## You Get Service With Every Overcoat



And the best for the price, no matter what'the price.

12 Blef
Better merchandise, greater value-giving and deeper interest in serving than in selling-these are the points that have given our Store its Overcoat leadership.

Every type of Overeoat is here-including yours. You'll be pleased with the extensive and selected assortment, whether your demand be for dress, warmth, utility or motoring.

THEY ARE ALL REDUCED IN PRICE ABOUT 20 PER CENT.

