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To make a friend has always appeared more important to us than to make a sale.

And it is precisely because we have made so many friends and made them so rapidly that we have found it necessary to enlarge our store materially.

To introduce this larger establishment in a fitting manner we have made some very important price concessions on furs that are selected in August.

Our new Fall and Winter Models for the season 1927-28 are very attractive. We have many from which you can make a selection.

Or, if you wish to select the skins that are to be used in your coat you may choose from a splendid collection. Your garment will be made to fit your individual requirements. Our head designer. himself, takes your measure.

Do come in soon—it will be so much to your advantage.

Have your coats remodeled now.

Manufacturers

Phone Central 1678

Suite 1400-1-2 Stevens Bldg.

17 N. State Street

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