

GRAND OPENING WEEK

PONTIAC'S NEWEST STORE

"STYLE PLUS ECONOMY"

STERN'S

37 NORTH SAGINAW

FOR
NEWEST
STYLES

FOR
BIGGEST
VALUES

It is with all sincerity that we say that "never did we dream of such a wonderful reception!" Folks came from far and near to attend our GRAND OPENING, and it was certainly most gratifying to hear from all sides the very favorable comments concerning our wonderful merchandise, our smart styles and our low prices.

We wish to impress upon your minds that our ironclad policy of **MONEY REFUNDED IF YOU CAN BUY FOR LESS ELSEWHERE**, holds good at all times. STERN'S are in a position to buy for less through their syndicate buying system and will pass this saving on to you. When you come to STERN'S you can expect **BARGAINS!**

REAL VALUES FOR SATURDAY

Beautiful
Furred
Coats
\$55

Each Coat Represents a Saving
of \$15 to \$20

THE FURS:

Fox, Wolf,
Vivuna, Seal,
Marmink, Beaver

THE MATERIALS:

Broadcloths, Duvbloom
Veloria, Velvets,
Suedes, Sport Mixtures

ALL NEW STYLES

- Fur-Trimmed Dress Models
- Fur-Trimmed Sports Models
- Fur Flare Styles
- Fur Panel Models
- Fur Collars and Cuffs
- All-Occasion Coats
- Straightline Models
- New Flare Model

Colors

Green,
Wine,
Brown,
Navy,
New Blue,
Plenty of
Blacks

Here is a wonderful showing of COATS that will win your admiration immediately. Stunning styles, rich soft materials and gorgeous fur trimmings are the features of these coats. Every coat is beautiful silk lined and interlined for comfort and warmth. The values are really remarkable. Be here early for first choice.

Special Group of 268
Lavishly
Fur-Trimmed
COATS

Each Coat
A Marvel
of Value
\$22
Made to
Sell
Up to
\$39.50

SIZES 16 TO 52

When the women see these coats on sale Saturday at only \$22 they will readily agree that it is the most sensational sale they have ever seen. Every coat is gorgeously fur-trimmed, with fur collars, cuffs, some with full fur fronts and fur borders. Come in many new colors and every new style.



Remarkable Offer

400 Brand New Smart

Dresses

Wonderful \$9 Smart New
Values! Creations

These dresses are simply stunning in every detail. You will find the very popular velvet combinations, beautiful georgettes, lustrous satins, and fine crepes made up in ultra smart one and two piece effects. Colors of tan, blue, green, navy, wine and plenty of blacks. Sizes 13 to 52.



SATURDAY SHOE SALE



Famous
Quality
New
Styles
New
Colors

\$6.00
TO
\$10.00

"STYLE PLUS ECONOMY"

STERN'S

37 NORTH SAGINAW

Extra Special Value

Just Unpacked
Pumps,
Straps,
Ties,
Oxfords

