

THE DRY GOODS BOOK

By CHARLES AUSTIN BATES

... THE ...

Dry Goods Book

Edited by

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ADVERTISING A RETAIL DRY GOODS STORE.

Some dry goods men have tried advertising, and found out that it does n't pay.

Some men have tried the dry goods business, and found out that that does n't pay.

Any man's failure at anything legitimate proves nothing beyond his own incapacity.

The right kind of advertising and management are quite sure to convert any small dry goods store into a large one. That is the way all the large ones have been brought into existence.

But the purpose of this book is to help those who are progressive to do better advertising rather than to convince the incapable ones of its imperative importance.

Dry goods men as a class are a bright, energetic lot, and nearly all of them are broad-gauged enough to acquire a much better knowledge of the art of good advertising. Those who do are sure to put more impetus into their businesses and enjoy the financial rewards which it will bring.

The poor dry goods advertising which occupies so much space in American newspapers is largely due to the lack of just such information and help as this book affords.

Here and there, in perhaps one town in a hundred, are to be found dry goods men who have met with phenomenal success — men who have outstripped all competitors, and built up business seemingly all out of proportion to the sizes of their towns. Such growths are not instances of luck nor the fruits of brains endowed with natural qualities superior to yours. They are invariably the results of vigorous advertising directed by a liberal quantity of ordinary common sense.

There are such opportunities awaiting men in just about ninety-nine towns and small cities out of every hundred. This country is young yet, and those who think that golden opportunities are pretty thoroughly exhausted are sadly deceiving themselves.

It is true that there is plenty of competition everywhere, but, aside from the great cities, there is positively very little competition which will withstand a vigorous advertising campaign of the right sort. And within the great cities there are so many little, unprogressive houses which do not advertise, that a great, big, open field is left for those who do.

THE FOUNDATION.

Good outside advertising won't succeed in spite of shortcomings within the store any more than good clothes will cover up a man's ignorance.

All kinds of successes depend upon consistency, and a greater degree of it seems to be essential in advertising than in many other business operations.

An ad in a newspaper can produce a wholesome effect only by making good, strong claims, and then by having goods and conditions within the store in harmony with the claims.

Therefore the foundation of your advertising depends upon you, and your goods, and your clerks, and the general savor of your store.

You should decide upon a course that will result in the second coming of your customer before you make any effort to secure his initial purchase.

Absolute honesty is absolutely necessary if you are to continue business for more than thirty days in one place. And it would take a very proficient liar to conduct a business for only the month more profitably upon a dishonest basis than could an honest man on an honest basis.

You must know that your clerks are just as honest as you are. You assume responsibility for their conduct when you employ them, and no one will excuse you for any misrepresentations on their part.

Politeness is almost as important as honesty. It goes hand in hand with it. Clerks often become impatient and display their tempers to customers. And the customers usually know where there are other stores graced with polite clerks.

Your clerks are under obligations to you, but your customers are not. You can better afford to discharge a

clerk than to lose a single customer. Clerks need a great deal of training and watching, and those who "know it all" and won't be told should be retired.

Women are the principal buyers of dry goods. And women are especially fond of bargain sales.

When you advertise a special sale of some line or lines of goods, very careful attention should be given to making the occasion and its purpose thoroughly apparent. There should be just as much enthusiasm in the store as there is in the ad. Every clerk should understand the claims of the ad just as well as its author. The goods should be prominently displayed with the special price marked on them. And any attempt to side-track the special proposition, in order to sell something else on which there is more profit, will lower you in the esteem of your customers. Of course, if the special-sale goods don't suit, then every reasonable argument and effort should be made to sell something else. One of the principal advantages of cut-price sales is the sales of other goods on which prices are not cut, but you must be very careful lest people think that they are gotten up solely for that purpose.

ADVERTISE IN THE NEWSPAPERS.

When you have the foundation in good, substantial shape, then your advertising appropriation should mostly go to the newspapers.

Everybody who reads the newspapers reads the ads. And those who do not read the newspapers are so "few and far between" as to be hardly worthy of consideration.

Women, especially, are great believers in ads, and they are pretty sure to know how your prices compare with those quoted in the ads of your competitors.

Newspapers afford the cheapest and best way of reaching the public. They do the compiling of the names, the addressing, and pay the postage. It would cost many times as much to mail circulars. When you use circulars, you pay all the expense. When you use the newspapers, the clothier, and the hardware man, and the grocer, and the furniture dealer, and a whole lot of your neighbors, who do not come in competition with you, help pay the expense. A newspaper is a sort of co-operative institution for the

general good of the public ; and those who do not utilize the advantages it affords are certainly injudicious.

Some people underestimate the value of newspaper advertising because they think that there are so many ads together that none will get much attention. That is a mistake. Ads, like people, get attention exactly in proportion to their deserts. There are always so many poor ads in every paper that there will be little difficulty in preparing one so good that it will present a striking contrast. And with a good contrast in your favor you need not worry about the number of other ads in the paper.

I do not condemn circulars unconditionally. There are sometimes conditions which render them invaluable. Merchants in towns with no newspapers must necessarily use them.

They may occasionally be used to supplement the newspaper advertising.

It will probably pay most any dry goods retailer to keep a list of his customers, and mail them circulars several times a year, providing, of course, that the circulars are really attractive and tell something that is worth telling.

They may be profitably used to announce the arrival of the new styles of dress goods, or wraps, or similar lines, for the forthcoming season, and should be prepared with a view of impressing each woman that you are taking a personal interest in her welfare. It is an easy thing for a woman to think herself superior to most other women, and if she is impressed with the idea that she and a few others of special importance are receiving this more personal attention, the result will doubtless prove satisfactory. It should be borne in mind that the only object in using this more expensive method of advertising is to produce certain effects that are not possible with the cheaper advertising medium. And with this in view it would probably be the cheapest in the end to have the circulars printed on a very high grade of paper so as to permit the use of some really artistic illustrations.

Cheap circulars, and cheap handbills, and cheap boys to distribute them, are about the most unprofitable combination ever looked upon as "advertising." It *might* pay, but your chance of getting your money back would be equally good if you were to stake it on a horse-race or the next election.

BOOKLETS.

Liberal and continued prosperity depends upon holding customers after you yet them, and upon keeping them well informed in regard to your stock and the fluctuating prices. Regular customers will buy just what they think they need, but the shrewd advertiser can often alter the customer's estimate of her needs. If a woman is exclusively your customer, you should not be entirely satisfied with her patronage. Of course she should not know that you are not satisfied, but you should not allow her to forget about any new goods which she may need later.

A very valuable method of advertising is entirely ignored by a very large proportion of dry goods stores — the careful use of booklets.

A booklet, folder, or some similar piece of matter, should be included with every sale and should always be put inside the package.

When a woman gets home with a package she almost invariably sits down to rest and makes a leisurely inspection of her purchases. If a pretty, catchy booklet falls out of the package it is very sure to get attention, and the more attractive it is, the stronger impression it will make. Very likely it will suggest something that she wants; and after it has occurred to her that she wants it, the desire will grow upon her, and in a day, or a week, perhaps, she will buy it. But if the booklet does n't make the sale, it will make a good impression.

Of course this can't be done with a poor, slouchy booklet such as a fourth-rate country printer would turn out. Neither can it be done with a well-printed booklet, if it be carelessly written.

You can get booklets made for about any price you want to pay. You should n't decide upon what you think you can afford to pay, and then order accordingly. You should decide upon the kind of a booklet that will make the greatest impression, and then pay what is necessary. You can afford to pay a great deal more per capita to talk to actual customers, than you can to talk to the public in general.

Five hundred expensive booklets put in the right places, will do more good than five thousand poor ones thrown about at random. What I have said in regard to quality in

booklets and circulars applies also to stationery and any other printed matter you may use.

To make more than an ordinary impression, it is necessary to employ something above ordinary methods. The sole mission of this book is to make extraordinary stores out of ordinary ones.

HOW MUCH MONEY TO SPEND.

What will be the price of wheat a year from to-day? You don't know. If you could always know a year, or a month in advance, it would n't take you long to become a millionaire.

If you could always determine a year in advance just how much money to spend for advertising, and how to spend it to get the very best returns, you could be absolutely sure of distancing all competitors in a very short time.

No one can tell now just how much you may be able to spend profitably six months from now. Of course an estimate can be and should be made. You should map out a course and have a definite aim, but you should alter your course whenever you see better roads to travel over.

If your advertising is paying well, the best thing you can do is to try an increase. If you can double, or treble, or quadruple it, and still maintain the same ratio of returns, then that is what you should do.

The man who spends a thousand dollars a week, may make more or less than the man who spends a hundred dollars. The amount any one should spend should be determined from day to day, or week to week, according to circumstances.

If you make a contract with a newspaper to use a certain amount of space during the year, you should reserve the right to use just as much or little space in each issue as you choose, and to buy more space pro rata. Without these privileges you would not be able to make the most judicious use of the space.

You may, at any time, find it advisable to greatly increase your advertising appropriation in order to cope with new competition; or a new railroad or trolley line may open up new territory which you could profitably cover under the changed conditions.

You may be advertising in two papers, and find it desirable to drop one altogether and double your space in the other. A careful study will soon give you a good idea of the relative value of different papers. Your clerks can help you to determine this matter. They will often hear customers speak of your ad in one paper or another, and by comparing notes you will see "which way the wind blows."

WHAT AN AD SHOULD SAY.

If you deserve patronage there are reasons for it. Your ad should tell the reasons rather than the mere fact that you are deserving.

The American people want proofs for everything.

If you tell the people that you can sell a better grade of silk for five dollars a yard than any one else can, you must give an honest reason for it or the assertion will have no weight. If there is no reason, then it must be an untruthful statement, and if untruthful it should be left unsaid.

Perhaps you are an importer of silks. Perhaps you have the exclusive sale of some silk maker's goods. Perhaps you were fortunate enough to secure the best job lot bargain of the season. Perhaps you sell more silks than any one else in your city, and therefore get the biggest discounts. Perhaps you do a little wholesaling in addition to your retailing, and thus have an inside track. There might be any one of a great many reasons, why you could sell cheaper than your competitors, but if you can't, you should simply say that your silks are the best that can be sold for the prices asked, and talk a good deal about their qualities, and where they came from, and how famous the manufacturers are. There are plenty of things to say without enlarging upon the truth, and without falling back upon any old, hackneyed, meaningless phrases.

People want to know what you have to sell, and how good it is, and what you charge for it.

Generally speaking, every ad should quote a price, or a few prices. But a price means nothing, unless the goods are fully described.

Don't try to embellish your ads with big words or flowery sentences. The great majority of your customers are plain, ordinary people, who can best understand plain, simple, concise language.

There has been a great deal of controversy over the question of long or short ads. Some say an ad should be short, or people won't take the time to read it. Others say it should be long in order to make a big impression. It's about as senseless as the "is marriage a failure?" question. Some marriages are bad failures. Some are decidedly otherwise. Some ads should be short. Some should be long. It depends upon what you have to say.

Many people make a mistake by trying to fill a large space when they have but little to say. Many will make their ads too brief. They will spoil a powerful argument in order to get the matter in a dollar's worth of space. There are so many more ways to do a thing wrong than right that the careless man usually does it wrong.

It is best to make most ads comparatively short, but it is never wise to weaken a good argument for the sake of brevity.

It would be better to have a dozen people read a long ad and be convinced of something than to have a thousand people read a short ad that tells nothing.

People will read long ads if they are worth reading; that is, the people who are interested. An old bachelor, whose interests are wrapped up in the price of wheat is n't going to read a chapter nor a part of a chapter on the new styles of dress goods, no matter how entertainingly it may be written. But the woman who is about to replenish her wardrobe will read a whole page of fine print about them, if it be instructive enough.

The best advertiser is the man who has the best common sense and makes use of it. He relies upon his judgment and not upon advertising rules set forth by some successful man whose circumstances were greatly different.

You should never say anything in an ad that you would not say personally to a customer.

If a woman were to enter your store you would n't say to her: "This gigantic emporium abounds with an unmatched and resplendent array of startling and stupendous bargains at slaughter prices."

And yet a great deal of valuable space in newspapers is filled with that kind of twaddle.

Just recall what you said to the last half dozen customers you waited upon, and you will almost invariably recall good material for an ad.

Don't tell what your competitors can't do. Tell what you can do.

GOOD DISPLAY.

Display means prominence. Good display means just enough prominence to gain the attention, and enough lack of it to avoid a confusing jumble.

The lack of simplicity detracts greatly from the effectiveness of many otherwise good ads. Ad composers in country newspaper offices quite universally make the mistake of badly overdoing the matter of display. They fill every bit of space with black type when possible. Nine out of ten ads would be more effective with no display at all than with the country-printer style of construction.

Never more than three kinds of type nor more than three heavily displayed lines should be used in any one ad. And only one or two styles of type and one or two display lines are usually much preferable.

I never could understand the wisdom of making a lot of figures the largest thing in an ad. The first glance at such an ad shows a lot of big black figures. You have to look pretty closely to find out what it is all about. The price of an article is a very important part of its description, but the article itself is of more importance than the price.

In many of these advertisements, probably two fifths of the total space is occupied by the prices. It's a waste of space. The effect would be very much better, and the advertisement very much easier to read, if the prices were set in the same kind of type that is used in the description.

If you must have the prices in black letters, do not make them bigger than the name of the article. People do not look through the paper just to strike some particular number of cents or dollars. What they want to see first is what sort of goods are advertised. If a woman is just about to make the baby some clothes, she will be interested in embroidery, and she will read all that the advertiser has to say about embroidery. She will find out what it costs, because the fact that it is advertised, in most cases, indicates that it is going to be sold at a reduced price.

I believe very strongly in the plan of putting most of the advertising effort on to slow-selling stock.

If the silk counter is doing all the business it can, and if people are positively clamoring for silks, that department will need no advertising.

If economy in advertising is any object, the space should be devoted to some other stock. Probably at the time silks are selling freely, wool dress goods are limping along several degrees behind last year's business. That's where the advertising ought to go. All the silks need at such times is a semioccasional push and a line or two simply to tell people that they are there.

If the advertiser will keep careful record of the daily sales in each department, and take last year's sales as a guide for this year's advertising, he will soon establish a system that will be effective in the extreme. The effort is always to beat last year's business. If the stock is taking care of itself, and will be at last year's record without help, it is tolerably safe to let it alone, but if it is lagging a little bit, it needs a good, strong tonic.

Don't make the signature of an ad the most prominent thing. Make it a little more prominent, perhaps, than the body of the ad, but not nearly as large as the head line.

Overdisplay weakens an ad just as overwork weakens a man's muscles.

You wouldn't read a story if every other line were set in a different kind and size of type. Should you begin, you would lose patience and interest immediately. Don't expect people to read your ads if set in such a style.

The simplest, easiest-to-read ad will be read by the most people. The force of it depends entirely upon the argument and not upon large type.

There is a growing demand for borders, and one by one newspapers are finding it expedient to add them to their type equipment. A great many local advertisers are buying their own borders, the exclusive use of which they have in their local papers. The general advertisers and magazine advertisers have long been liberal users of borders.

The best borders for general use are clear, clean, distinct, black and white lines of varying width and design. Generally speaking, the simpler the design, the better the border. A border full of "curlicues" and details is not as strong as a simple one. The border is designed for the purpose of cutting the ad out of the mass of ads on a printed page. Taken as a whole, the type on a printed

page makes a sort of gray color. The black and white of the type and paper is so mixed up and blended that the impression is not of white paper and black letters, but of one uniform gray tone. If the border is full of detail, it has the same general color tone as the rest of the page, and so is ineffectual in separating its ads from other ads or reading-matter.

A good, strong, black border, every line of which is perfectly distinct, will contrast with the gray of the sheet, and this is what makes it stand out. The shape of the border doesn't really make very much difference, so long as it is strong and simple.



TOWELS PLEASE!

and doesn't the whole thing look natural?

Have plenty of towels around and here's your chance—

The 30c large size bath towels for 22c—every bather likes a large size one.

Only 8c saved on each one? Yes—that's nearly a dollar on a dozen.

And good bath towels, too at that.

We're going to have our remnant day this Friday—that's all now


HUGUS & HACKE.

The above reduced reproduction of the Hugus & Hacke ad shows a style of construction which is very effective. The cut is sure to attract attention while the matter following is so plain and easy to read, and written in such a

concise, good-natured manner that most every one will read it. If the signature were considerably smaller, I think the ad would look much better, and it would certainly be just as effective. Those who use a small space can find no better style than this.

THIS JACKET SALE CONTINUES TO-DAY AT

THE PLYMOUTH.



\$5.00 and \$6.50

JACKETS

This morning we place on sale, to be offered for two days, FRIDAY and SATURDAY, 350 Heavy Black Beaver Jackets, that we paid \$3.75 and \$4.25 for at wholesale; sizes 32, 34, 36, 38, 40, with large storm collars; Jackets trimmed with braid, and the best \$5.00 and \$6.50 values in the city, for only

\$1.25.

The Plymouth ad shows the use of a pretty cut, simple but prominent display, and a name plate. This ad shows at a glance that The Plymouth sells \$5.00 and \$6.50 jackets for \$1.25. This is a good ad, because its mission is instantaneously apparent. Then, those who have further interest are given further facts in plain, straight reading-matter—no corners to turn nor embellishments to evade. If the name plate were smaller the general appearance of the ad would be improved.

Stick to simple display and strong argument and you will always have effective ads.

THE USE OF CUTS.

The large dry goods houses that use hundreds of dollars' worth of newspaper space daily can determine the distinct advantages or disadvantages of any feature more readily than those advertising on a smaller scale. And they have many times demonstrated that the liberal use of illustrations makes an ad very much more effective.

This feature is so valuable that many large houses have their own artists, and never use an ad without new, striking, original pictures.

A picture puts life into an ad. It gains the attention of many people who would not otherwise become interested in the ad.

While it is often desirable to illustrate the article advertised, pictures that do not do so, and which are designed only to attract attention, are of great value.

An agent must have two distinct qualifications. He must be able to secure the privilege of talking to a man who does n't want to listen to him, and then he must induce the man to buy his goods.

Often the man who is persuaded against his will to listen to the agent is afterward very much interested in the goods and glad of the opportunity to buy.

The ad is your agent, and must have these two essential qualities infused into it.

A striking picture will do more than anything else toward creating an interest in the accompanying argument.

You must bear in mind that there is an immense amount of poor, uninteresting advertising matter in most papers, and that the object of pictures, and borders, and simple, striking display is to individualize it, and thus gain the attention of those who are glad to read any ad that tells something worth while.

SEASONABILITY.

A woman is pretty sure to know when the shirt-waist season begins, and when the golf season begins, and when the merchant should have his winter cloaks on sale. She is

often heard to remark that "Jones has a lovely assortment of spring jackets, but Smith has n't got his new stock in yet."

The dry goods man must keep very close watch of the seasons. He should always have his goods in early and be ready for hot or cold weather which may come a little in advance of its schedule time. But don't advertise them too much in advance of the opening of the season.

The blow has the most effect if struck while the iron is hot. The most timely advertising is the most effective.

Don't try to hurry the seasons. It is a good thing to get ahead of competitors, but it is n't advantageous to get so much ahead of them as to make your ads untimely.

Don't say very much about shirt waists until signs of warm weather come to your assistance. Then say a great deal.

A GUARANTEE.

A great many people will say, "A guarantee goes with every article that leaves our store." That does n't amount to anything. Perhaps they guarantee to charge all an article is worth, or more. Perhaps they really mean something in good faith, but such a "guarantee" seems to imply that they want to avoid any definite promise.

"Money back if you want it" is the most satisfactory and substantial guarantee that you can make. It implies that you have just as much confidence in the merits of your goods as you want your customers to have. That is a great point. That is where the absolute honesty comes into consideration again. You should offer to refund the money for anything that may prove unsatisfactory. If your goods are just as you claim, you need n't worry about having many of them returned.

People don't buy goods for the sake of returning them. It is n't pleasant. They come back with them only when they believe they have sound and sufficient reasons for doing so. If your goods are all right, they won't have occasion to bring them back. If your goods are not all right, you can well afford to pay something to find it out and to find out why.

Remember that a dissatisfied woman is a "powerful bad" advertising medium.

SACRIFICE SALES.

Many women have what some people style a "mania" for bargains.

There are others who are not very particular about prices so long as they are fairly moderate. But the bargain hunters outnumber the other class.

The men who offer the most and best bargains get the most trade.

Women who are attracted by a few cut prices very often buy ten dollars' worth of goods at the regular prices and one dollars' worth on which there is a saving of fifty per cent., and go home satisfied. They may not save very much, but they will plan their shopping so as to take advantage of whatever savings are offered.

You should hold special remnant sales often enough to keep your stock pretty free from them.

Special, reduced price, clearance sales should be on the program often enough to make everything go out of your store before it goes out of style. It is better to be a little too early than too late with a sale of goods soon to go out of season.

While a cut-price sale a little too early might result in the loss of some full-price sales, it will better please those who buy, insure the sale of more goods, and enable you to commence the forthcoming season in better shape.

WINDOW DISPLAY.

People are about a hundred times more likely to want a thing after seeing it than before, providing, of course, that it is something worth having.

When a small boy goes to a circus for the first time, he is very likely to decide that he wants a steam calliope and an elephant to substitute for his tin wagon and four-cornered kite. Seeing the things creates the desire for them.

A clean, tastily trimmed show-window does a great deal toward making a business profitable.

Many people could not succeed without it, and many others fail for the want of it.

It makes a great difference in the outcome whether a business is running at just a little loss or just a little profit.

In many instances a better window display would just turn the tide.

If a woman sees a pair of gloves in your window which just suits her fancy and the price seems reasonable, she will probably buy them. If she doesn't see any gloves in any window she will go to John Smith's store for her gloves because she has always traded there.

Every time you make a good, striking display of something in your window, you will probably bring some one or more people into the store because of it; and when they get inside they may make several purchases before leaving. You have probably done that very thing yourself lots of times.

The best window display is that which makes the most distinct impression and is also designed to make an immediate sale.

A window may be filled with pretty things and be very "showy," and yet make no distinct impression.

Don't show a lot of different things at once. One or a few things will do a great deal more good. Keep your window display in harmony with your newspaper advertising. If your ad says shirt-waists, make your window say shirt-waists. Have the prices in the ad and in the window.

I think that about ninety-nine times out of a hundred it is a decided advantage to have a show card giving the price on everything displayed in the window.

Some merchants argue that if any one is interested in the goods he will come in to ask the price, and then the salesman has the opportunity to explain the merits of the goods and talk him into buying. This is not the best way. Some people will come in to ask the price. This plan will certainly make some sales that the other plan would n't. But the other plan will certainly make many more sales.

The best way to treat your customers is the way that is the easiest for them.

It seems as if some merchants always try to keep their prices secret. Such a disposition always implies to me that they have different prices for different customers.

KEEP AT IT.

There are two ways of looking at advertising, both of them right. Advertising should be done during the dull

time for the purpose of starting up trade at that time, and also for the sake of the benefit which will come from being continuously before the public's eye. A man should just as quickly think of stopping his advertising in the summer or in the dull time after the holidays as he should think of closing up his store for several months in the year, and keeping it open only when trade would keep him busy. There are probably many houses in the country that could shut up for four months in the summer and be ahead in cash at the end of that four months. But at the end of the next four, the gain would not be apparent. It does not take people very long to forget things, and if the store were closed four months, or the advertising stopped four months, a great many people would have forgotten that the store was in existence.

The other view of advertising is that it ought to be pushed during the busy time when people are ready to buy. Advertising can not be expected to sell goods when people do not want them, and it will naturally be most effective when it gives publicity to some desirable article at just the right time.

I should think that if a merchant carried a space of four inches single column all the year round, he ought to double the space for the busy months, and occasionally during that time he can make larger spaces very profitable.

In business, as in all the other affairs of life, everything comes at once. When a business man is so busy with trade and with buying and receiving his goods that he has no time to eat or sleep, just at that very time his advertising demands the most careful attention. Just at that time his advertising is the most important part of his business, and usually it is the most neglected part.

Ready-Made Ads for Busy Merchants

The following pages of ready-made, illustrated ads will be found invaluable. They are so varied that something appropriate will be found for almost any occasion.

You can use the cuts with the matter as shown, or the cuts with original matter of your own. Again you will find the ad matter, with or without alterations or additions, suitable to use without the cuts if you so desire. All sorts of combinations of cuts and matter can be made.

When you want cuts, order them *by number only*. The prices and postage rates appear on inside of front cover.

These ads are printed on one side of leaves only, with plenty of room below them, so that you can add prices, signature, etc., and then tear out the page to send to the printer. Thus the preparation of a daily or weekly ad of the very best kind is a matter of only a few moments' work.



Our Prices Are Persuasive

and coupled with the extremely high grade of dry goods we sell, they are most convincing. People who come here once never go any place else. Why should they? Travel the world over, they could n't find better goods at lower prices. The prices speak for themselves.

Look at these :—



Something to Admire.

There's always something for women to admire at this store. We make it a point to keep more attractive goods than any other dealer in ——. We want to have it said of us: "Well, if —— has n't got it, nobody in town has."

Another thing to attract the buyer is the price. We are perfectly satisfied with just a little profit on each sale. We want lots of sales.



The More You Learn

of our dry goods prices, the more certain we are of your trade. The more you know about qualities the quicker will you recognize the fact that our goods are worth every cent we ask for them. We never slight quality to make a low price; all our prices are as low as any one's.



Women's Wear of Every Kind.

Because one's underwear is out of sight is no reason why as much pride should not be taken in it as in outer garments. In many cases there is more care exercised in the selection of an underskirt than in the choice of a dress. We want to sell underwear to these particular women. We want them to know that fine underwear may be bought here for the price of cheap-looking muslins.



**Prosperous, Fashionable,
Well-Dressed People —**

those who are particular, and economical — trade at our store; and lots of them, too. They know that if we ask ten cents, or ten dollars, for an article that it is worth that much. There is no element of chance when you buy here.



Fashion's Decree.

By decree of her imperial majesty — Queen Fashion — it has been declared that — and — dress goods shall reign supreme for spring wear. We bow to the edict and have ready a splendid stock of these new fashions. There's a storm of styles, a wilderness of weaves for every sort of a dress. Grave to gay. Never since wool was spun and weavers wove, perhaps, were such reliable, handsome dress goods offered at such pleasing prices as I here quote.



Harbingers of Spring.

Come into the store now, if you want a breath of spring time. Easter is coming, and after that, sunshine and balmy weather. You can see what is proper to wear in our store. The main ideas are: Correct styles, irreproachable qualities, prices from medium to high.



Look In On Us

When you need dry goods, and you 'll not regret it. You are always sure of the lowest prices in the State, and the goods are always just as represented.

This week ——— .

No. 1163.



For Your Spring Gown.

The material and the trimmings for your Spring gown can be bought nowhere else so wisely and economically as here.

The goods are all you can ask — fresh, fashionable, and in wide variety.

The prices are even lower than our prices usually are, and that means a great deal.

No. 1171.



Gloves for Spring.

Unless you've bought a pair of gloves within a month, your gloves are out of style.

The gloves for this Spring are new in style and color.

All the latest fashions in the stocks of the leading glove makers are represented in our new line of Spring gloves. Come in and see them.



The Egg of Lent

will soon be broken, and out will step beauty and gladness, ready to celebrate Easter Sunday. In addition to our spring stock, and especially for this occasion, we have put in a line of goods, varied, fresh, and stylish enough to please the most fastidious. The wearing of something new on Easter brings luck, and we expect to sell something to every one in town before then. Here are a few suggestions: —



When a Woman

starts out to buy, she likes to know she can secure all she wishes under one roof. There is a great satisfaction in knowing that you do not need to visit a half dozen stores in order to complete your purchases. We have every thing that can be desired in the dry goods line, and you will find our departments stocked with bargains continually.



When Women Compare Notes

about dress goods, and a good many other kinds of goods, they are pretty sure to come to the conclusion that our store is the proper place to buy them. The uniformity of our prices and goods makes our store of a good deal of importance to fashionable women.



Stylish Women

are not necessarily rich, but they are always wide-awake. They keep their eyes open, and get their clothes at a store where large buying makes low prices — where styles are fresh and new — goods tempting and durable.

For example ——— .



The Way a Corset Is Made

has everything to do with its comfort, appearance, and wear. The —— Corset is made of good material, and is flexible. That's the foundation of success. It will adapt itself to any form, as if the wearer were melted and poured into it. It could n't fit better. Its flexibility makes it fit perfectly. It makes it comfortable. It makes it economical. The price is \$ —— . There is no corset made which will give the same amount of satisfaction, wear, and beauty for the price.

No. 1510.



Travel Over The World,

and you won't find a better stock of parasols than we have waiting to shade your pretty face — because we have culled the daintiest and swellest creations from all makers.

The styles, designs, and color effects are all pretty and unique. Every one is a genuine bargain.

No. 1521.



The Bathing Season

is at its height. If you have been enjoying sea or lake baths, your present bathing suit needs replacing, and we're going to give you the chance to get a new one for a very trifling sum.

The quality is all right.



“Where Are You Going,

my pretty maid?”
“I’m going to —— ’s, sir,” she said.
And she did come. Comes regularly.
Doesn’t always buy, but looks about.
Our stock of dainty light goods for summer dresses tempts every woman into adding another to her wardrobe.

We keep a good stock of dry goods.
We know it — almost every one in town knows it. Do you? How can you tell what values are here waiting for you, if you don’t come and see.

No. 1561.



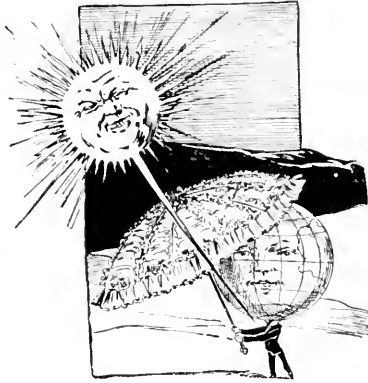
Some Women Look Well

in shirt-waists—others don't. Why is it? It's the shirt-waist and not the woman which is responsible. A dainty shirt-waist, in the right pattern and shade, will make any woman good to look upon. We keep all the desirable styles. The latest and finest fabrics are made up into waists jaunty and comfortable enough to tempt any woman. Prices ——— .



At the Seashore

or in the country, one always remembers thousands of little things, which would add to her comfort, if she had only thought to buy them. Now we are reminding you. There's no excuse for forgetting. Whatever a first-class dry goods store should keep, you will find here. Fresh goods and low prices constitute our stock.



These Blazing Days

a parasol is an absolute necessity to the woman who would not suffer discomfort and have her complexion ruined by the blistering sunshine. A woman can't find a better stock of parasols than we have to shade her pretty face. The very daintiest and swellest creations of the parasol maker. They are worth a long trip to look at, even if you don't propose to buy.

No. 1803.



It May Be Hard To Decide

which or what to buy, because there are so many good bargains here, but whatever you do buy will be well worth all you pay for it. We don't do business on any other basis. We can't afford to.



There she goes, dressed so neat,
As pretty and stylish as she is sweet.

Everybody who trades with us looks stylish — and the transactions are so satisfactory that they can't help but be sweet. There 's more cause than ever for satisfaction just now.

Room has to be made for fall stock, and some of the prices are sliding down hill.

Here's something which ought to interest you.

No. 1805.



Right This Way.

Flying's not too quick a mode of travel if you wish to take advantage of these offers of ours. We don't believe you'll see "their likes" again this summer. Here they come:—



Bring Your Husband

and the children and the servants, if you expect to carry home what you purchase here. Of course we deliver things, but most shoppers are so anxious to get at their bargains that they trot home with them themselves.

Some hot day when you want to get a breeze from autumn come into the store. The pretty fall goods all about will keep you cool as a cucumber.



Through the Hot Summer

Jack Frost has been busy weaving dress goods for autumn. He has forgotten neither the maids, matrons, nor children. The result of his work may be seen any time you care to call. Drop in and wander about. Get acquainted with the many beautiful styles. Prices are economical, too. A very little money will buy a great deal of style and beauty.



Coming and Going.

There's a constant procession of all the summer dry goods needfuls passing through our hands every week.

They come straight from the makers of the best and most stylish, and go straight to the homes of people who want the best and know they can get it here for the least money.

Here are some items that ought to interest you.



We Have a Line

of wearables for school girls that will please every mother and every mother's daughter in ——. "Anything" isn't good enough for school wear. In the schoolroom, as in the world, clothing marks the standing, and determines the treatment, of the wearer. We think ——— at — cents a yard, would make a serviceable, pretty dress, and as for style—it's one of the most stylish pieces of material in the store. Other items for the little misses:—



You Can't Stop It.

The school-bell will ring. It's hard to commence again, but think of the new dresses, gloves, and hats which we have here for you. We're anxious to fit every Miss in —— out in serviceable, stylish costumes, and we can do it for a great deal less than you think, too.



Even a Pretty Woman

would n't look attractive in a dowdy dress. A stylish dress—like a good house—depends on the foundation—on the material. If it is nicely woven, firm, and carefully made, the dress can not help but be a success. We pride ourselves on our dress goods. We have skirmished the countries near and far for the daintiest, the most durable, most stylish, and most exquisite patterns 19th century looms ever produced. They're here to be looked at. Come and look.



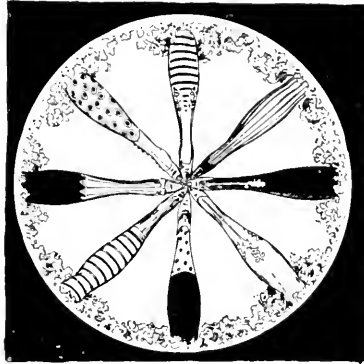
Dainty Gloves

carry an atmosphere of their own. They breathe of good breeding and refinement—however plain the dress may be. You will find no better glove stock than ours, no matter where you go—for what can be better than the best? We know all the disagreeable glove traits—we know how provoking it is to have buttons fly off, and little rips peep conspicuously from the back of your hand the first time you wear a glove. We have looked out for these things in buying our glove stock. We have made sure—along with the style—that they are carefully made of fine material. This does n't mean that the prices are way up either.



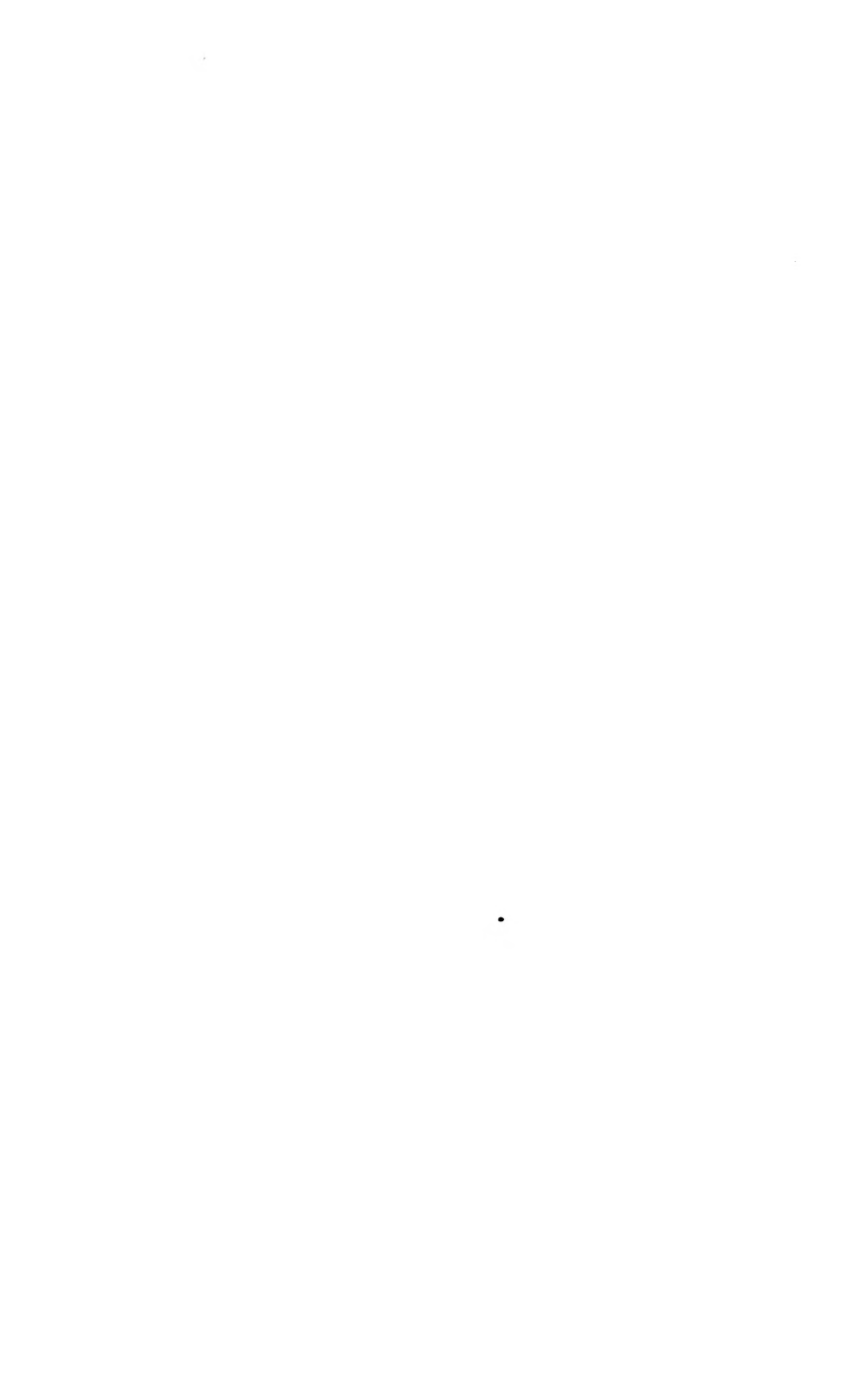
The Most Critical Judgment.

even that of the man who pays the bills,—finds nothing but praise for these chic, elegant, and perfectly made fall wraps of ours. There are coats here well made of every fashionable material—coats to make the short look taller, and coats to make the stout look slender. There is something becoming for every woman in———. Never mind about the prices—they have nothing to do with you just now. What we want is to get you to look—the buying part will take care of itself.



Right to the Point.

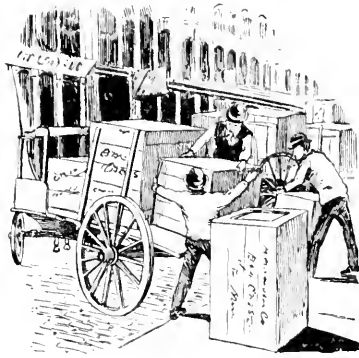
We always go straight to the point—no false modesty about us. We have the finest stock of hosiery in the town. We know it, and we want you to know it. We have bought it especially for you, and now we want you to come and take it away. In case you are amply supplied already, we make prices like these, to be sure of catching you :





Look at It.

Turn it around, look at the inside, the lining, the general finish, and tell us if you have seen a better coat in ——— for that price. We have n't, and were on the keenest lookout for rare, good bargains.



Constant Arrivals

of new lots of the pick of the market swell our magnificent showing of seasonable dress goods.

All the latest styles in taffetas, serges, organdies, and the like, over here in wide variety, ready to fill your summer needs.

These items give but a faint idea of the bargain feast we have spread for you.



Durable Hosiery

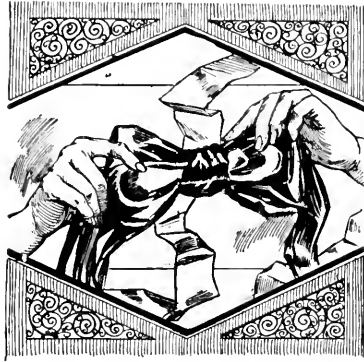
for children is a hard thing to get. They almost have to be made of leather to stand the wear that some boys give them. We can give you a ribbed stocking at _____ cents that will give good, solid wear, and we will guarantee them to wear longer than any you have ever bought before. Three pairs for _____ cents.

No. 1826.



The "Just As Good" Kind

does n't look very inviting after a little use. I insist upon having the ——— corset, and you'll get real comfort and durability.



A Pretty Bow.

or a silk dress, or a spool of thread, or a yard of calico—anything you want in the dry goods line you will find at our store. And if you will keep tab on our prices you will find that we usually charge enough to make a small profit—but never a big one.

We are prospering by making small profits on reliable, honest, stylish goods.



Stop and Look

just as long as you please. It will please you to look, and it will please us to have you look.

We're particularly interested in capes and cloaks just now. We've a stock to make the other merchants tear their hair in wild despair. Every style of material -- every style of make -- is adequately represented. We don't expect to have the stock very long. That's why we want you to look now. We want you to know we're telling the truth.



Dainty Underwear.

What true woman does n't like all her underwear to be dainty. What true woman does n't like laces and ruffles and ribbons, even if they are out of sight. Winter underwear has to be a little more substantial than cobwebs trimmed with ribbons, but it can be just as pretty.

We have a stock of corsets, hosiery, and all the accompanying mysteries to delight every feminine heart in ———.

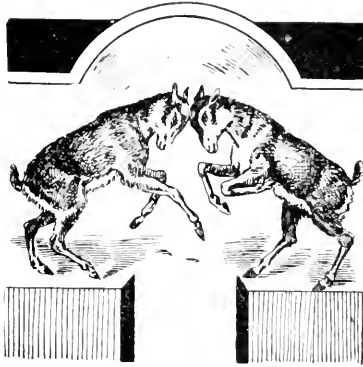
The prices form no small part of the delight.



Plenty of Ribbon.

The woman with plenty of ribbon on hand, is always well dressed and happy. She may freshen up her gowns with fresh ribbon at any time — she may freshen up her hats at any time. There's no end to the offices that ribbons fill. Now here is a ribbon sacrifice. We are going to slaughter delicate beauties and modest goodness on the altar of advertising.

We are selling ——— at ——— simply as an ad. Come early if you care to secure any.



Butt'n Kids

reign supreme in gloves this year. If we excel in any one line, it is the glove line, as we are ready to prove at any time.

Prices range from \$ — to \$ —. It is not possible to get a good glove for less than \$ —, unless the seller loses money. If you are paying more than \$ — for your gloves, you are paying too much; if you are paying less than \$ —, you are not paying enough. A good pair of gloves will last twice as long as a cheap pair, and look better, too.



Plenty of Handkerchiefs.

No one, nowhere, in any condition of life can have too many handkerchiefs. Money spent for handkerchiefs is profitably invested, especially if the handkerchiefs are bought here.

Against the holidays we have provided a great, big stock at very small prices. There are many beauties here, just the things for presents. The finest material and finest workmanship have gone into these goods, and how we can sell them at the prices we do, is a constant wonder to those who don't know us. For instance—



There Is Nothing so Dainty

as muslin underwear. No woman will sit down and make her own underwear, if she knows what we are selling, and the prices we are charging. The workmanship is good, and the style is dainty. Durability, prettiness, and economy have been combined in a delightful manner. There never was a better time to get better underwear at better prices than right now, and right here.



There Are no Two Women Alike.

What becomes one, is decidedly unbecoming to another.

In buying our coat stock, we tried to get enough different styles of coats and capes to suit every one.

There is a wrap of some kind here to perfectly please every woman and maid in —— at a price to perfectly please her pocket book.



Lookers Around

are always welcome here. Lookers are merely prospective buyers—or good advertisements. If the lookers don't want something for themselves, they'll tell their friends of us, and that will do just as well. We are not afraid to have our stock inspected, and that carefully, too. There's no fraud hidden under fair appearances in this store. You may depend absolutely upon any thing we sell you.



Well-Dressed Women

are not necessarily rich. It's easy to dress well on little money, if you buy at the right place. That doesn't mean buying cheap stuff—it is false economy to get poor quality; but prices are not the same everywhere, and it certainly is possible to get an article at one place for less than it would cost in another. It may take a little trouble to find the right place, but it pays in the end. You'll make a short journey if you start here, because you'll end here.

No. 1842.



We have an assortment of underwear here which will please every woman in ——. It will pay every woman in ——— to come in and investigate this statement. These goods are durable, dainty, and economical. They will save you time and temper. A few prices may be of interest: —

No. 1843.



Women of Limited Means

will find many pretty ways of freshening up their wardrobe if they'll take the trouble to look around here a few minutes. A pretty fichu, for instance, over last year's dress will make it look like new. There are hundreds of other pretty things which we haven't time to talk about, but we're here all day, and we would be pleased to have you come in at any time.



It's Time to Prepare

for the summer, the season of sports and outings.

We're ready to fill your dress goods wants more satisfactorily than ever before.

We have a stock of organdies, dimities, cheviots, and serges, in all the latest patterns and colors — dainty and charming enough to delight the most critical woman in the land.

Here are a few interesting particulars:—

No. 1845.



Every Store

thinks it is the best one. We don't think there is a better dry goods store than ours, but we are willing to abide by your decision. We don't want you to buy a paper of pins here until you are sure that we can do better for you than any one else.

Here are a few items just to start your thinker :—

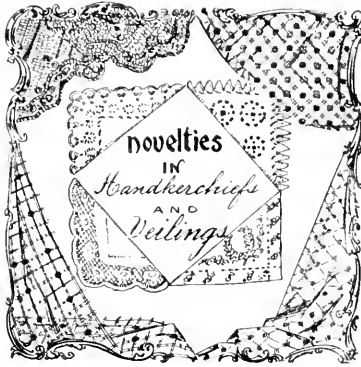


He's a Jolly Good Fellow.

Santa Claus, of course. That's because he's warmly clothed. A woman can't grow a becoming holiday smile on a thinly-clad, shivery body.

Let us fix you up in snug-as-a-rug things-to-wear at prices lower than the temperature.

No. 1858.



We Have

the most complete line of handkerchiefs and veilings that are to be found in ———. If you are looking for novelties, you will find any quantity of them on our counters.



Santa Is a Man Of Taste,

even if he does wear whiskers on his knickerbockers. Like all other men he has appreciation for handsome gowns, and laces, and furs, and fixings. He knows that presents of these things make a woman happier than anything else.

Wise men may take the hint if they like, and do their present purchasing among our magnificent Christmas stock of wearables.



“ Oh My! How Badly

these gloves fit, and I thought them such a bargain.” That is where you made a mistake. Every pair of gloves you buy marked below _____ has some reason for being marked so. Invariably one or two fingers are too short, or the gloves are not mates in size. We know this, because every manufacturer tries to offer us these goods at great reductions.

We don't care to handle them. We want you to be able to wear our gloves, and we can sell you one of the best fitting, best finished gloves for _____.



A Rare Bargain

is always to be found at our regular prices. Don't wait, thinking perhaps you may get things cheaper.

You'll never do it. We are keeping our prices down to the lowest notch. Will not have to tell you that after you know us well. This ad is addressed to strangers.

No. 1869.



Did Anybody Ever Know

a time when all kinds of dry goods were as excellent and so cheap as they are now? We are offering some startling bargains in every department of our house. Is money scarce? But what you have will buy a huge pile of goods. Call, and we'll prove it.



Real Winter Is Here,

and to meet it we have received a large and varied stock of "real winter" goods. Everything for the cold weather at interesting prices. We quote a few to prove that we are telling the truth:—

No. 1871.



In Buying Goods

you'll find that very cheap and very good don't really often go together, in spite of advertising. This store's reputation rests on something more than cheapness.

We sell at low prices, but we know the quality of our goods is above criticism.

No. 1874.



Dainty Women

of ——— know that by purchasing from our establishment they can fit themselves out in the latest fashion at a very reasonable cost.

There is no reason why a garment need necessarily be expensive because it is stylish. It is our ambition to place our goods within the reach of every purchaser.



The Favorite Corner

of our dry goods store for the next few weeks will be that where the new spring dress goods, the trimmings, and the linings are being sold. You can make your dress this spring of better materials than ever, and pay no more than you usually do -- if you buy here.

No. 4700.



Materials for Evening Dresses.

Japanese silks, lawns, and other dainty textures that are inexpensive and pretty, are just what you want for any evening entertainment. "Just what you want" is here. We know that, because we keep such a good line of these stuffs that you are sure to be suited.

No. 4701.



An Interesting Exhibit

in our store is our large and very select line of bureau and washstand covers. They are the very best that your money can buy—best in every way—material, embroidery, drawn-work, and design.

No. 1702.

EVENING SILKS



Silk Reputation.

In buying silks you have to judge largely by the reputation of the maker. That is why we only sell well-reputed makes. Almost any silk looks well, but you can not tell of its wear unless it has worn well for other people.

No. 4793.

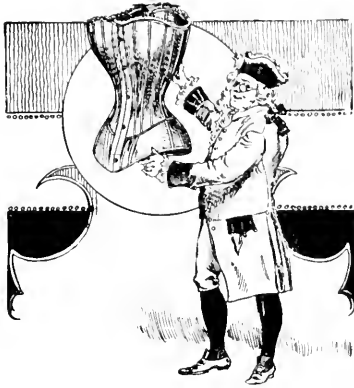


Your Spring Dress

will not be complete unless you have it adorned with a dainty neck piece. We have a large stock of these exquisite creations in laces and chiffons. One of these will add two-fold to the attractiveness of your costume, and will cost but little.



No. 4704.



The Corset's the Thing

nowadays when you want a good fitting dress. The best dressmaker in the world can not satisfy you if you wear a poor corset. Our stock of standard makes is most complete. We sell five waist lengths.

No. 4705.



Light Weight Blankets,

as woolly as they are comfortable, are a feature this week. The price is no indication of the quality, as we want to move them for our summer goods. It would pay to buy a pair of these splendid blankets. You will need them very soon.

No. 4706.



An Easter Fairy

would be right at home in our store. Such a display of pretty patterns and handsome materials is seldom seen in one place. The very latest styles in dress goods are here. Silk figured mohairs, bright lustrous brillian-tines, and all the popular shades of violet, heliotrope, and royal purple, in henriettas and serges. Our line of wash goods is unusually pretty.

No. 4707.



Brocaded Silks

and all other dress stuffs are "the whole show" in one section of our store. We have just gotten in a large variety of these goods, and the prices are so low and the goods so pretty that we are especially anxious to have you look them over.

No. 4708.



Our Remarkable Display

of summer dress goods of every description deserves your careful inspection. You ought to come often, too ; there 's something new and charming nearly every day.

Here are some special attractions for this week :—

No. 4709.



The Selection of a Parasol

means something more than the selection of an umbrella. You can match your gown, and satisfy your own ideas of style and cost, if you buy your parasol here.

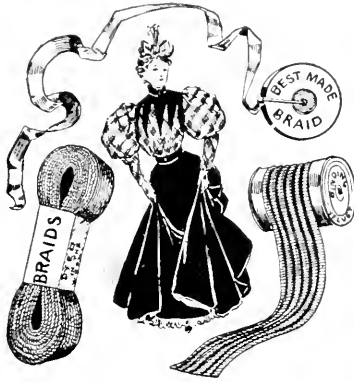
No 4711.



No Matter What the Styles

are, or what your tastes may be, this is the place to fill your dry goods wants. We have learned the lesson of giving the best we can obtain for the least possible price. Such a policy pays our customers and pays us.

No. 4712.



Dressmakers

will find it to their great advantage to buy their supplies from us. Our notion stock is complete in every little feature, and the most casual attention will show that the prices are extremely fair. Best qualities.

No. 4713.



A Dress Goods Item.

We have just completed an unusually lucky purchase—lucky for you because of the great opportunity it gives you, and lucky for us because of the chance it gives us to add to our reputation for selling really high-grade dress goods at popular prices.



Children's Summer Dresses

are usually made with less care than is bestowed upon the clothes of older folks, but not with us. Mothers will be glad to see that all our garments for little ones are as carefully made as if they made the things themselves. And they cost no more than the slipshod affairs that are sold for the identical price elsewhere.

No. 4715.



Fancy Hosiery

in all the colors of the rainbow, and warranted fast dye. Daintily embroidered insteps and beautiful blendings of two-toned colorings,—these are just the thing for summer wear. Under-priced for the sake of introduction.



The Closest Inspection

will show that we never misrepresent the merits of anything we advertise. Inspection is invited to the new arrivals in summer dress goods, which we have marked unusually low for the sake of bringing our dress goods stock to its normal size.

No. 4717.



All the Newest Shirt-Waists

are to be seen here, in the newest patterns of the most fashionable fabrics. Made with unusual care, and fit as well as the made-to-order garments costing several times what we are asking.

No. 4718.



If You Make Your Own Dresses,

we can supply you with everything, from stylish dress stuffs at really moderate prices to a spool of thread or a paper of pins. Whalebone, machine needles, skirt binding, dress linings, buttons, and everything else in the notion line at just the prices you feel you ought to pay.



Handsome Lace Curtains

such as we are selling are bound to recommend themselves to those who recognize good quality when they see it. The curtains we are offering now are the kind that wear for several seasons, and are honest bargains at the price we ask.

No. 4720.



Separate Skirts
Answer Many Purposes,

depending upon the sort of waist you wear. One of the skirts we are offering, together with two or three of our fashionable waists, and you are equipped for the entire season. Really the best values we have ever offered, and must be seen and handled to be thoroughly appreciated.

No. 4721.



Midsummer Sale

of wash goods and wash dresses. It does not pay to carry their stock over, and we would not attempt it. We are bound to force a sale, and our present prices ought to make things hum for a little while.



A Woman's Wardrobe

will be incomplete unless she has a number of pretty light-weight waists. It is almost impossible to get along without them this kind of weather. We have some very stylish lawn waists in the darker shades, prettily trimmed, that we are selling for a song. They are just the thing for outings.

No. 4723.



All Dry Goods Houses

carry belts of course, but all dry goods houses do not carry the assortment that we do. We can sell belts to you in almost any color, with plain or fancy buckles. The prices vary according to the quality of the belt. You will get full value at any price.



Prompt Delivery

is one of the good points about this store. We aim to give our customers perfect satisfaction in every way. We have our usual assortment of dry goods, but at the present time we are selling them at unusually low prices. We want to get rid of our Summer stock to make room for the Fall. We do not believe in carrying stock over.

No. 4725.



A Shirt-Waist

is the most comfortable piece of wearing apparel that a woman has. Don't be limited to one or two; we are selling them too cheaply for that. Our assortment is extensive, and we will be sure to meet your wants.



Our Stock

of dainty silks for late Summer and early Fall wear is running low, and we are anxious to get rid of them in order to make room for the heavier goods. If you are looking for an exceptional bargain, it will pay you to take a look at these silks.



A Fashionable Woman

is just about as sure to get a whole lot of good value for her money as anybody else—perhaps a little more sure. That's why about all of the fashionable people buy at our store. We have the "swell" trade and lots of it.

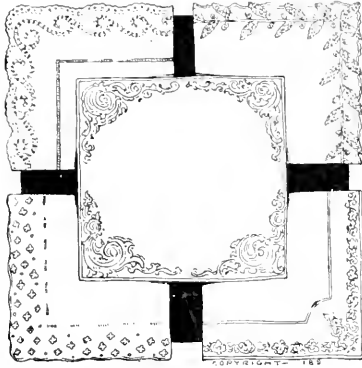
No. 4728.



Many More Bathing Days.

The bathing season is not ended. We will have a great many warm days yet. Of course our stock of bathing suits is low now, but if you are looking for one at a rare bargain, this is the place to get it.

No. 4729.



Handkerchief Values

that will surprise. A lot of money is usually made in handkerchiefs, but we are foregoing lots of the usual profit in order to give you a treat, and make this store popular among buyers of dry goods.

No. 4730.



Stylish Costumes

may be found in plenty here. Something to please and look well on each and every one. When it comes to talking price, we can talk to the point.

No. 4731.



Guarded Strong At The Seams

and at the buttonholes, the weakest parts of gloves. We won't carry a line of handwear that we can't sell with perfect confidence—or any other wear for that matter.

No. 4732.



Warmer Clothing Is Needed

for your afternoon strolls. More style, too, in the jackets we're showing than in summer garments. That is one consolation for the cooler weather. We can meet your economy plans.

No. 4733.



Down, That Makes Rest Easy

for the wearied head,
is found in the pillows we sell—not some-
thing else. You can rest assured that
when you buy a pillow from us, you will
not have to spend a half hour trying to
extract a pricking quill from beneath
the cover.

No 4734.



To Possess Dainty Lingerie

is one of the greatest desires a woman has. No one can blame her, for it adds a touch of refinement and delicacy to the common every-day happenings of life. We can gratify the wants of the women shoppers of this city in this direction as well as in any other. The latest fashions in the prettiest material, at moderate prices.



Buying the Winter Wrap

is going to be an easy and satisfactory matter, if you will come here. The goods used are the very best that can be put into the garments at the prices we sell them for; each cloak, cape, coat, or jacket is extremely stylish, and the prices make it possible for the owner of a modest purse to indulge herself in a handsome, fashionable wrap.

No. 4736.



We Sell House Gowns,

and just now we have an extra good stock of values. They are made from neat patterns in a tasty manner, and we can fit you perfectly. All have tucked yokes, and the finish is such that you will be proud of one.

No. 4737.



Cold Snaps Are Coming.

Don't be caught without a fall wrap. Wraps cost less than pneumonia.

We've the handsomest line of stylish fall capes and coats that were ever produced in this or any other country.

We have a great range of shapes, patterns, fabrics, and prices.

It will please us to show them nearly as much as it will please you to see them.

No. 4738.



Novelty Dress Goods

are a mighty uncertain stock. For that reason we are more than usually careful in our selection. We have ready for your inspection now a line of dress goods that is right-up-to-date in style. This applies to regular lines in modest patterns and colorings, as well as to the more pronounced effects in imported goods. The only way you can form an adequate idea of this stock is to come and see it.



Blanket Talk.

You have said to yourself: "We must have another pair of blankets." Lucky for you that we have just bought a large number of light, warm, fleecy blankets at such a low figure that we can sell you a pair for \$——



Stylish Women

are particular to a degree. If they were not, they couldn't be stylish. The most particular women in town are the most welcome visitors to our store, for we know we can please them, and their exclamations of delight are an equal pleasure. Have you called lately? Do you know what a stock of beautiful and stylish goods is ready for your inspection? Do you know how reasonable the prices are? Here are a few hints :—



Laces and Embroideries.

The season's demands in laces and embroideries have been fully anticipated here. The most exquisite productions of foreign and American markets are ready for your examination and selection. They are well worth your inspection, whether you intend buying or not; and we would be more than pleased to show them to you, for they are so attractively priced that we know that those who come to look will remain to buy. We have, for example ———.

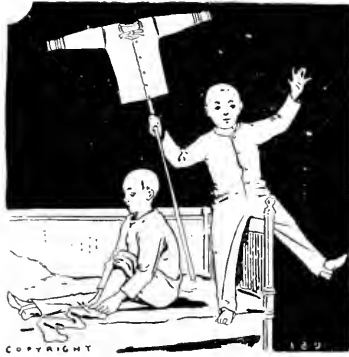
No, 4742.



Coats of Style

and elegance for the winter season cost less here than ever before, and you know how low our prices have always been. Our stock was carefully chosen and closely bought. Everything that is latest in style and most durable in fabric is ready for your inspection. We are sure of our ability to please you in both coat and price. Come in, and try on the coats that suit your fancy, whether you intend buying now or not.

No. 4744.



Between-Seasons Underwear.

The season between winter and summer is a dangerous season—coughs, colds, grippe, and the like are on the watch for the imprudent.

For medium weather, wear medium underwear. Our line offers scores of bargains in just the weights to bridge over the between-seasons discomforts and dangers.

No. 4745.



For Evening Wear

the latest mandates of American and European fashions are at our finger-tips. This store is nothing if not up-to-date. It is our constant study to see that our customers are not disappointed when they demand the newest, best, and most fashionable goods, and that the prices are more than moderate. Here, for example, are :—



Unbounded Admiration

is expressed by every customer, from one end of the store to the other. Nothing strange about that ; no such stylish and seasonable dry goods at such marvelously low prices were ever seen in this town before.

Everything must make way for Spring — nothing can escape the price reduction — dry goods aristocracy and exclusiveness must come down to a level with the plebeian classes.

Here are some high values that never expected to be in such reduced circumstances : —

No. 47-47.



Big Underwear Values.

It's cheaper to buy underwear here than it is to make it yourself. The prices make you wonder which was free — the material or labor.

This week we have some exceptional bargains in the best muslin and cambrie underwear, with fine lace and embroidery trimmings. For example : —



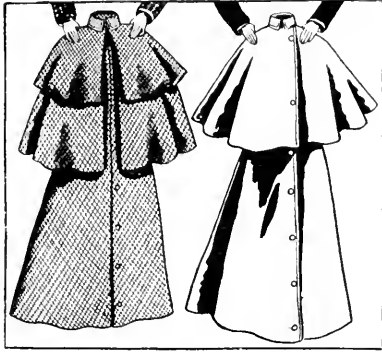
The Rush

for Spring silks is something remarkable here.

There's good reason for it, though. Never before have we had such an altogether charming stock — rich effects in black and white, gay, fancy stripes, brilliant brocades, and the extremely stylish French and Scotch plaids.

There's an abundance of all that's latest and best to choose from just at present, but it's wise to choose soon.

No. 4749.



April Showers

are treacherous things
—your Spring finery is in constant danger if you go out without a mackintosh.

This is a good time to buy one—an economical time if you come here for it.

A lucky purchase makes these exceptional bargains possible :—



Reversing Things.

The usual way of selling Spring and Summer dress goods is to ask high prices when the demand is strong, and lower them as the season advances.

We have commenced the season with mid-Summer prices. We have made all the cut at once.

Fresh, stylish, dependable dress goods can never be sold at smaller prices than these :—

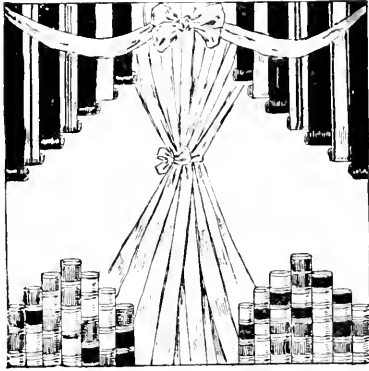
No. 4751.



Final Preparations

always disclose unsuspected needs. Bring your going-away needs here. From a bit of ribbon to an elaborate outfit, everything your wardrobe lacks can be instantly supplied — fresh, new, stylish, and remarkably reasonable in price.

No. 4803.



Ribbons and Trimmings

of every kind can be bought here at money-saving prices.

The best goods, too—absolutely correct in design and color—the very latest styles.

Here are a few of the many seasonable offerings that we want you to call and inspect:—



The Fit of a Waist

is as important to a woman as the fashion of it. We have just received some very pretty shirt waists, among which you will find an excellent fit. You can insure a perfect fit by wearing a pair of our corsets, fashioned upon living models. The price of both is only a little more than is asked for one at another store.

No. 544.



It Is a Waste of Time

to make your own bed linen when we are selling first-class sheets and pillow-cases at about the same price you have been paying for the material. It will pay you to lay in a supply now, for your future needs. What we have are specially marked with very low prices, and won't stay with us long.

No. 5495.



Our Stock

of handkerchiefs, gloves, and veilings is the sort of stock you would expect to find in a first-class store of a large city. With latest styles, pretty patterns, and the best quality we can obtain, you will really be surprised at the prices we are asking.

No. 5406.



COPYRIGHT 1899

The Embroideries

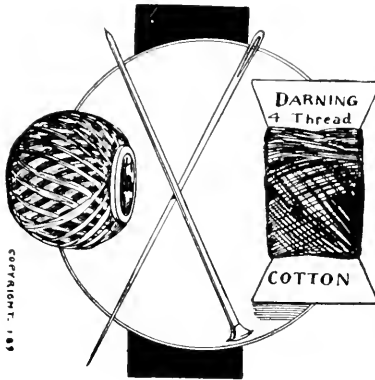
and edgings we are offering are noted for their wearing qualities as well as for the beauty of design. They will outlast any ordinary skirt, and are exceptionally good value at the prices we are asking.



You Can not Be Too Particular

in the selection of your underwear, and we invite the most careful scrutiny of the extraordinary values we are offering just now. These garments have been made for the most particular trade, and an unusually fortunate purchase is accountable for these special prices.

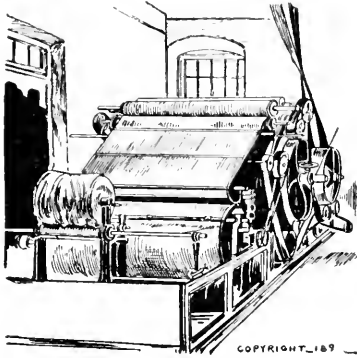
No. 5409.



Notions

just as good as can be bought at any price, and cheaper here than one expects to pay for really first-class goods. Much larger sales of notions than other stores enable us to buy these handy little articles at lower prices than other stores pay.

No. 5411



From the Loom

to our counters, we are familiar with all the processes of manufacture of the goods we sell, and are able to represent each individual item just as it really is. You not only get your money's worth when you purchase here, but you have the satisfaction of knowing that the goods are exactly as we represent them.

No. 5413.



**“ Sleep, Balmy Sleep,
Nature’s Sweet Restorer,”**

can ne'er be wooed with the average pillow, bought at the average store. Find out what comfort o' nights really means by sleeping on the downiest, plumpest, real geese feathers that you ever had a chance to buy at anything near our price.

No. 5415.



A Special Sale

of ladies' fine handkerchiefs is now on. The prices are much lower than they will be for a long time to come. If you will study their real worth and your own interests, we think you will buy a supply, even if you do not need them now.

No. 5417.

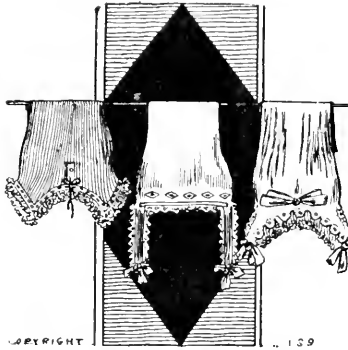


COPYRIGHT 1893

The Minor Parts

of a woman's wardrobe should have as much attention as the more important ones. We have a large stock of lingerie, complete in style and finish, that we are selling at a low price. This is our usual yearly sale, and if you do not take advantage of it, you will miss one of the best bargains in the city.

No. 5419.



Dainty Underwear.

Every woman should have dainty underwear while we are selling our stock at such low prices. We are having a special run on ladies' vests, in all the different shapes and patterns. We can meet your wants in silk, lisle, or cotton at a very reasonable price.



No. 5422.



Fall Dress Goods.

Nowadays your thoughts are naturally turning to new dresses. The most important question to decide is: "What kind of goods?" Easily decided here. Attractive patterns for each and every taste.

No. 5423.



Dress Goods for Brisk Days.

We are showing all the new patterns and weaves in the most delightful combinations of colors. We are asking but moderate prices, and believe that you can be better suited here than anywhere else.

No. 5425.



Table Covers

in either chenille or velour are well wearing. Our chenille covers are well fringed, and the patterns in both these and the velour are handsome and refined.

No. 5426.



**Wind Does n't Bother
Our Umbrellas.**

The umbrellas we sell are as strong as they are handsome. Rod, ribs, and cover are all the very best, and the making is careful. Each umbrella bought by us is carefully examined.



Fly-Front Coats

are as much in style this season as ever. We have them in all the fashionable well-wearing cloths, such as Boucle, Kersey, Worsted, Covert cloth, etc. Every detail in these garments is carefully attended to, and we see that the fit is satisfactory.



Fall Capes.

Such a lot of style and beauty you never before saw gathered together in one wrap stock. Our cloak buyer has been particularly fortunate and particularly shrewd in his purchases. We have really been surprised at the remarkably good and pretty things he has succeeded in getting at the most reasonable prices.

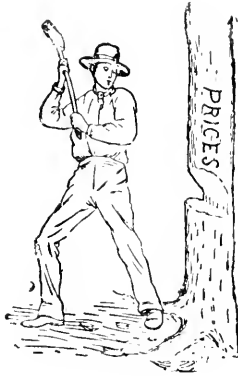
The particular thing that you ought to see is :—

No. 5.



The Astute Observer

never finds a flaw in any of our goods, nor anything wrong with our prices. We do all the inspecting, and criticizing, and culling ourselves. When our goods go on sale everything is right.



Cutting Down Prices.

That 's what we are doing, and what we have done every time there has been an opportunity. We "set the fashion" in prices, and those who can't follow us—well, we just let them alone. We are looking out for the welfare of our customers—not our competitors.



Cleaning Up.

That 's what we 're doing with our big stock. Not with soap and water, but with cut prices. We are disposing of all the little odds and ends before getting in our new goods. But the new goods are on the road, and we 've got to hurry. Therefore a lot of things will go at "any old price."

No. 40.



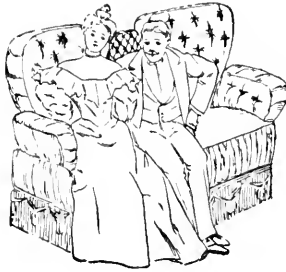
Reduced 25 Per Cent.

That's what we've done to every price mark in our big establishment. We do just such things as that every once in a while. It always brings us new customers, and stirs up old ones, and cleans out odds and ends, and has a wholesome effect generally. It's just a good big dose of spring medicine.



The Flight of Time

leaves a great procession of struggling humanity behind. But it doesn't leave us behind. We have too much at stake to allow that. We're right up with the times in every respect. That's why we're pretty nearly the whole show in our line of business.



Getting a Little Nearer

to the people every day. We are doing it by our big values and low prices. We are looked upon as public benefactors, but we don't take all the credit. We give due credit to the public that has so thoroughly appreciated our efforts to make prices lower. With such help our efforts have been mutually profitable.



A Large Volume of Knowledge

can be obtained by making a careful study of our stock and our prices. And it's the dollars-and-cents kind of knowledge, too. It will pay you more than seven per cent. interest. Don't send any regrets. Come.



We've Shut Down On High Prices.

They're a thing of the past—at our store. We don't pretend that we're in business purely for the benefit of the people. We don't talk any nonsense. We are selling at lower prices than any one else so as to do a great deal more business than any one else so as to make the most money. "Big money" nowadays is made on the big business and small profit basis.



A Careful Observer

is the best kind of a customer for us. There is nothing about our goods, or prices, or methods that won't stand critical inspection. Those who know whereof they speak are the ones who advise their friends to buy from us. Our customers do our best advertising.



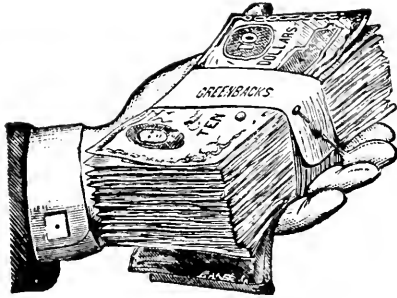
**“ Hello, Certainly, We’ ll
Send It Right Up.”**

You need the goods, and we need the money, and our errand boy needs the exercise, and we are at your service at any time. Don't worry about making us any trouble. That's what we're here for. We like a little trouble. Without it we wouldn't feel deserving of our prosperity.



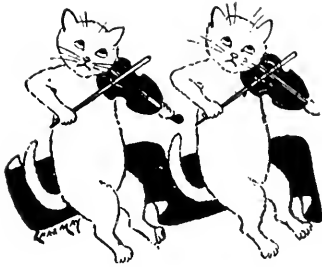
Very Much Important.

Yes, leaders usually are. Now we are leaders in our line of business, and we feel that we are of very much importance to this appreciative community. Perhaps our competitors think that we are too important, but we can't help that. We think that we are just important enough.



It's Quite "A Wad,"

but it's no more than you'll be able to save in the course of a year if you will be as careful about buying as we are about preparing big bargain sales for you. Our small profits mean a great deal to our customers.



You 'll Be Glad to Hear It.

We are sure that you 'll be glad to hear about our cut-price clearance sale which is going to make business lively all next week. We bought too many goods last fall, and now we must turn them into money in a great big hurry. There 's no chance left for us to make haste slowly. We must do it quickly. You 'll get the benefit.



Don't Get Excited

if you find out that you have been buncoed a little. That's what we have been warning you against for a long time. Just consider that you paid so much for experience, and do your buying here hereafter. Experience usually has value according to its cost. If you have been paying a good deal too much, then the experience should be very valuable to you.



Don't Listen to a Plea

on the part of those who can't meet our prices. There may be reflections in the plea, but they are groundless. We guarantee our goods to be the best. We back up our guarantee by offering your money back if you want it.

TABLE LINENS



114 E

Bedding



115 E

Veilings



116 E

WINTER GOODS



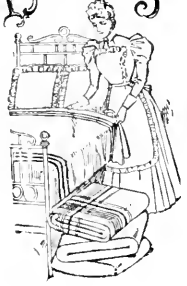
117 E

LADIES NECKWEAR



118 E

Blankets



120 E

MUSLIN UNDERWEAR



121 E



123 E



135 E



137 E



139 E



140 E



144 E



150 E

UNDERGARMENTS



166 E



167 E



171 E



173 E



176 E



178 E



181 E



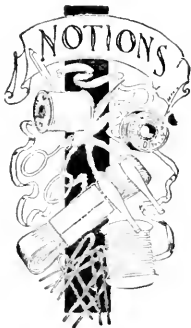
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FAST BLACK.



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564 E

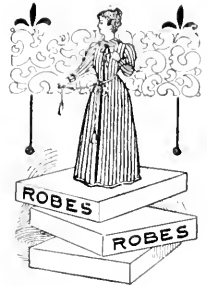
SKIRTS



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566 E

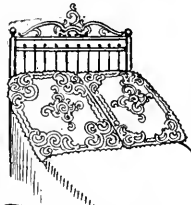


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PILLOW



SHAMS

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PILLOWS



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UMBRELLAS



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LACES



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TOWELS



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NECKWEAR

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VEILING

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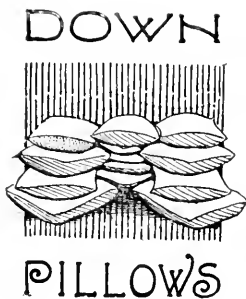
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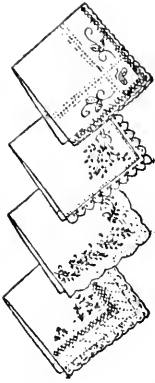


618 E

FIGURED SILKS



619 E



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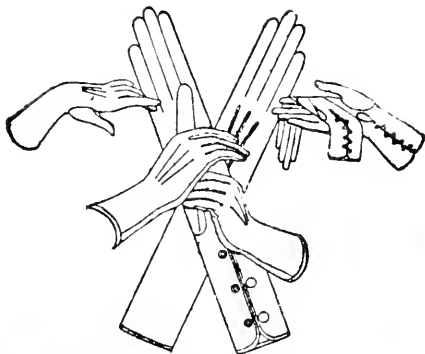
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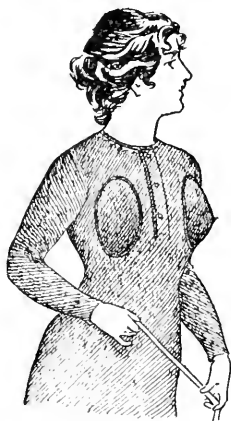
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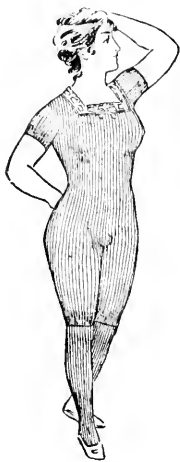


DRESSINGS

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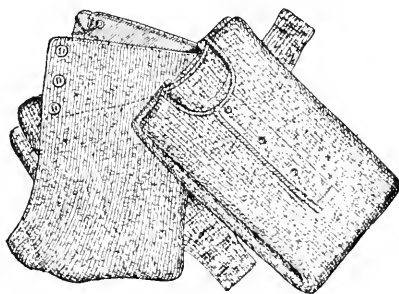
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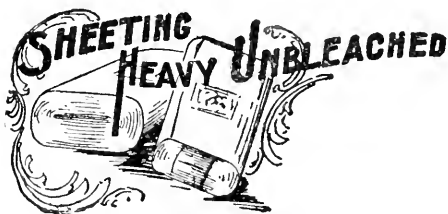
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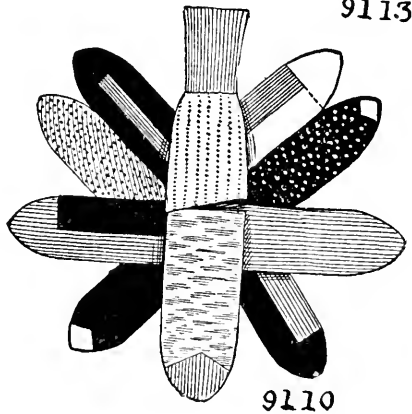
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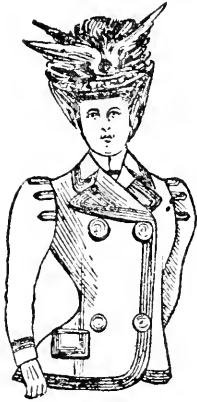
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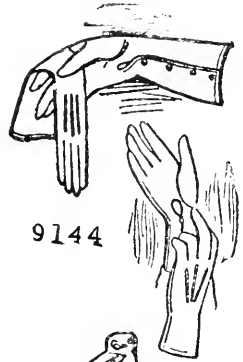
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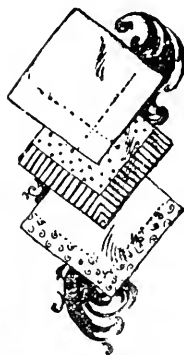
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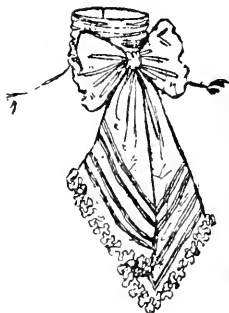
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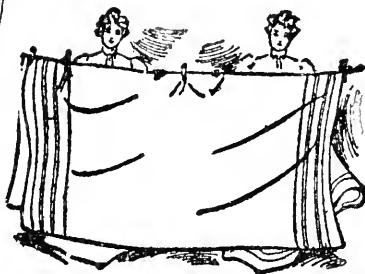
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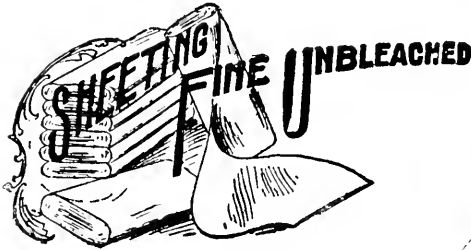
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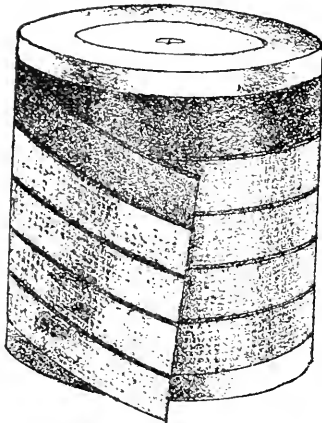
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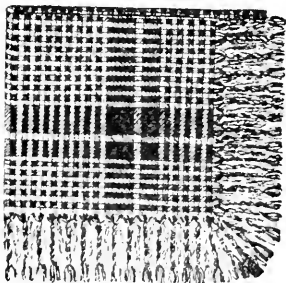
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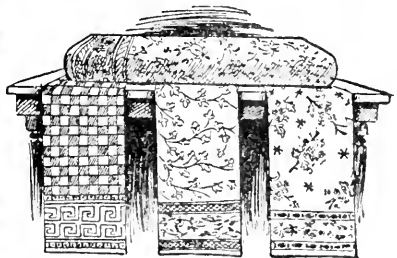
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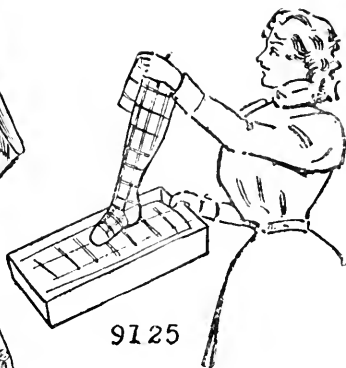
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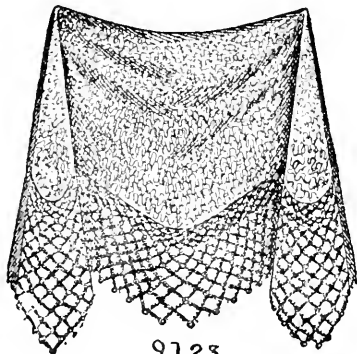
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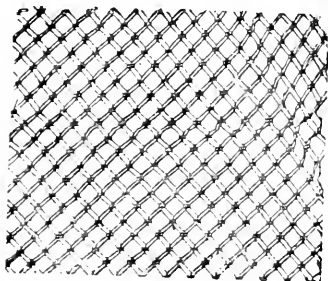
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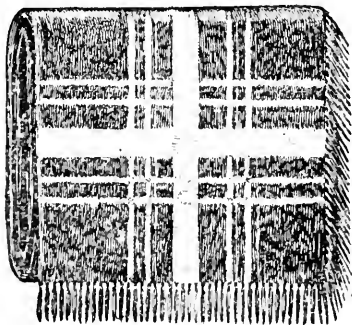
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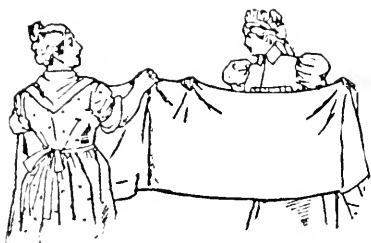
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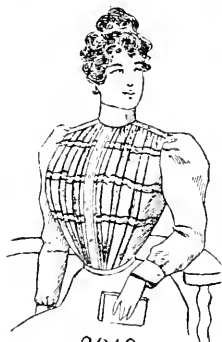
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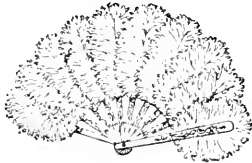
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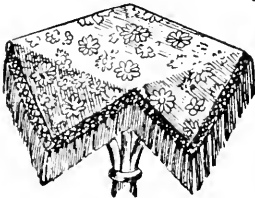
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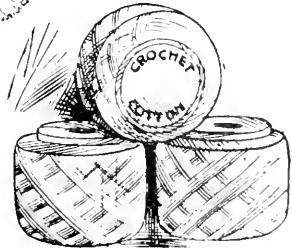
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Catch-Lines and Headings

CLIPPED FROM EVERYWHERE.

Each new acquaintance means a new friend here. The high standard of the handkerchiefs sold here, together with the little prices at which they are sold, is argument which strongly appeals to the shopper generally. It is well understood among the store's numerous patrons that admixtures are not tolerated in this stock. Handkerchiefs here are all linen or all silk.

Wash Fabrics that fairly whisper thoughts of warm days. A bustling, busy department, cluck-full of goodies. Thousands of yards of French, German, English, Scotch, and our own good old American make, are blended into one bewildering show. Flowers and leaves that seem to have blown on the surface and concluded to stay. Prices that have wandered for to-morrow.

EMBROIDERIES. — Just a word about our Hamburg edgings. The goods themselves invite you, and you'll be glad you came when you examine them, for they bring you inexpensive richness and beauty in variety.

Bits of easy-pricing, which are the fruits of good buying, not of goods made cheap to sell. Mastery of the linen market has meant a growth here of the largest linen business in town. It's safe in buying here, and it doesn't make any difference whether you're an expert linen buyer or not.

Every woman ought to have a sewing fit after looking through our print and linen department.

The white goods have been marshaled into a dazzling array of showy daintiness in the place of honor, the main aisle.

Maybe the nightgowns are fair things to judge the underwear stock by. We're not talking of the French garments. How dainty they are! But these new lots are American — made our way, which is the composite best, gathered from what you tell the young women at the counters. That's the way we have contrived to produce underwear "just like the careful home-made."

THE DRY GOODS BOOK.

PRETTY COTTON STUFFS.—Good Fortune found for us twenty thousand yards of pretty printed dimities at an unusually little price. They are of the best American make. Colors are as safely washable as they could be at five times the price; for colors depend largely on care in laundering in all dainty stuffs.

THE ADVENT OF SPRING.—It's Spring here—every nook and corner in the store breathes the bright, fresh atmosphere of the new season. Counters and shelves laden down with new merchandise, all bought to please you. It's a pleasure for us to push Winter behind us and tell you about what we've been doing to make this store more attractive to you than ever. Style, quality, variety, price—it's a combination to conjure with—you'll find them all here and ready for your approval and selection.

Sorts that you will come for again and again once you buy. There is n't much in the hosiery line that we know of that is worthy, but what you will find a representation and a strong one here.

High-grade hosiery at low-grade prices.

And at these prices you can pick and choose from everything the whole world has achieved in glove making.

GLOVES.—Ladies who desire perfection in glove daintiness—should see our lines—the newest styles—and most correct shades. A competent saleslady to serve you. Nothing adds to your comfort more than to have your gloves perfectly fitted. This requires patience and skill on the part of the salesperson. You will find the clerks in this department most obliging.

Linens have n't been going as fast as they should. Some holders grew desperate. Result—such price-cutting as sends the best qualities ever turned out, down below the price level of the commonplace. This department will glow with specials for Saturday's trade. We shall pay you well for the coming to-morrow, as you'll clearly see by our next to giving-away prices.

Ticklers of every woman's fancy are the handsome patterns in our Autumn showing of dress goods.

The kind of dress stuff that stands the hard wear of autumn storms and retains the brilliancy of the best dress goods.

THE DRY GOODS BOOK.

OPEN HOUSE FOR DRESS GOODS LOVERS. — No waiting for frosts to open the dress goods burrs. The new stuffs have broken their cases, and here they are beckoning you their way.

French Thoughts worked out in American garments at figures which bring extra quality to a notch of reasonableness.

Costumes for women — new beauty added. These stylish garments don't stand at "attention" very long. They march on to take their places in wardrobes of tasteful women. . . . An interesting exhibit even if buying is not in thought.

The dear girls will be equally charming and stylish, but not nearly so dear if they come here for all their waists, wraps, and everything else that may be found in a well-conducted suit department.

Nothing so nearly transforms a band of women into a swaying bank of flowers as does the enfolding of them in cold weather wraps. Even without a face or form to set them off, there are many wraps in our department so fancifully gay that they make the room fairly bloom.

There are days now, not to mention evenings, when the heat is "out in the cold," and something besides feather-weight clothing is handy; the time when you need a light-weight coat to put on. We have pretty Fall jackets to show you, and the prices are where they will please you.

You can read it in the prices why you should attend this great silk offering.

SILKS — EVENING AND OTHER SORTS. — The silk-man calls these "night-blooming silks," as a delicate tribute to their flower-like beauty and the fact that they are for evening wear.

We dislike the word "bargain" applied to dainty, glistening silks — but there is no word which better expresses the combination of price-lowness and quality-highness which these offerings represent.

One's imagination may safely run riot among the beautiful fabrics of the season. Richness, delicacy, newness in weave, and design will attract your admiration. Here are some for to-morrow which will serve to introduce you to the price advantages linked to the beautiful.

THE DRY GOODS BOOK.

There 's a word or two that 's spoken in our white goods department—richness, variety.

COTTON NEWS.—It comes at a good time, too, when your need is greatest. The pricing makes the pull on the home-purse light.

WOOL-LIKE COTTONS.—Once wool meant warmth, and cotton meant coolness. Now cotton shares with wool the honor of warmth-giving. Cozy-comfort comes from the looms, and it is known as flannelles, or cuttings. . . . Those heavy fleeced cotton stuffs come in just right now—when the first frost comes—for nightgowns for everybody, for petticoats, dressing sacks, and wrappers for women.

Waists grave, waists gay. Waists of silk, madras, percale, muslin, lawn, and what-not else.

It's like falling heir to a bit of good fortune to get one of these silk petticoats.

Women's shirt-waists—the elegance of custom work by our famous men's shirt makers; the elegance of the most tempting fabrics, as a rule imported.

The weather report says "rain." How is your umbrella? Does it need fixing? Bring it to us to repair or re-cover, as good as new, but at less than half "new" prices.

Schoolhouses without teachers wouldn't be much worse off than school children without umbrellas in this country. We've had in mind not only the large number needed, but the kind. We've had made a special lot; nice, but rough-and-readys. The maker was given a hint as to who they were for and quality was not spared.

Shirting flannels. Quality-liking eyes will get more than a glimpse of these.

The dress-trimming problem is quickly solved at our trimming department. Box after box of shimmering beauties.

"Come in out of the rain" and get yourself a mackintosh. You can turn the hose on the kind we sell.

THE DRY GOODS BOOK.

Every woman having more dimes than aprons to-morrow morning will have more aprons than dimes to-morrow night, and will be all the happier because each apron is worth two dimes.

Women's neckwear. The adornment at the throat is the finishing touch to the gowning, and it will make or mar the general effect exactly as it is well or ill-selected.

Fads and fancies in hosiery may come and go, but the fast black of Hermsdorf goes on forever. Always the same in its deep, rich black, true, and fast through wear and washing.

WOMAN'S NECKWEAR DEP'T. — A general house-cleaning. Exquisite creations swept out at trifling prices only because they're in little odd lots.

SALE OF SILK FLAGS. — You can unfurl to the breeze a beautiful flag of silk rather than bunting; the price is about the same.

WOMEN'S BELTS. — A pretty belt is the last touch that gives the finishing neatness to the figure — and here is a showing to delight the eyes of the wearers of them. We have some at very little cost; and yet, perhaps, no other item of the dress will add so much effectiveness to the costume as a really elegant belt that several dollars will buy.

Sleep, sleep, sweet sleep will be the fortune of those who seek rest in the hot summer evenings in one of our hammocks. They are perfect, and the price is too small to be noticed when you come to look at them.

Summer goods at the fag end of the season with just the jag end of a price attached to them.

Not visions but velvets. And nothing visionary or unreal about these velvet bargains.

Whatever fabrics are right, whatever colors are good, are the ones now heaped up for you. Come to-morrow and sit at the first table of the feast.

Dressing combs. You might break them with an ax, but hardly possible by ordinary use. They are of the real horn and extra wide. You 'll probably remember paying a quarter for no better.

THE DRY GOODS BOOK.

"Winging" remnants. You wouldn't believe a store would put such little price-wings on remnants. Most stores don't. But we're going to make ours fly anyway. The coming week all the lady sharpshooters in the vicinity will be here to "wing" these, for it'll be a long time before remnants are in such easy range again.

Did it ever occur to you how systematic Nature is in cleaning up the remnants of one season to make room for the blossoming of another? If you'll observe, she always employs the sharp knife of Winter to cut loose the Autumn leaves rather than leave them on the trees to be pushed off by Spring buds. Shall we be less enterprising, and allow Summer goods to remain on our shelves until pushed aside by the heavy stock of Fall and Winter goods? No, indeed! While Jack Frost nibbles at stems and waits for the north winds to clean away the leaves, we produce a trade-wind current by cutting prices half in two, which cleans out whole shelf loads at a time.

We would think they were stolen if we did not know where they came from.

A woman's wardrobe is not complete without a black dress, which is always useful.

With no other kind of union underwear can ladies obtain such perfect fit for dress or wear comfortably so small a corset.

The liveliest corner of our store, just at present, is the underwear section. When men make up their minds to buy underwear, they want it in a hurry. We are the hurrying kind here. A hurried look will convince you that our dollar garments are what you want. We'll give you nothing that will serve less than three seasons. It will fit you good and snug.

Steering close to the shore is a wise thing to do; but as the water is usually shallow, a good seaman never attempts to pass over the sand bars without the use of a tug. Our craft, having spent a month at quarantine — and being heavily loaded with Winter goods, will need several tugs to steer her into port, and get the load off in time to be launched upon the Spring tide. The most effective motive power we can use in moving a stock like this is price — which, like the power of the tug, lies beneath the surface.

About a thousand pairs of ladies' hose came to us yesterday, just in time to be told about. They're a manufacture's samples, and should have been here on the opening day to be sold at a fair price. They're tardy, so out they go at five cents the pair.

THE DRY GOODS BOOK.

Winter gloves and mitts frozen out to-day.

We are asking for some lady's hand. Will you accept? Then, come to-morrow and be fitted with a pair of kid gloves.

Fairy fingers could weave no fairer web.

People say bad, rainy weather is good weather for ducks. We think any kind of weather will be good enough for a sale of navy blue, black, and white duck at 8 cents.

A STOREFUL OF SPRING PRETTINESS. — Bright, beautiful, fresh, dainty. The Spring stuffs and the Summer stuffs invite you here. It's a showing of what's to be worn. The store's a fashion sheet to-day, and we've made more than ordinary efforts to make the showing of Spring goods wonderfully interesting. Come, look around and enjoy it.

FANCY METAL BELTS. — They are fancy in a half hundred different ways. Some are set with jewels. Every one is a thing of beauty and according to the prevailing fad.

AN EVENT IN WRAPPERS. — No need to do treadmill work at the sewing-machine to fashion yourself a house gown, when there's such a wide choosing here. Even the most inexpensive of these wrappers are not slighted in prettiness of the making. We take the bother of gathering materials and relieve you of the details of fashioning — yours the pleasure of selecting. These are all under-priced — illustrations of the good buying to be done here.

CHILDREN'S UNDERWEAR. — Used in decorating and comprising some of the prettiest gowns and corset covers in the stock. Only slightly soiled in the handling, but the prices are really badly hurt.

A subject to be handled with gloves — and we furnish the gloves — any grade or style you want.

The wrapper on the woman next door may be a good one, but it can't be prettier or more serviceable than those I'm selling this season.

THE DRY GOODS BOOK.

The silk and dress goods counters have looked like a hive with countless bees buzzing around them.

This is prosperity's flood-tide in our linen department, and the bargains are rolling over our counters with an irresistible sweep. It's value and price combined that accomplish this; for instance, we offer this week:—

TRIMMING TALK. — Our first shipment is now in. We've always had the reputation of selling the right sort of dress trimmings at the right kind of prices. You'll not be disappointed with our present outlay — it's grander than ever, and the prices are even more purse-pleasing.

Not one woman in ten, perhaps, knows the full possibility of hot-weather-clothing comfort that can be found in this store. There are little nothings that signify ever so much. There are dreams of spider-webby cotton and of linen and of silk, and twice over the sorts that most of you suspect.

Corset correctness, corset cheapness—sort of an odd and end collection—but all are worthy sorts—all are perfect goods—worth as much to you as if we had full stocks of them. With us it's different. Can't afford to have the stock littered up with a few of this and a few of that—so we sort out all these orphans and stragglers and price them 25c each.

Many of them are worth three times as much; none are worth less than 50c. Your size is somewhere in the lot, surely.

Everybody is asked to come. It's all right to visit the store simply to look. Never mind the buying part. Simply come for your own satisfaction, and see if every word of this advertisement isn't true.

It doesn't pay to deceive anybody. It's a bad business policy.

Don't overlook the important fact that the cut prices are good for the three days only. Not a single second longer.

We cut prices so we won't be afflicted with summer dulness. It is more profitable to get what we can by selling cheap than to hold on to the goods and get nothing.

Our stock of ——— represents money. It draws no interest. Pretty soon it will be time for fall goods. Then we can't sell any ——— at all. So this week we've taken our entire line and made the prices so small that we expect to see an army of women crowd this store sale of ———.

THE DRY GOODS BOOK.

Dame Fashion once more decried ribbons in the prime of style. There is ribbon galore here. All the latest fads in fancies are embodied in our good showing. The prices — our prices are very modest.

Every need for summer is ready for you in this store. Everything necessary to make you look comfortable and feel comfortable. And the best part of it all is the little price.

Summer goods were never sold closer to cost than I am selling them to-day. Profits were never narrower. The tendency of the times is toward smaller and smaller prices, and no store realizes this fact more than this store does.

The stock I carry represents money. It produces no interest while lying on the counters and shelves. The longer it stays in the store, the less it will bring when it is sold. There's only one thing to do — cut down the prices so low that no woman can afford to stay away.

That's what has been done. Here's the chance to keep cool and be stylish at the least possible cost. Come and see this stock anyhow. No need to buy, but the chances are you can't help it when you see this underwear, hosiery, these parasols, Oxford ties, fans, corsets, belts, table linens, and a hundred other seasonable things:—

The coupled favorites of the year: plenty of wearing time still ahead, and never so near nothing to pay for the fabrics. The list that follows is merely suggestive — it could be many times as long.

Everything that's Summerish is under the ban — because in the height of the Summer season we must be planning for Fall. Pick anywhere — the price will be less than the normal.

“Cheap notions” means nothing; probably the very worst store is the one that is selling notions cheapest. Come see the quality of these.

The clearing fever has struck the silk department; and this morning a lot of pretty light summer fabrics go on sale at most tempting prices.

Muslin Curtains are dainty, make a cooling impression and are essential to summer furnishing. Such as we offer to-day wear well and launder beautifully.

A Wrapper is the cheapest comfortable thing in the world — and there's style to these besides cheapness and comfort.

THE DRY GOODS BOOK.

In buying for a large store like this one, mistakes are bound to occur. It is impossible to tell how large the demand will be for any article. It is beyond the power of any merchant to look into the future and determine how much of this or how little of that to buy. He has to guess to a more or less extent.

This store makes mistakes. It frequently has an overstock of one thing or another. Odds and ends collect in every department. These overstocks represent money. It is better to get half their value by selling them at half prices, than to get nothing by keeping them. To clean up these odds and ends, I shall hereafter set apart Wednesday of each week as special bargain day.

These special day sales will begin on next Wednesday. The prices will be marked down so low that a few hours each week will see the end of all the goods put up for sale.

We've been lace leaders in Philadelphia for thirty years — and that is n't the result of accident. Maybe it's because we sell better laces cheaper than other stores — maybe it's because there's not a lace idea that isn't here before other places have it. But whatever the reasons, we've made the lace place here — and keep it.

No need for us to wait until you don't need muslin underwear to advertise a clearance sale. Better do it right now — to-day — when muslin underwear is needed, and when you can find room in your nearly packed trunk to put a garment or so for seashore, mountain, or country wearing. Reputable underwear only you'll find to-day, although the prices might lead you to expect but trash. Reputable underwear only — remember that. We can't say it too often.

You can't tell when a shower is coming. But you can be ready for it all the time. Two dollars invested in an umbrella often saves the \$20 or more you have invested in a suit and hat.

Look at these ——— umbrellas, — inch, — frame, at \$2. Some in the show window. Lots more in the store. Best \$2 worth of rain protection you ever saw.

DRESS SILK REMNANTS.— No misunderstanding desired. Read the following carefully — the statement is accurate.

Selling best grades as cheap — even cheaper — than other stores sell inferior grades is the only reason for our big notion and lining business. But then what other reason is necessary?

The finest buckles. Nothing light or "tinny" about them. If you picked 'em up on the roadside they would n't be much cheaper. A nice belt always comes in, does n't it?

THE DRY GOODS BOOK.

Style costs nothing ; its absence is what costs — like salt, which, as the small boy said, "makes potatoes taste bad if you don't put any on."

BLACK DRESS GOODS. — Black grows steadily in favor — and no wonder ; there's a sense of security in black that nothing else can give.

WASH GOODS REMNANTS. — The bigger the piles, the smaller the price — they must go.

You know what grand silk selling we have been doing for the last month. Of course, such sharp cutting makes a shower of short prices. We have taken them all, lengths of from 1 to 16 yards, and from silk selling at 50c to \$2.50, and made the prices.

SHIRT-WAISTS. — Not a manufacturer's entire output — including all the mistakes he made — but the choice from the stocks of the best manufacturers and at prices that are very low.

RIBBONS. — Cleanest lot ever offered here. Up-to-date styles. Nothing off but prices.

Here is a chance to get an excellent shirt-waist at almost no cost at all. A Percale waist, too. Percale, you know, is the best fabric that anybody ever made for shirt-waists. It wears well, looks well, washes splendidly, and will take starch without any trouble at all.

Quality is the guiding spirit in this store. Quality first, quality last, quality all the time. Where quality is, satisfaction is, and that is the place to spend your money.

Then, too, it is such a pleasant place to visit, — pleasant, courteous sales-people who never act impatient when you express a wish to look around or rest, but not buy.

Come as often as you can, stay as long as you like, buy if you can't help it.

Parasols have been slow — more rain than shine. Here are the prices to stir them up.

Wonderful how the prices on silks have come down. The value's there, though. Read these four items, for instance, as examples of cheap silk selling.

THE DRY GOODS BOOK.

Every woman knows that it is an art to make summer suits. They know it is a heap of trouble, and the stuffs cost wonderfully when you start to put them together. We have made it easy for you to skip the worry and the work and not to have too much to pay. We have just received a number of ready-made ladies' suits from New York City. They show all the style and exclusiveness for which that city is famous. They are the work of men tailors. They are full of fashion without your having to pay fashionable prices. Stylish, cool, and will give excellent service.

We are conducting the most up-to-date store in ———. We are using modern methods. We buy in great quantities, and sell so close to cost that the goods go out of the store almost as soon as we unpack them. A little bit of profit on a great many sales is the guiding star of this business.

The particular advantage of buying umbrellas and parasols at this store is that you can get what you want. You can suit both your fancy and your pocket-book. Your selections are not confined to a few varieties. Precisely what you desire can nearly always be found in stock.

I carry whatever is good, stylish, and moderate priced. I see to it that neither the materials nor the workmanship is slighted. I look out for the newest handles and latest trimmings.

The woman who "shops" will find the most tempting sort of bargains among our wash dress goods. It's an old story of buying too many. It's an old story of selling out at prices often lower than the goods cost us.

The women of ——— know this store. They know its advertisements mean precisely what is said. That's why we expect to close out several lines of wash dress goods in "less than no time" almost because the prices have been put down so low.

A complete wardrobe for summer time includes a nice parasol. A parasol is the first thing you see. If it is right in shape and trimmings and color, it will afford a wonderful degree of satisfaction. If it is wrong, all the finest clothes in the State won't offset the bad effect. White parasols are particularly stylish. They look cool, and they keep you cool. They add a touch of daintiness to the whole attire.

A special sale in this store means a special sale. Women are coming to know this better and better every day. I have no desire to deceive anybody. I want to be judged fully by what I say and what I do. I want you to have confidence in me and in my goods. I want you to know that I will give you the utmost value for your dollars.

THE DRY GOODS BOOK.

Silks and dress goods and seasonable things of all sorts are heaped up most temptingly. No matter what your merchandise need may be, come with confidence—and prepared to be surprised by the littleness of the prices.

Did you ever notice that some women dress stylishly on a sum which only enables their neighbors to dress poorly? Do you know the reason? Well, ask them. See if their answers are not about the same. They'll say that when we advertise a bargain, they come and secure it. They know by experience that our advertisements are facts. When they come to the store, they find the goods to be exactly what we say they are.

A charming collection of shirt-waists in reduced circumstances—financially reduced, but they are beautiful and proud as ever—rich gleanings from the Stanley productions—nothing old or musty about them—this season's crop—every one. Too numerous—that's the reason we offer them at a third to one-half less than we have been getting for them right along. We throw the several grades into two lots—one lot at 50c, one at 98c.

WOMEN'S PARASOLS. — We have a reason for cutting the price of these—we want to create more talk among the people who care for style and appearance. Such parasols at such prices will surely be great talk creators.

There's an assortment of embroideries here that makes this store easily the first as regards variety and prices. Did any one ever undersell us on embroideries?

No reasonable person would ever expect to get such garments for less than 50c each. We're often able to give better values than even the unreasonable people expect. We always have a spot cash to exchange—for dependable goods—when we can name the price.

We would n't advertise the following items and their prices if they were n't worth more—all are worth more—much more—and buyers will appreciate it—and talk about it—it's this favorable talk that we're after—it makes us grow.

These garments possess that stamp of newness, of exclusiveness, of absolute perfection in every little detail. The lady who wears one won't meet the duplicate of it on every corner—there is only one of each kind, and we're quite certain she'll never meet its duplicate in value.

THE DRY GOODS BOOK.

The main thing to think about in buying a corset is comfort. After that comes shape and figure. It is easy enough to get a corset that makes the waist small and slender, but the trouble is that it is nearly always done at the sacrifice of comfort. There is one corset that is more comfortable than any other. A corset that creates a long, graceful waist and an exquisite figure. That is—

There is nothing easier for a woman to see at a glance than the worthfulness or worthlessness of a shirt-waist stock. She can see in a minute whether style has been closely looked after. She can tell whether the patterns are up-to-date or back numbers. We have heard but one opinion of our shirt-waists. Every woman who has been here says it is the fullest, freshest, and fairest assortment that was ever under this roof. It is better than most stocks and equal to any other in town.

The woman who reads our advertisements regularly, and pays attention to them, will be ahead a good many dollars at the end of the year. Exactly what we say in the papers is exactly what we mean. We have no desire to misrepresent anything. We proceed upon the idea that women are good economists, and are glad to know about the best place to buy. We believe in telling. Come in and see how well our ads match our goods.

The lady who comes here to buy a jacket or cape can be sure of this much—that the garment will be stylish, sensible, and serviceable. We know what every jacket and cape in this store is worth. We know it is right in quality, right in shape, and suited to sensible service. Any woman will be charmed with the dainty way in which our garments are made. There is an airy lightness about them so that they seem to be almost without weight.

This isn't a job made up of odds and ends and bad sizes. The goods are brand new and come straight from the factory. They never saw the light of day on a merchant's counter until this week.

Is this plain enough? Every article you buy at this store is guaranteed. No matter what it is—whether a spool of thread or a sealskin sacque—if you are not satisfied in every way, we want you to come back and get your money. There will be no fussing, no controversy. Simply say you are dissatisfied, and your money will be cheerfully returned.

That is our way of doing business. It is the fairest way we know anything about.

THE DRY GOODS BOOK.

This is the season when most all women are thinking about shirt-waists. Fact of the matter is that no other garment ever invented for women is as comfortable or becoming or sensible as the shirt-waist. No matter how much natural beauty a lady possesses, she will be doubly attractive if she wears stylish, perfect-fitting, up-to-date shirt-waists.

We sell for cash always. We extend credit to nobody. Not because we doubt a great many buyers' ability to pay, but because the cash system is the only fair plan that anybody ever invented.

Under a credit system there are always uncollectable accounts. A merchant is compelled to charge higher prices to make good these losses. The people who do pay are the ones who make up the losses from those who don't pay.

Our cash system means bottom prices always. It means the same price to everybody. It means a hundred cents' worth of goods for every dollar to spend.

You can almost buy with your eyes shut and know that qualities are right. These little prices do not mean low qualities.

No matter how or why we do it, the newest things are here at a cost so small as to make you almost doubt your own eyes.

Our plan of doing business makes it as safe for a child to buy as for parents themselves. Under no possible circumstances can you fail to be satisfied. No matter if a blind person makes a purchase here, the purchase money paid us will be promptly refunded if the buyer wants it. We have n't the least desire to sell anything to a customer if it is n't exactly suitable and desirable and reliable. We are never satisfied unless our patrons are satisfied.

Everybody does n't possess good taste in buying spring wraps. We believe our buyer knows as much about style and beauty as any other man in America. That 's what makes this department so popular with correct dressers.

We are never satisfied with our store.

No difference how complete and perfect it may seem to you—no matter if you are altogether satisfied with it—we are not. We are trying all the time to make it better. This spring it is in advance of last fall. Next fall it will be still further advanced than this spring. It is a story of progress, day after day.

THE DRY GOODS BOOK.

Not the cheap, worthless sort, but good, carefully selected, well put together garments that can be depended on for faithful service —

SOME REAL GOOD JACKET NEWS.—Nothing pleases women so much as good jacket news these days. Here is something late for your consideration.

Makers are anxious to clear their workrooms before the Christmas trade sets in with full force—for then comes their lull. They talk "cheap" to cash listeners. We listened but we bought very scrutinizingly. The values in our specials must be more pronounced even than in the regular lines.

BLANKET GOODNESS.—When we say "All Wool"—that's what it means—no half way business about it—it's either all wool or we don't call it wool—

A GREAT UNDERWEAR SALE.—One of those mighty saving opportunities that come so seldom. We have prepared a feast of bargains in this department for to-morrow that will delight the thrifty. Some prices as low as 50c on the dollar. Read on!

Find its peer anywhere! It seems that we are daily being recognized as the store where ladies' jackets can be purchased at figures within the reach of all.

Riding the wave of popularity again to-morrow, as always—placing within your reach an aggregation of silk values of the greatest magnitude.

A sensational sale of heavy woollens. Everything pertaining to the outer wear of man, woman, or child. Never before in the history of the woolen industry have fine woollens retailed at $\frac{1}{2}$ wholesale price.

TEMPTING LINEN OFFERS.—Some rare good fortune awaits those who seek beautiful and useful gifts, and what prudent housekeeper does not?

Remarkable, is n't it, that we should make such enormous reductions? But we have about 125 of these fur capes left from last season. There is nothing the matter with them. Our policy is to sacrifice all goods left from a previous season, so these capes must go.

THE DRY GOODS BOOK.

We'll keep December lively with dry goods surprises, and to-day's offerings are a fair sample of the extremes to which we're going to resort to gain our end. It'll be a sorry period for prices. We sha'n't spare popular lines and we won't force undesirable goods on you. The whole store is billed for a determined series of price-cuts. Reductions that will lay bare cost itself — and often strike a notch or so into loss.

All who keep abreast of the times know that garments ready to wear are growing in favor. They are cut better, made better, lined better, and finished better than formerly — it saves worry, too. You know our qualities are stamped with bestness, our styles properly exclusive. Now see our black satin waists. Some at 50c; then there are some all-wool flannel with braid at 98c and \$1.25.

We want just one more customer and you're the one that we want if you're not one already. If you will give us the chance to show you how careful we are, what good things we sell, and how much satisfaction there is in trading with us, we are sure you will become a regular customer. We would take anything back and refund the money if it proved unsatisfactory, but we never have to.

Our customers have learned by experience that we are able to supply them not only with the latest and most exclusive novelties, but with the very choicest goods in style and quality. Our ability to secure new things of the highest order of excellence is phenomenal and proverbial. For example, we point out our —

Any old store won't do when you are looking for a winter wrap. Go where they make a specialty of the wrap business and you are sure to find just what you want. We sell nothing but wraps and handle exclusive lines that you will find in no other store in town.

Quality and style are always prominent in this department. But just here we want to mention a few of our strongest specials.

By our strength of infinite resources we've scored many victories for you. We are never feeble, never faint-hearted in battling with high prices. If we were we'd never expect to be conquerors. That our name is synonymous with big value giving is evidenced by the busy scenes always surrounding every department. We are on the home stretch of this year's business record, and to roll up the biggest volume of merchandise selling since our establishment, we're willing to shave prices very near the cost line. So from now until the end of December expect the most phenomenal bargains from every department in our stores.

THE DRY GOODS BOOK.

The store abounds in just such offerings that this weather would suggest. Our buyer's cleverness will be apparent by the smallness of prices asked, but we always assert that not by any possibilities nor under any plea shall good, seasonable merchandise be sold lower anywhere. Come while the best values are here.

A QUARTETTE OF FLANNEL BARGAINS. — Four special offerings that will swell the usual cold weather crowd of buyers at the flannel counter to-morrow. Every one is a strong leader — and any one is worth coming after alone. Good, reliable flannels seldom reach such a low-price level.

You'll be satisfied with goods bought here. Our customers are spared that uncomfortable afterthought: "I might have done better." You'll do best in this store.

Heaps of business at our store. The way our business is growing is a caution! Nothing like it was ever known before. To think that this city has been content to pay big credit prices all these years, until we showed it what a strictly cash house can do! We cut full 40 per cent under the credit prices.

It's an ill wind that blows nobody good. Through an error in shipping, one of our orders for fall goods was duplicated. The materials are seasonable goods and the wholesaler has asked us to sacrifice them. We have decided to do so, and the wholesaler's loss will be our customers' gain.

COME AND SHARE THE SPOILS. — Hundreds of your friends are carrying away in triumph the spoils of this immense clearance sale every day. On account of the holiday goods which are crowding in we are compelled to cut all other prices in order to make room. Take this ad seriously, and, believe us, you can make a big saving on purchasing before this week ends.

The Indian regards his blanket as second only in importance to his rifle. Civilization regards blankets in this sort of weather as priceless. But even in blankets there's a difference. Our stock contains only the better sorts. They're low priced 't is true — but that's the way with everything here — low priced — high grade. And nothing else finds room.

Here are pretty, well-fitting, stylish coats at \$3.50. Of course that was n't meant to be the price — they're \$5.00 coats all through.

THE DRY GOODS BOOK.

The sign of the dollar is what interests the bulk of the buying public. When they find where they can save or make a dollar, they are at once interested. Our desire is to save dollars for those who deal with us. We are glad of our ability, and anxious for an opportunity to demonstrate to you what we can and will do.

A pretty tie holds an important place in a woman's toilet this season. And our showing to-day speaks the extensive readiness to please all tastes. Nothing really pretty is missing from this gathering. Hundreds of beautiful styles are displayed. Stock collars, jabots, fronts, bows, ruffs, and collarettes.

The old story of a maker who battled against a delayed winter and dull trade—and lost. Many garments were only partly completed; we supplied funds to finish them all, and offer the first lot to-day. Some at half values—some even at less. These coats are perfect in every way, and comprise the newest styles, made of many different cloths. All sizes in the assortment. The average value is \$15.00; to-day's selling is at \$7.50.

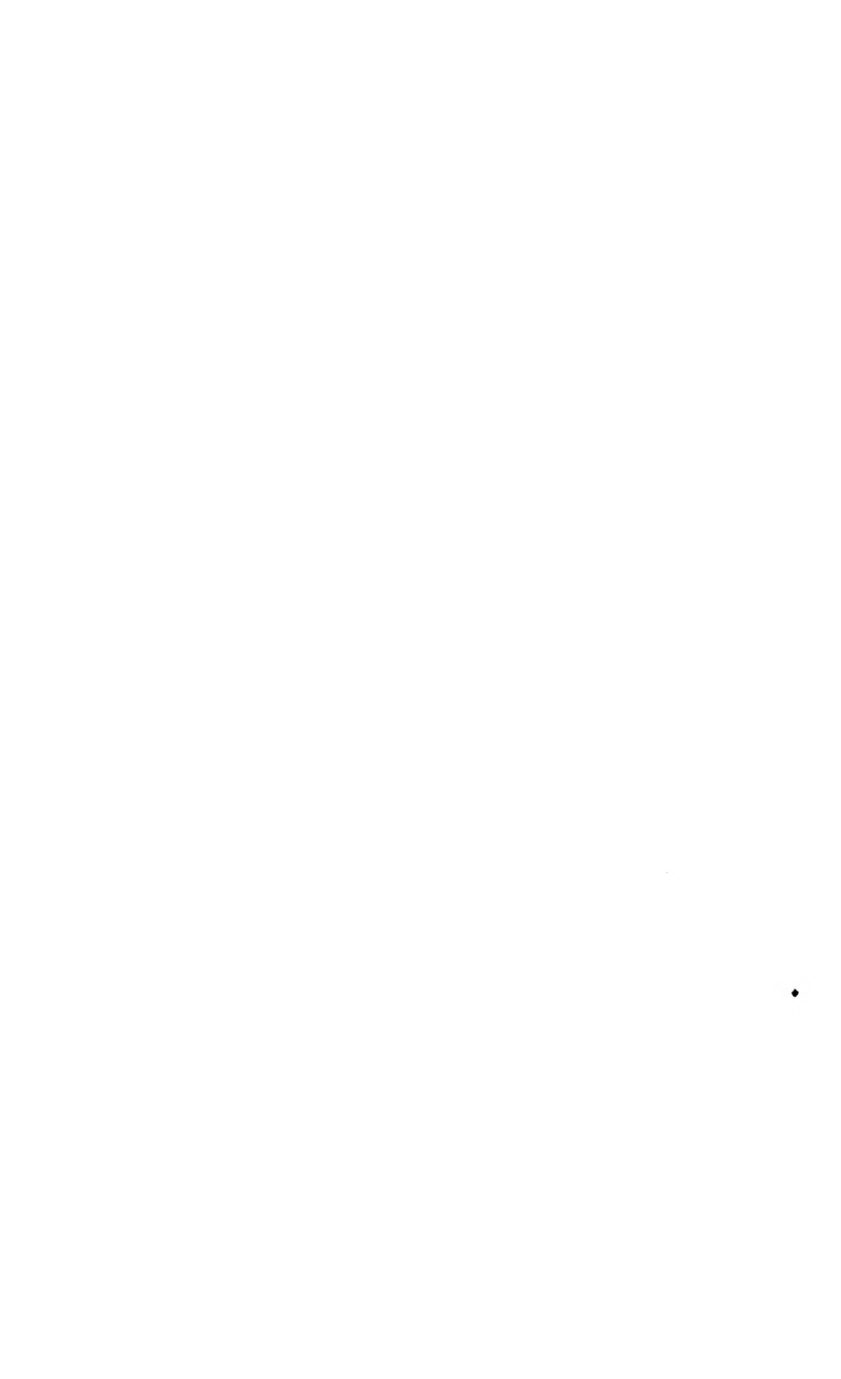
In this great world of merchandising, opportunities are constantly occurring in which spot cash and a great outlet count for a great deal in purchasing. We are ever in the market, no lot is too large for us; providing it is of good grade and underpriced. We always give our customers the benefit of these purchases.

THE SURVIVAL OF THE FITTEST.—It is for good plain business reasons that this house so far outshines any thing of its kind in this part of the State—reasons that are perfectly obvious to the visitor.

The goods are here, all crisp and bright as the blushing autumn leaves. The prettiest offerings for holiday shoppers you ever looked at. We want you to see them. Don't wait a minute. The stock is ripe and ready for your reaping. Come to-day, and select presents for your friends and families.

The fur market is as sensitive as the stock market—a lull in sales, or the late starting of a season's business will send prices scampering down hill. And yet furs have a more real basis of value than any other article of woman's attire. To buy during the little scares is simply to make one's money go an extra long way.

WOMEN'S MERINO UNDERWEAR.—Your good health depends greatly on the undergarments you wear. We don't say cotton is wool here, but we *do* say we've the best stock and lowest prices.



THE DRY GOODS BOOK.

We don't need to study the stars to know when there's a need for housekeepers' linens. Same with holiday goods. People have been "looking around" for some time. Now they are buying. It is much better to buy when assortments are complete — putting it off till later is bad policy. We'll supply your every want—and at lowest prices, too.

Early predictions of a hard, cold winter are being fulfilled, and this is only the beginning. Weeks and weeks of it still to come. Good warm bed furnishings will be needed well on into the spring, unless all the weather prophets are wrong. Time to get them is now, while the winter's young, and the stocks are fresh and new.

SILK PETTICOATS.—Plenty of them, and pretty ones, too, and priced right. You would n't ask for more, even if you could.

Instead of putting fancy holiday prices on our goods because we know you will buy anyway, we have marked down every article in this store, so that you can make all your purchases now, and not have to wait until after the holidays to get the advantage of reduced prices for goods that you want now.

A BIG LITTLE LINING STORY.—They are the cotton linings that look and feel and sound like silk;—yes, and wear better than some silk kinds. They are light in weight, but strong, with a crispness to the touch and a silky luster to the eye.

Blankets need first of all to be warm, but comfort demands also that they be pleasant to both smell and touch. Hard to get the wools pure and inodorous; few makers accomplish it; but we have found the ones that do. Only scentless wools, carded to the pleasant fluffy warmth, are used in the making of the blankets we show. Of course, not all the blankets are all wool; cotton is better for the warp in some of the cheaper grades.

The mighty magic of fair dealing and low prices for good goods during this great sale is drawing the purchasing public into the four walls of our big salesrooms, and it is not to be wondered at, when we are selling the very best goods at such prices as these:—

You can't buy a poor article at our store, and you can't buy an article that we are not willing to exchange or give your money back for, in case you don't like it after you get home.

THE DRY GOODS BOOK.

You should use discretion in doing your holiday shopping, and go to the place where you are sure to find the best quality of goods. We invite you to come to this store; for we know—well, never mind what we know. You accept our invitation, and you will find many pleasing items to your advantage.

DRESS GOODS SPECIAL.—Call it pushing out some excessive stock, making room, or what you will, but this morning's opportunity for some bright, fresh fabrics such as these will not go unheeded.

The larger store and extended stocks, afford greater opportunity for choosing. We mean to merit the preference of gift buyers with goods of the better class, priced to make it financially interesting for you to come here, as well as interesting from every other point of view.

In an establishment like this that gathers under its roof such a variety of gift goods from all over the world, you are sure to find something suitable for every man, woman, and child.

We have always had the name of selling the best quality of furs and most stylish, tasty cloth cloaks shown in this city. In addition to these facts, this year we have got (and justly earned) the name of selling the best goods for the least money. Whatever others did on "mistaken early purchases," surely we made no mistakes. Our goods have been right, our prices have been right, and we have sold the goods. The goods we have now are late arrivals in new effects, different from early goods (we never believed in uniforming the town with great quantities of the same styles), and again our prices are right.

This sale means big losses to us, but big gains to the consumer. Our dress goods stock must be moved, whatever the sacrifice. All new and desirable, no old or shop-worn stock. All new Fall and Winter goods, purchased this season.

We are intensely anxious to earn, during the holidays, a certain adjective. We wish to be called "The Comfortable Store." To gain this honor, during the top pressure days before us, has required much planning. None but members of our own store-family can realize the extent and depth and breadth of these preparations. It is not enough to promise you an unequalled stock and fairest prices. We recognize your right to speedy, accurate, and satisfactory *service*, and to physical enjoyment and comfort while under our roof. So far as care and thought and experience and expenditure can secure these, you shall have them, holidays or no holidays.

THE DRY GOODS BOOK.

Certain chances not likely to occur again in many a month. Lace curtains—of the desirable, dependable sort—are to be sold here Monday, as you *never* bought them before.

We respect the intelligence of the people of this community. We credit them with that American common sense that recognizes a really good thing and detects the fraud. Without further comment we call your attention to our immense stock of handsome dress goods, silks, velvets, satins, trimmings, cloaks, capes, and underwear. Judge this store by the reliable goods you find here, and we are satisfied. We want you to come and see what we are offering this week. You are not compelled to buy.

A week of extra value offering in the dress goods department for the economical. Don't miss this money-saving opportunity.

Why wait for January clearance sales? the time to buy is now. The prices we name for this week's sale are low as could possibly be made at any time. There is a limit to price cutting, and the values quoted make plain that we have reached this limit. Stocks are complete, you have a choice now that can not be had later. The coat you want is certainly here, for all is shown that's new, nobby, and worthy. There is every reason why you should buy now—and buy here.

A half-bleached linen always retains its sturdy goodness. It soon becomes full white in use, and its quality is as serviceable as bleached linen would be at a half more. This word just describes some excellent half-bleached table linen now selling at fifty cents a yard.

COLORED DRESS GOODS — REMNANTS.— Our incomparable dress goods stock is kept up-to-date by the continual addition of novel weaves and new shades as soon as produced. Such energetic merchandising naturally brings a lively business, and results in an accumulation of short ends of fabrics in an immense variety of styles and shades. To keep our stock clean we mark these remnants by the piece, at extremely low prices, for quick disposal. Many of them are sufficient for dress or skirt lengths, and would make acceptable holiday presents.

Our New York buyer found a veritable dress goods plum. From an importer who was anxious to have cleared decks for next year, he bought 63 pieces dress goods at a price that does n't cover cost of raw materials. In the lot are both blacks and colors; and every yard is a beauty that brightens and freshens up our stocks.

THE DRY GOODS BOOK.

Cold weather speaks more strongly in favor of an early purchase of warm, comfortable black tights for ladies and children than any word of ours.

We'll start the sale with this item, that'll immediately get you interested. This is a suit that's man-tailored, made from the best cloths — and all the leading colors for your choice. Coat lined with silk; the new dart sleeves; adjustable velvet collars. And perfect set skirts.

A monster room-making, stock-reducing, unloading sale of high-class merchandise that offers the greatest money-saving chance of recent years. Goods in every department of our store selling at cost, at less than cost, at half price, and at less than half price.

A tremendous transaction in highest standard makes at prices positively without parallel in recent retailing. No possible chance of duplicating this extraordinary opportunity elsewhere — anywhere — now or later.

Nice time for fur buying. Holiday goods are pushing them out. Room they occupy is badly needed; and buying furs here is safe. We tell you precisely what every fur is.

Never before have we been able to serve you so well or so economically in this department. Two large purchases from hard-up manufacturers at 60c and 65c on the dollar, respectively, give us the opportunity to offer values that are simply unapproachable. Look into it — you'll find us correct. Among many other bargains in these purchases we mention these — of course, remember such opportunities *don't stay in show-cases very long* : —

FLYERS FOR MONDAY. — Our magnificent curtains, curtain materials and draperies never made a quicker flight than they are showing now — but there are new goods arriving daily, and every one should come here to-morrow to see the beautiful things that are finding their way to the third floor for the holiday season. Specials for Monday: —

Our semiannual stock-taking sale will begin Thursday, December first. In the past these sales have been marked by success, and we don't intend to have this one lag behind in point of profit to you and interest for us.

Perhaps you did not know that we sell bed coverings. It will be to your advantage to know it, if you find it necessary to "throw on more clothes" these cold nights.

THE DRY GOODS BOOK.

Christmas, the happiest season of the year will soon be upon us. Christmas shopping will begin at this store in earnest to-day. This being our first holiday sale, we are determined to make it to your advantage. Everything is new and attractive. Our stock embraces all the latest goods and novelties of the season.

When thought of umbrellas for gift purposes comes to mind, it invariably leads the thinker in this direction. For many years we have held the umbrella trade because of the immense variety, the reliability of the goods, and the price reasonableness. We were never better prepared to hold and increase this advantage than we are to-day.

The weather bureau is full of pent-up colds, chills, showers, shakes, cold winds, and blustery weather. You had better change your underwear. We make a great sale on these goods to-day.

Don't buy underwear that was made only to sell. We are building on your future trade, and can not afford to load you up with trash.

A bit of a bargain: Special lot of collarettes at a very special price to-day and to-morrow.

This store is demonstrating every day that goods and prices count most in modern merchandising. Advertising, location, and many other things are interdependently related to results, but the style and character of the goods, and the prices they're sold at are of first importance. This store seeks more business on the basis of your self-interest, and asks you to come here because it will pay you. Investigate.

There's not a worthy lace made but what you'll find here in a variety of prettiest patterns — narrowest to widest hand-made real lace skirtings.

25c a yard! "It seems wicked to sell such goods at a quarter!" groaned the dress goods man; but why keep them at original prices, 37, 42, and 50c, even if they are up-to-date styles? We could n't tell in September that November would bring many May days, thereby limiting the demand for winter stuffs, and leaving the stock too large at holiday time? So it follows if you would n't pay 50 cents, 't will be next to impossible resisting the new price of 25c a yard on these most worthy dress fabrics!

THE DRY GOODS BOOK.

Our cloak store is a growth. Not a speculation or a temporary makeshift. For years people have been coming and asking for what they wanted; we went and got it, got more, got the best markets provided, and got a plenty. The plan has made the cloak section prominent; has made it more so this year than ever before. This season sees us with the most satisfying gathering yet, and we're naturally having many, expecting more, careful buyers every day. To-day of the completeness we speak of capes only.

LADIES' COATS. — Great as have been the values in our coat department in the past few weeks, those we will offer to-day will far eclipse them for style, quality, richness, and exquisite workmanship, together with extraordinary low prices — prices that border on the phenomenal — many great bargains await you here to-day.

CHARACTER AND REPUTATION. — This store possesses both. Character, it makes for itself. Reputation comes from you. That the store's reputation is good is evidenced by a satisfied and steadily increasing patronage. There's a foreshadowing of coming events which will be of interest to you. The intangible of a month ago now takes definite shape. Christmas-tide looms up with all its trade possibilities. We're preparing for the gift-giving time as we have never prepared before; but more of this is good time. The great NOW offers you buying chances that claim your immediate attention. We've planned for some quick stock moving during the next few days: —

DOWN COMFORTS. — Soft and elegant — light as a feather and warm as toast — made from clean, pure, odorless down, and covered with handsome sateens and silks.

These first winter days that call imperatively for warmer outerwear, have made busy selling in our cloak department.

It's remarkable how many ladies come directly here and buy, without a question of looking farther. Remarkable, too, how many who do go elsewhere, come back. "You've the finest stock of jackets and suits in town," is the verdict. Imported or domestic make, high priced or low priced, it's all the same — the best is here in every instance.

"The Dependable Store" has cut out for itself the task of setting the standard for low selling — and with its splendid facilities for buying advantageously — it should prove no formidable feat. To-day's special values are a fitting climax for the last two weeks' wonderful selling, and mark the lowest ebb ever reached by retail selling. Every garment in this department is of the most dependable character — perfect in style — correct as the fashion-makers of the world can produce.

THE DRY GOODS BOOK.

Gloves and mittens are necessities ; neatly and warmly lined ones are luxuries, when the mercury keeps down to the zero mark.

This store is brimful of bargains. Bargains because the goods are the satisfactory, honest kind, and because we see to it that the prices are always the lowest, quality considered. This week will be a week of bargains all over the house.

Our store's holiday helpfulness is the true index to its real character. This of all times in the year is the test period. The "sifting" process is a rigid one. Only trustworthy merchandise finds its way here, no matter how low the price. And Christmas wants are satisfied, whatever they may be.

This community looks to us for proper styles, dependable merchandise, and lowest prices. Your confidence in us is not misplaced — every safeguard is given you — every statement we make is fulfilled. Each season we have shown that which is the newest and what is best. Every article we sell you is guaranteed ; if a garment turns out wrong, we make it right ; and our prices are always the lowest that reliable merchandise can be sold for.

There is not a store in this county that sells goods as cheap as we do, day in and day out — good goods. You probably know that. You probably know that we never cut the price on one article, and make it up on the next. And you know that we are conducting a square, straight business, without any tricks or schemes, and that we avoid low methods and untrue statements as scrupulously as we avoid job lots and bankrupt stocks and trashy bargain wares or poorly made goods.

We reduce every white cambric cushion in stock — that means no regular price at all — reductions of from 5c to 25c on each cushion means that much cheaper than the best value we ever offer — all cushions extra well filled.

SOME ROUSING SILK SALES.—You will wonder how such thoroughly good silks can be sold at such little prices. Mind you, good silks, from our regular stock, not a lot of cheap rubbish, bought for cheap sales.

The greatest genuine bargain values in new dress goods are within your reach. It's up to you — grasp it. This entire week will be one great Thanksgiving bargain-gaining event.

Warm furs for winter weather. Snug, warm garments — all the popular furs and combinations.

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Daily Sales and Advertising Record

A concise record of your daily sales and the daily cost of your advertising will be found invaluable. For this purpose the following twelve pages have been arranged. Very little time will be required to keep this record, the form being the simplest possible.

After you have kept it carefully for a few months, you will find that it will indicate with a good deal of certainty just what your advertising is doing for you.

The longer you keep it, the more interesting and valuable it will become, and the more incentive there will be to make each month's business exceed that of the preceding month, or that of the corresponding month of the preceding year.

Try it. Commence with yesterday's sales—not with to-morrow's.

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LAST YEAR - FEBRUARY THIS YEAR

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LAST YEAR - JULY - THIS YEAR

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LAST YEAR - ~~AUGUST~~ - THIS YEAR

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LAST YEAR - **SEPTEMBER** - THIS YEAR

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LAST YEAR - OCTOBER - THIS YEAR

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LAST YEAR - NOVEMBER - THIS YEAR

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LAST YEAR - DECEMBER - THIS YEAR

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THE DRY GOODS BOOK

By CHARLES AUSTIN BATES