

To-morrow a most Important Day of Value-Giving-

Our Buyers, Just Back from New York with New Purchases, Presenting Savings That Are Even Beyond Our Fondest Expectations-These Are But a Small List of the Big Values

Most Stupendous COAT Sale Absolute \$45 & \$50 Values

Fully 800 brand - new, large, warm and most luxurious coats ready for this big, important event.

Hirsch's 925-927 MARKET ST.

Several most remarkable purchases from leading manufacturers enable us to offer coats that will really surprise you, for they are so unusual in style and value.

All smart, dressy full-length models, many handsome wraps also embraced.



Developed of finest Bolivias, velours, peachblooms, duvet de laines, silk plushes, finest of cheviots and kerseys.

Large full-flare sweeping models, belted and effectively trimmed with handsome large pockets and novelty buttons.

Many have collars of rich fur, others with deep cape or shawl collars of materials.



Silk Plush Highest Grade Sample & \$**50**



COATS Handsome rich, silky highpile plush coats of the most expensive kinds. Some show trimmings of fur. Smart sports and full-flare models, belted all around and lined with best quality of silks. Every coat is a most won-derful value.



COATS exclusive maker's showpieces and every coat in this group is worth at least double. Made of the finest and highest grade of winter woolens and in fashions that are distinctively individual. Lined with richest of brocaded silks.

Hirsch's 925-927 Market Street ~~~



Hipsch's 925-927 MARKET ST.

500 Velvet, Velour, Great Fur Bargains Prices 30% to 50% Below Regular

	French Coney	Beav
	Coats	Co
MC	Full-Flare Models	Vary Dre
	\$99. 98	\$15
	\$145.00 Value	\$225.0

erette **Marmot Coats** oats essy Model 59.75 00 Value

36-Inch Full-Flare Sweep \$179.00 \$250.00 Value

French Seal Dolman \$298.00

\$100.00 Value

Scarfs & Capes | Chokers & Stoles

Taupe Fox Scarfs.....\$39.75 \$25.00 Taupe Fox Scarfs...... 69.75 39.75 Taupe Fox Scarfs 79.75 Large Taupe Wolf Scarfs 89.75 45.00 59.75 42.50 Beaverette Capes 75.00 175.00 250.00

	Price	Sal Pric
Squirrei Chokers		\$12 9
Novelty Seal Throws		29.7
Squirrel Stoles		45.0
Large Squirrel Stoles	.198.00	155.0
Sealine Stoles	. 39.75	25.0
Sealine S oles	. 45.00	29 7
Seal Stoles	. 59.75	39.7

1000 Fox & Wolf Scarfs



Up to \$40.00 This is a bona fide dress event-an occasion of supreme value-giving that has not been matched this year or for many years. Brand - new, beautiful frocks from New York's best makers that are unheard of at this low price.

Values

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Frocks that show the latest straignt-line models, the new vestee effects, the new wool embroideries, the latest braided effects, as well as a number in silks with beaded effects or contrasting color trimmings. Every size for women and misses.

Tricotine and Serge

DRESSES

giving event. Large, full animal-size fur scarfs at these low prices are noth-ing else but extraordi-nary. Choice of all the wanted shades — natural, taupe, red, browns and giving event. Large, full black. Full animal-shape scarfs, lined.

Here is a banner value-