



## New Coats for Fall

Greatest Values in Many Years

**\$12.50 \$14.75 \$19.50**  
**\$24.50 \$29.00**

### New Rough Fabrics

Rough Fabrics is the Rage This Year!—We have them Here a-plenty! In Changa Cloth, Crepe Broadcloth—Boucle Weaves—Santaline—Juliard's Twist—beautiful, high quality materials that insure satisfactory wear.

### Luxurious Fur Trims

Skins of Wolf, Fox, Badger, Fish, French Beaverette, Manchurian Wolf, Lapin, Civet, Cat—all beautifully cut and harmonized to each individual Coat.

### Sizes For Everyone

A very complete selection in Misses 14 to 20; Women's 36 to 42; and the larger sizes 44 to 50, besides Half Sizes.

### Lower Prices

EVERYONE is talking lower prices these days—but when you see THESE COATS you'll have to admit that you never saw Coats of Such High Quality offered at such Unusually Low Prices. Seeing is Believing.—Come in! We'll be glad to show you.

Thousands of Dollars Worth

# New Fall Merchandise

## At New Low Prices

IF LOW PRICES and UNUSUAL VALUES Will Show You That You Should Have an Easy Time Now! For Not in a Long Time We Are Able to Offer Such Fine Merchandise at Such

Come In Any Time and See For Yourself - These Prices and Values

**It Always Pays to Buy At UNSOELD'S And These Unusual Values Prove It!**

**New Printed Travel Crepe**  
Fast Colors—36 in. Wide  
**29¢ yd.**

Featured in the new dark Fall patterns. Black, brown, navy, green grounds printed in attractive designs. A very Special Value.

**Good Quality Outing Flannel**  
Pure White—28 in. wide.  
**10¢ yd.**

A good cloth—suitable for all kinds of Children's Wear—Night Gowns, Diapers, Gertrudes.

**Run-Resist Rayon Step-Ins—Panties—Bloomers**  
**29¢ garment**

Imagine such slightly and serviceable garments for such a small price. Lace and Medallion trimmed—ruffled and tailored styles. Colors, Pink, Peach, Nile, Rose.

## Lovely New Fall Dresses

in This Season's Most Captivating

in Favored Shades of

Shimmering Satin

and

Heavy Silk Flat Crepe

**\$5.85 \$9.85**

**\$12.50 \$16.75**



Sizes 14 to 48 and Half Sizes

You'll Find Here Every New and Smart Dress Idea Beautifully Represented

"Empress Eugene" Silhouettes—Short Jackets — Boleros — Flares and New Pressed Gores—Pointed Sleeves—Bias Scarfs or Draped Collars—Ruchings—Rhinstone Balls—Nipped-In Waists—Revers—and Buttons, Buttons & Buttons. As to colors: Black of course is in the lead, with Colonial Browns, Highland Greens—Rif Redds and Rusts in the Wake. Prints, too, are shown profusely—and so are Wool Crepes and Travel Prints in Jacket Suits and Sport Models.

Good - Looking, Comfortable

## HOUSE SLIPPERS

Under - Priced

Sizes from 3 to 8

Felt Slippers, soft leather soles and padded heels. **59¢**

Best Quality Felt Slippers with leather soles and heels. **\$1.25**

Leatherette Slippers, with soft leather soles and padded heels. **69¢**

Silk Bridge Slippers Black, with Cuban heels and soft leather sole. **\$1.25**

Felt Slippers, extra good quality soft leather soles and heels. Toes and heels re-inforced with leather. **79¢**

Children's House Slippers, in great variety. Sizes 6 to 11½ and 12 to 2

Black Kid House Slippers leather soles and heels, and button strap over instep. **\$1.00**

at **50¢ 69¢ 89¢**



## Children's Wash Frocks

Sizes 7 to 14

New Fall Models for the modern Miss, copied from Silk successes. Flares, pleats, fitted lines, bows and high belts. Gay colored prints and combinations of monotones. Every garment guaranteed fast color, so that they will launder beautifully.

Other Qualities at 50¢, 79¢ \$1.69

**98¢**

**98¢** Black Sateen Gym Trunks  
Black Sateen Gym Bloomers  
White Jean Gym Middies  
Sizes 14 to 20

When You Think of SHOES Think of UNSOELD'S

## New Fall Footwear at New Low Price Levels

Smart Pumps—Dressy Strap Slippers—New 3 Eyelet Ties — Sporty Oxfords — in Kid—Calf—Satin—Velvet—Suede and Patent with French, Cuban, Spectator and Low Heels—for Dress—for Street—for Business—in fact for every occasion—in all sizes and widths to fit every foot—and at Prices to fit every purse.

**\$1.95 \$2.95 \$3.95**



## Outstanding Values in Children's Shoes



SCHOOL DAYS are just around the corner again—and most Kiddies will need good, sturdy shoes to start off to school. We are splendidly prepared to fill your every want—at prices that you'll be glad to pay for such excellent shoes

**Children's School Oxfords**  
Black or Brown Glove Grain Leather Oxfords. Strong, durable for hard wear. Leather Inner Sole. Composition Outer Sole.  
Sizes 5 to 8 - - - - - **98¢**  
Sizes 8½ to 2 - - - - - **\$1.39**

**Children's School Shoes**  
Made of Soft, Pliable Black Glove Grain Leather—with leather Insoles and heavy Composition Outsoles—an excellent shoe for hard service for Boys and Girls.  
Sizes 8½ to 11½ - - - - - **\$1.39**  
Sizes 12 to 2 - - - - - **\$1.69**

**Boys' 9-in. High Cut Shoes**  
Made of Soft, Pliable Glove Grain Leather. Brown—with leather Insoles—Strap and Buckle at Top. An Outstanding Value at these prices:  
Sizes 8½ to 11½ - - - - - **\$2.35**  
Sizes 12 to 2 - - - - - **\$2.65**

**Outstanding Values in Girls' Patent Leather Strap Slippers**  
Infant Sizes 0 to 4½ **50¢ and 69¢**  
Sizes 5 to 8 **98¢ and \$1.25**  
Sizes 8½ to 11½ **\$1.49 and \$1.95**  
Sizes 12 to 2 **\$1.79 and \$2.25**

## Children's Fur Fabric Coats

Smart, good-looking, warm and serviceable—these handsome Coats will please the youngsters—for they are just like "Big Sister's." They are featured in Tan and Grey—with Tam to match and are very reasonably priced per set:

Sizes 3 to 6 - - - - - **\$4.95**  
Sizes 8 to 10 - - - - - **\$7.50**  
Sizes 12 to 14 - - - - - **\$9.50**



Little Boys  
**Play Suits**  
Sizes 2 to 8 Years  
**59¢**



What a Value!—A very special purchase enables us to offer you regular \$1.00 Play Suits at 59¢. Made of sturdy Blue Denim, Giant Hickory Cloth or Strong Khaki Drill.

Boys' Blue Bib Overalls **59¢**  
Sizes 6 to 16 years. Pr.

## New, Good Looking Wash Frocks

Sizes 14 to 48

**98¢**

The most amazing Values in smart, informal Wash Frocks we have ever offered. Work in the garden or house—answer the doorbell—go to the market—you'll be smart enough and attractive for anybody's eyes in these new little frocks. Pretty colored prints, broadcloths, linens, printed in fascinating patterns, that are colorful and attractive. Dozens and Dozens of new fall models to choose from—and everyone guaranteed fast color. Sizes 14 to 48. Other Qualities at \$1.49 and \$1.95.



**New Street Pajamas \$1.95**  
The most attractive and original models we have ever shown in one and two-piece styles. Sizes 14 to 44. Other Qualities at \$1.00 and 1.39

## Geo. Unsoeld

Dry Goods and Ladies' Ready-to-Wear, Women and Children's Shoes

444 First Str.

PHONE 184