A Value Feast for THANKSGIVING $ $ $

Fur Trimmed Winter Coats

Regular Prices Would Be From $59.75 to $75.00

$49.75

SIZES 13 to 50

Come and See the New Low Price On the Coat You Have Wanted

BEAUTIFUL MATERIALS and FASHION SUCCESSES

Lavish Fur Trimmings

Cross-Fox	Natural Lynx
Red Fox	Kolinsky
Kit Fox	Badger
Wolf	Persian Lamb
Muskrat	Caracul
Beaver	Krimmer
Squirrel	Silver Fox
Jap Weasel	Raccoon
Mar Mink	Opossum

SALE
Starts Saturday

November 22nd at Nine o'clock Shop Early

Coats of Youthful Smartness

The coats themselves are the most eloquent reasons for buying in this Thanksgiving Sale. The models sketched — examples of the collection — speak for themselves. Note their new lengths . . . their 1931 silhouettes. . . . Their youthful smartness. . . . Their lavish use of fur in new treatments. Then try them on and revel in the beauty of their furs and fabrics. Not a single important style is missing. Everyone is an exceptional value, proving without a doubt that this is the TIME and PLACE to choose winter coats.

La Pointe's

Group I $15.00 to $21.75

Values up to $36.75

Right now is the best time to buy since prices are reduced on these winter coats. All fully lined and all of the season's colors.

Group II Specials—$36.75

Values up to $54.75

An EXTRA SPECIAL group of bargains. You'll scarcely believe your eyes when you see the coats offered at this low price. They include fabrics, tailoring and style details of higher priced coats. Sizes 16-44.

Group III $69.75 to $79.75

Values up to $98.75

Lavishly fur trimmed with fox, wolf, squirrel, badger and caracul. Beautifully lined, new skirted flares, unusual sleeves, belted or fitted normal waistlines and deep collars. Only once a year such savings.

Group IV $89.75 to $124.75

Values up to $198.75

Superior selections . . . authentic fashions, fine furs and outstanding values! This is what you will find awaiting you at this important sale.