



The greatest coat  
sale that ever  
came to  
Chicago

GREATEST IN STYLE  
GREATEST IN VALUE



1200 new

# BRUCEWOOD COATS

in silk-soft weaves loomed  
by the world famous  
STROOCK MILLS

# \$25

made to sell for \$29<sup>50</sup> & \$35

It's Rothschild's doing miracles again. The wrappiest, jauntiest, swaggiest affairs—soft as a powder puff—too utterly sumptuous for words, the kind of weaves no one but Stroock can loom. And such colors. Glorious wheatfield golds, riviera blues, leaf bud greens, the reds and pinks of a tropical sunset, British tans, pussy-willow grays, magentas—a dozen seductive shades—whites, too. Wear them for motoring, cruises, trains, planes, town, country, sports—anywhere and everywhere—for now and all summer long. All are made in the famous Brucewood quality tradition—all are values that seem like plain and unvarnished magic at \$25

FUR-TRIMMED COATS — MADE  
TO SELL FOR \$50 & \$59<sup>50</sup> AT

# \$39<sup>75</sup>

untrimmed styles, sizes 12 to 42, fur trimmed, 12 to 20—5th floor

TOMORROW AT 8:45

# MAURICE L ROTHSCHILD

State at Jackson