

Denecke's

In addition to the big savings presented in this sale, you receive S. & H. Green Discount Stamps with each purchase.

Denecke's

Denecke's is the HOME OF STRATFORD CLOTHES FOR MEN—it is the place too, to get Hansen Gloves. Visit this NEW Store.

Denecke's

FRIDAY and SATURDAY --- A DRASTIC Cut Price Sale of All Apparel

On the Second Floor---A Tremendous Offering, Bringing the Lowest Prices in Years!

So urgent are the savings that no woman who desires apparel of quality and style elegance should refrain from early selection!

Every Garment Reduced in Price!

Coats, Amazing at **\$16**

It is wonderful indeed to find coats of blocked polaris, downywool and heavy men's wear cloths so amazingly low-priced. Many of the models are fur trimmed and practically every model is silk crepe lined. Think of it!--Only \$16!

Coats Reduced to **\$37**

Only once in a year can one expect to find such values as these.

Included are a number of the famous Lucile models in fine suede cloths--also models of lustrosa and fine bolivia. Sizes for misses, matrons and for stouts.

You'll admit that not in years have you purchased such fashionable quality coats at this ridiculously low price!



Get into step with the thrifty, Friday! Here are values you really should not miss! All Cedar Rapids will be talking about this sale.

Every Garment Reduced in Price!

Rich Coats at **\$28**

Just now, with a long cold winter ahead, it is surprising to find such fine \$48.50 Coats at \$28! Every coat is expertly made and in very select cloths--new suede-like materials. There are tailored coats with fur collars, English cloth coats and coats of furline.

\$69.50 to \$75 Coats at **\$49**

\$85, \$95 and \$112 Coats

Exceptional--in every line--every Winter Fashion Preference is represented. These are coats of the character which have given Denecke's its Fashion Pre-eminence in this community!

Squirrel trimmed--you know how smart that is on dark coats! Beaver, Fox and Hudson Seal are also very effectively used. Each coat is luxuriously lined! Choice in this sale at

\$67

\$150 and \$195 Coats

These are coats women will love because of their delightful texture, faultless workmanship and individual attractiveness.

More might be added by stating that this includes every cloth coat in our stock--all elaborately fur trimmed models--all the gorgeously silk lined cloths and all the finest suede-like cloth coats that women have admired and re-admired are included in this underprice sale at

\$98

All Furs and Fur Coats Reduced 20% to 33 1/2%
Choice of All Skirts at a 20% Discount
All Women's Sweaters Are Reduced 25%!

FUR TRIMMED--luxuriously! Many with deep fur bands and cuffs! Developed of lustrosa, gerona, ormandale, mokine, suava and suede de luxe.

An offering such as this one you cannot afford to miss! Every coat is new this season! Every coat is beautifully silk-lined! Every size is here and in the color wanted.

Here Are Dress Values at Which You'll Marvel

Really, there is nothing we could print here that would prove as impressive as seeing these dresses with your own eyes. Come.



Regrets to Women Who Miss These!

Smart Silk and Wool Dresses, **\$9.75**

It will be a wise move if you put everything aside and get here early Friday
There are only 100 dresses to sell at this sacrifice price--of satin, canton, crepe, point twill and flannel--excellent dresses for street and business wear--all are NEW IN STYLE!
--Denecke's, Second Floor.

Watch These Go!

\$19.75

Dresses that are in the newest modes--straight and slim! Developed of soft, filmy georgettes, prettily trimmed. Then there are dresses, too, of charmeen, twill-bloom, high grade flannels and fine silk. Reduced to

This Special Includes Every Wool Dress

Greatly underpriced to clear before inventory time. Here are party, afternoon, street and business frocks of high quality materials to sell at this greatly reduced price.....

\$29.75

Of Silk and Wool!

Dresses FORMERLY TO \$59.50--and some that were even higher priced are marked to sell at this sale price. Beaded dresses, party dresses, dinner dresses and street frocks, in light and dark colors, will sell quickly at.

\$39.75

Dresses to \$85 and \$95 in This Big Lot

NOT ONE DRESS IN THIS SALE IS HIGHER PRICED THAN \$49.75. Many were very recently received! All at one big reduction at a time when most women will want a new frock for the holiday parties and for girls returning from school.

\$49.75

Extra fitters and fitting rooms have been provided. Trained salespeople will be in attendance. Come early Friday, if possible.



Broadcloth Blouses, **\$1.89**

Think of it! This season's popular broadcloth blouses at this low price! These personify tailored chic and they come in all shades. --Second Floor

Ensemble Suits, 1/2 Price

Only five, to be exact. Beautifully fur trimmed and tailored of such cloths as fawnskin and jamama. Were \$125--now HALF PRICE! --Second Floor.

Girls' Coats, 2 to 16 Yrs. Reduced!

12 Coats, Formerly to \$25.00, each \$17.50
10 Coats, Formerly to \$17.50, each \$10.95
26 Coats, Formerly to \$12.50, each \$ 7.95
24 Coats, Formerly to \$ 9.95, each \$ 5.00

All Millinery 10% LESS

This big reduction prevails throughout our entire stock of millinery on the second floor. Hats recently received are also included. --Second Floor.

Silk Blouses, **\$2.95**

One lot of silk blouses formerly \$5.95 and \$7.95--included in this sale for quick selling at this low sale price. Wonderful values! --Second Floor.