

SEIDENBACH'S
 Connected With No Other Establishment in the World

You cannot "buy" Truth--You must live it.
 Who has your confidence? The man who plainly states facts and backs them
 by deeds? Or the man who tells you something with a lengthy explanation
 that he is telling you the truth?

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Tulsa's Greatest Sale of Coats

Anticipating end-of-season reductions now, and realizing, as we always do, that reduced prices do not materially benefit anyone on garments they do not need (and you will not need a winter coat when the winter is over,) we are offering Saturday the finest quality coats to be found in America at prices less than you would reasonably expect to find late in January.



Coats
 Regularly
 Priced
 to
 \$98.50

Featuring a Selected Group of
 97 Coats at
\$49⁷⁵

Evora Coats
 Lustrola Coats
 Chamoisuedine Coats
 Velour de Laine Coats
 Goldtone Coats
 Cordeval Coats
 Yalama Coats

There are Dolman Coats with trimmings of cable stitching and fancy buttons; straight line belted models with trimmings of pleats and tucks finished with arrow heads; full flare models with cape collars in a variety of sizes.

Plain and fur trimmed Coats—fur collars, cuffs and bandings of Australian opossum, dyed skunk, raccoon, sealine and nutria all lined with silk and in such colors as navy, Adriatic, mink, dryad, Zanzibar, Malay and elk.

Not in
 many years
 have you
 seen such
 values



Shop Early

Extra salespeople to give the best service possible in a sale of this magnitude. Store hours Saturday—

8:30 a. m. to 9:00 p. m.

---and all other Coats, too

—Proportionate reductions on every Coat in Seidenbach's will make this an event that will long be remembered as Tulsa's Greatest Sale of Coats. Truly marvelous values, priced—

\$25 \$35 \$75 \$98⁵⁰ and \$125

Suits, Dresses
 Sweaters, Petticoats.

All very greatly reduced. Offering values that are positively marvelous.

Saturday—In "The Blouse Shop of Tulsa"

Hundreds of new Blouses just received—bought at greatly reduced prices and marked accordingly for Special Christmas Sale.

Beaded, embroidered and tailored styles; lace-trimmed and tie-on models of georgette, crepe de chine and satins. **\$2.95**

Filet, Val and Venise lace trimmed; wool and silk embroidered, beaded tie-on, Russian and tailored styles. Tricolette, georgette, pongee, taffetas **\$3.95**

Lace trimmed, beautifully beaded, embroidered and plain tailored models shown in all colors in crepe de chine, georgette, pussy willow and smart combinations. **\$5.00**



Hundreds of Blouses taken from the Seidenbach regular stock and reduced regardless of cost, profit or former selling prices, assuring the most wonderful values.

Lovely over blouses, tie-on, tailored, and Russian. Elaborately trimmed—lace, hand drawn work and beads. Satins, charmeuse, georgette and crepe de chine. **\$5.95**

Elegant blouses in latest styles, dainty trimmings, finest quality materials such as georgette, kittens' ear crepe, satin. In all popular shades **\$7.95**

Taffeta overblouses with tufted yarn embroidery, georgette blouses in extra heavy quality, beautifully beaded and embroidered. Satins and smart combinations. **\$10.00**