

L. & C. COAT, SUIT & DRESS CO., INC.  
102 Main St. HORNELL

SEVENTH

L. & C. COAT, SUIT & DRESS CO., INC.  
102 Main St. HORNELL

# ANNIVERSARY SALE

**Opens Thursday Morning, Nov. 1st**  
**Continues Entire Month of November**

## THIS GARMENT IS GUARANTEED

Bear in mind please, that the mere appearance does not determine its worth. A garment may look ever so pretty when it is first taken from the show case—its style may conform to the current mode—yet it may be a total disappointment after a few weeks wear. That is why, for the past seven years every article that you purchase here is unqualifiedly guaranteed. And should you not be satisfied with your purchase from any standpoint, your money will be returned.

Almost any sort of a store can make a sale—it is our everlasting desire to make customers.

### High Grade Silk and Velvet DRESSES

Wonderful values to  
**\$21.95**

They sell regularly for  
\$32.50 to \$39.25  
Assorted styles and colors  
in the very latest

Large assortment to select  
from in  
Black, Coco, Navy, Blue

### DRESSES

In this lot are 122 dozen at  
**\$17.95**

Choice garments regularly  
priced at  
\$22.50 to \$32.50  
Large Assortment  
All Sizes  
On Sale Main Floor

1 lot of  
125 of these  
All Wool Slip-on  
and Sleeveless  
Sweaters  
Sold at \$3.95 to \$5.95  
Your choice  
**\$1.00**

Infant's Pure Wool  
Sack  
Cap  
Bootee  
Combination  
Come packed in  
one box  
Your choice for outfit  
all colors  
**\$1.95**

Women's  
Silk Camisoles  
White, Navy, Black  
and Brown  
Very Special  
**98c**

Women's  
Boudoir Caps  
12 styles, silk top with  
net and lace border  
Very Special  
**89c**

Pure Yarn  
all wool  
Children's Sweaters  
sizes 1 to 10 yrs only  
Regular price \$5.00  
Special  
**\$2.95**

Sweaters  
1 Lot of  
Sweaters  
sold at  
\$5.95, \$6.95, \$7.95  
Very Special  
**\$3.95**

Pure Wool  
Angora Tuxedo  
and Slip-on  
Children's Sweaters  
Regular price  
\$6.50  
Very Special  
**\$4.95**

Special  
Heavy Weight  
Comfortables  
double hem edges and  
silk covered  
Reg. price \$8.50  
Very Special  
**\$5.49**

## NOT SO MANY YEARS AGO

Just seven years ago in the city  
of Hornell a modest little shop open-  
ed one morning under the name of  
the L. & C. Coat, Suit & Dress Co.,  
Inc., and made its first bid for pat-  
ronage.

It was only a small affair—this  
store—with a stock that was none  
too large, but with principles and  
ideals that reached the loftiest heights

With those principles in our early  
days of seven years ago constantly  
guiding us, and with higher aims  
and ambitions stimulating us to  
greater achievements, this business  
has flourished and grown to its pre-  
sent magnitude.

## Extra Special

176 of them

..at..

**\$10.00**

SILK DRESSES

WOOL DRESSES

Only one of a kind sold, up  
to \$25.00

On Sale in Basement Only

## Over 100 Styles About 2500 in all BUNGALOW APRONS

Percales, Checks, Polka Dots, trimmed  
with rick-rack, organdie and satin pipings  
all around and tie-back sashes all colors  
and sizes. These sold regularly at \$1.00,  
\$1.25 and \$1.49

**Very Special 3 for \$2.00 each 69c**

Women's  
Felt Slippers  
Boudoir styles, all col-  
ors, all sizes, 3 to 8  
Special **\$1.00**

**\$1.95 Women's  
Umbrellas  
Heavy Frame  
Harvard Taffeta  
Special \$1.00**

Large  
Army Blankets  
70% or more Wool  
Only 2 to a customer  
Special **\$1.00**

Men's **\$1.59**  
Dress Shirts  
all sizes  
Special  
**79c**

Women's  
Heather Hose  
all sizes, ass't colors  
Special  
2 pr. for **\$1.00**

**89c**  
Fiber Silk Hose  
Brown & Black only  
Very Special  
2 pr. for **\$1.00**

Women's  
Beacon Bathrobes  
Shawl and plain collars  
assorted sizes  
all colors  
Very Special  
**\$4.95**

Women's  
all wool  
Brushed Gloves  
the popular mdse.  
Dent's  
Sold reg. at \$1.50  
Very Special  
**69c**

**\$2.00**  
Heavy Reed  
Clothes Baskets  
Very Special  
**\$1.00**

## No Sale Like This in Years Luxuriously Fur Trimmed COATS

**\$35, \$39.50 and \$49.50 VALUES**

The price is ridiculous for such beautiful garments. It is impossible to  
duplicate them for \$29.75. We are going the limit to make  
this one of the greatest features of the Anniversary Sale. **\$29.75**

Extra Sizes Included.

EXPENSIVE FABRICS

COSTLY FURS

Gofflo, Brytonia, Granda, Manchurian Wolf, Stevana, Lucette, Nicuna,  
Beaverette, Squirelette, Normandy and other Rich Pile Fabrics

## 37 Fur Coats IN THE SALE \$100

Our birthday gift to you—one of the greatest Fur offerings we have ever  
had. Every coat of selected, fine quality skins, the very newest styles,  
the most perfect workmanship. The lengths vary from 28, 30, 40 to 48  
inches, and the wonderful variety of Furs include: fine first quality French  
Seal (dyed Coney), choice Natural Muskrat, Civet, Nutria, Beaver dyed  
Coney and Black, Brown, Beige or Grey Caracul. Many of them are  
sample coats. SEE THESE FUR COATS at this Special Price, \$100

## 295 \* Fashionable \* Coats With Trimmings of Fur

In Beautiful Textiles. Collared and Cuffed and  
Trimmed with Beaver, Squirrel, Red Fox, Wolf  
Manchurian Wolf. (Dog) Circular flare; draped  
influence models.

All finer deep napped fabrics; niceties of tail-  
oring Crepe or silk-lined, in navy, brown, kit fox,  
grey and black. Fashion and value combined at  
this sale. Not all sizes in all styles, but all sizes in  
the lot.

Value to \$89.50 **\$49.50** ALL SIZES

## ANNIVERSARY SALE OF HIGH GRADE SUITS

At **\$31.75, \$35.75, \$39.75, \$43.75**

**EXTRA SPECIAL—Just 25 FUR TRIMMED SUITS**  
Very Special **\$29.50**

## SUITS SUITS SUITS

We're Prepared in a Big Way—The Largest Stock of  
Suits Ever Shown in Hornell

ACTUAL VALUES UP TO \$42.50

A most marvelous lot of Suits, specially priced for our Anniver-  
sary Sale and just in time for you to make a  
saving on your Fall Suit

Long Tailored Models New Blouse Box Suits  
Three Piece Suits Buckle or Tie Hip Band  
Sizes **\$25.00** Sizes  
16 to 44 42½ to 54½  
TRICOTINES VELOURS

Every style, beaded, embroidered, braided, pin tucked, short and  
long effects, also severely tailored. Navy, tan, camel, black,  
mixtures.

GOOD NEWS FOR STOUT WOMEN

Whether you wear 42½ or a 52½, we can fit you if you take  
advantage of our Stout Department introductory prices  
Regular \$42.50 values SPECIAL **\$25**

**L. & C. Coat, Suit and Dress Company, Inc.**

102 Main Street

HORNELL, N. Y.

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