and Sport Materials. New shades and beautifully lined.</p>	<p>WOMEN'S COATS</p> <p>\$24.50 and \$29.50</p> <p>Handsome new models in Misses' and Women's Coats in Velour, Bolivia, Broadcloth and Sport Materials. Trimmings are cleverly employed and include fur, embroidery, and self material.</p>	<p>CHILDREN'S COATS</p> <p>\$8.95</p> <p>SIZES 4 TO 8 YEARS</p> <p>Children's Coats of quality and smart styles, latest fabrics and shades. Some have fur collars and cuffs, others trimmed of self materials.</p>
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<p>COATS</p> <p>\$32.50</p> <p>These coats are very cleverly fashioned of the season's most desirable fabrics. The styles are the very best and the trimmings are decidedly new.</p>	<p>COATS</p> <p>\$18.50 & \$22.50</p> <p>Unmatchable fine values—presenting the season's leading fabrics, styles, colors and trimmings at a price unapproachably low for Coats of such high grade quality.</p>	<p>Women's Coats</p> <p>\$9.95</p> <p>SIZES 36 TO 42</p> <p>Women's Fall and Winter Coats. Half and Full Lined. An Exceptional Value.</p>	<p>Charming Frocks</p> <p>\$32.50</p> <p>SIZES 16 TO 46</p> <p>Chic are these Frocks of Poirat Twill, Canton Crepe, Flat Crepe, and Satin Back Crepe. Straight-line and belted models, draped and side panel effects attractively trimmed with beads, rosettes, braid, silk embroidery, etc. All the leading Autumn shades.</p>	<p>WOMEN'S COATS</p> <p>\$12.95 to \$16.50</p> <p>This lot of Coats consists of Velours, Polo Cloth, and Sport Materials, attractively made in the latest mode. All wanted shades and sizes.</p>	<p>WOMEN'S COATS</p> <p>\$9.95</p> <p>A wonderful value in Coats for women, made of good quality materials, lined and interlined to ensure warmth. Sizes 36 to 53.</p>
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<p>MISSES' COATS</p> <p>\$3.95</p> <p>SIZES 10 TO 14 YEARS</p> <p>One lot of Misses' Coats, well made; lined and interlined. Good colors, with and without fur collars.</p>	<p>MISSES' COATS</p> <p>\$4.95</p> <p>SIZES 12 TO 14 YEARS</p> <p>Tweed and Velour Coats in navy, brown and tan. All beautifully trimmed with embroidery and buttons. Values you will appreciate.</p>	<p>MISSES' COATS</p> <p>\$10.95</p> <p>SIZES 14 TO 19 YEARS</p> <p>Attractive lot of Misses' Fall and Winter Coats. Very stylishly made and trimmed. You will have to see them to appreciate their real value.</p>	<p>MISSES' COATS</p> <p>\$14.50 and \$16.50</p> <p>SIZES 10 TO 17 YEARS</p> <p>Misses' Coats of the better kind. Materials are the very latest. Styles up to the minute. Beautifully trimmed with braid, fur and embroidery.</p>
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<p>DRESSES</p> <p>\$10.95</p> <p>SILK AND WOOL</p> <p>Very practical are these pretty yet inexpensive Dresses, neatly and cleverly made. Materials are Poirat Twill, Tricotine, Canton Crepe and Flat Crepe. Newest shades.</p>	<p>DRESSES</p> <p>\$9.95</p> <p>Neat Dresses of Serge, Poirat Twill, Crepe and Satin in blue, black and brown, stylishly trimmed with braid and embroidery. All sizes.</p>	<p>Women's Dresses</p> <p>\$14.50</p> <p>Silk, Velvet and Poirat Twill Dresses. Colors are black, brown and other Fall shades. Trimmed with lace, fancy braid, embroidery and chenille. These Dresses are made to suit the stout and slender figures. Values that will appeal to you. Sizes 16 to 40.</p>	<p>MISSES' DRESSES</p> <p>\$16.50</p> <p>Misses' Dresses, Poirat Twill, Wool Crepe, Velvet, Canton Crepe, black, navy and brown trimmed. These Dresses are made to meet the needs for any occasion. Call to see them—they are real values.</p>	<p>Women's Dresses</p> <p>\$7.95</p> <p>Satin, Tricotine and Poirat Twill Dresses. Colors blue, black, tan and brown. Trimmed with beads, lace and ornaments.</p>	<p>WOOL DRESSES</p> <p>\$4.95</p> <p>One rack of good quality Serge and Poirat Twill Dresses neatly and attractively trimmed.</p>
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<p>MISSES' COATS</p> <p>\$10.95</p> <p>SIZES 15 TO 19 YEARS.</p> <p>In this assortment of Misses' Coats will be found Velour, Bolivia and Sport Materials, trimmed with fur and neatly embroidered.</p>	<p>STYLISH DRESSES</p> <p>\$29.50</p> <p>SIZES 16 TO 48 1-2</p> <p>Delightful styles. Every preference to be had in this lot of materials of the latest fabrics, rich and lustrous. All the new Fall colors.</p>	<p>Stylish Silk and Wool Dresses</p> <p>\$24.50</p> <p>An attractive assortment of Pretty Silk and Wool Dresses with a beauty seldom seen in Dresses at this low price. Let us show you the many lovely styles.</p>	<p>SILK WOOL DRESSES</p> <p>\$19.75</p> <p>Women's Dresses made of Poirat Twill, Crepe Wool and Canton Crepe. The newest shades and styles. Beautifully trimmed in fancy braid, embroidery and buttons.</p>
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EFIRD'S DEPARTMENT STORE