



# Over Stocked FORCED to UNLOAD

## NOTICE!

During this sale there will be no charges, no refunds, no exchanges, no goods laid away on part payment. Everything will be cash and cash only. Don't come expecting credit. We will have to refuse you.



THE TWO GREAT FEATURES OF THIS SALE ARE

**Enormous Value and Very Small Prices**

The difference between our prices and prices elsewhere were never so pronounced as in this sale.

## SALE STARTS EVERY MORNING at 9 A. M.

### SHIRTWAIST SALE

- \$11.50 Chiffon Waist, Sale \$4.95
- \$5.50 Silk Messaline Waist \$2.95
- \$6.50 Silk Messaline Waist, \$3.95
- One lot of \$4.75 to \$8.50 Plain and Fancy Voile Waists, Unloading Price \$2.95
- One lot of \$2.00 and \$2.25 Lingerie Waist, Unloading Sale Price .98c
- One lot of \$4.00 to \$5.75 Silk Waist, Special Unloading Sale Price \$1.98

### LADIES' OUTING FLANNEL GOWNS

- \$.75 Outing Flannel Gowns \$ .59
- \$1.25 Outing Flannel Gowns \$ .89
- \$1.50 Outing Flannel Gowns \$1.15
- \$1.65 Outing Flannel Gowns \$1.20
- \$1.75 Outing Flannel Gowns \$1.25
- \$2.00 Outing Flannel Gowns \$1.35
- \$2.25 Outing Flannel Gowns \$1.55

### LADIES' HOSIERY SALE

- Ladies' 35c Lisle Hose, Sale 25c
- Ladies' 50c Silk Lisle Hose, 35c
- Ladies' 75c Silk Hose .50c
- Ladies' \$1.00 Silk Hose .75c

### SKIRT SALE

- Values up to \$16.50 for \$5.95
- One lot of Ladies' Skirts, regular value from \$10.50 to \$16.50. Every Skirt is worth double the price. We have marked them for quick selling. They will be priced at \$5.95

### LADIES' \$10.50 SKIRTS, \$3.75

- One lot of Ladies' Skirts, values from \$7.50 to \$10.50. Special priced for this Unloading Sale at \$3.75
- \$18.50 Raincoats. Specially priced at \$8.75
- \$11.50 Mercerized and Rubberized Coats. Specially priced \$6.75
- One only, Ladies' Black Satin Rubberized Cape, regular value \$24.50. Specially priced \$9.75

### MISSES' SWEATERS

- \$2.00 Sweaters, Special at \$1.35
- \$2.50 Sweaters, Special at \$1.75
- \$2.75 Sweaters, Special at \$1.98
- \$3.25 Sweaters, Special at \$2.10
- \$4.00 Sweaters, Special at \$2.48

### CHILDREN'S RAIN COATS

- \$6.00 Raincoats, Special at \$4.25
- \$5.50 Raincoats, Special at \$3.75
- \$4.50 Raincoats, Special at \$3.25
- \$3.00 Raincoats, Special at \$1.98
- \$4.00 Rain capes, hoods, \$1.98
- \$4.50 Rain capes, hoods, \$2.25
- \$2.75 Rain capes, hoods, \$1.48

### CHILDREN'S WOOL DRESSES

- \$3.00 Wool Dresses, all sizes \$1.75
- \$5.00 Wool Dresses, all sizes \$2.98

### CHILDREN'S WASH DRESSES

- \$1.25 Wash Dresses, sizes 6 to 14, Unloading Sale Price .85c
- 85c and 75c Wash Dresses, sizes 6 to 14, Special at 59c

The entire stock of men's suits, overcoats, raincoats, shirts, furnishing and all ladies suits, coats, dresses, millinery, all kinds of undergarments, corsets, shirtwaists and childrens ready-to-wear garments went on sale this morning at 9 o'clock and we opened our doors to a store full of eager buyers

and will be one of the greatest unloading sales ever held on the Pacific Coast. This firm is overstocked with high-grade merchandise. They anticipated big fall business. Now they want \$10,000 out of this stock in the next eight days. They don't want to carry this stock over for another season. They need the money to keep up the high standard of this store. They came to us and wanted to know if we could raise it for them in such a short space of time. We told them that would depend on what prices they were willing to sacrifice their stock at. They have placed no restrictions on us, but have given us a free hand with instructions that the stock must be reduced. We will not consider the cost when we start to marking this stock. Our only thought and aim will be to make the price so we will have no trouble in converting this stock into cash. This stock is too large for us to give you a complete price list of the entire stock, but have picked a few at random from each department. You will have to come and see for yourself.

### WOMEN'S DEPARTMENT

#### Suit Event No. 1

We are including in this lot all of our suits from \$27.50 up to \$58.50, in fact all of our expensive suits are included in this, with the exception of a few expensive suits that we have specially priced at a very low price. In this suit event you will find weather test Serges, Gaberdines, Poplins, Imported Broadcloth and plain and fancy mixtures and we will make the unloading price at \$19.50

#### Suit Event No. 2

In this lot we have included values up to \$27.50 and they come in nearly all the wanted materials, such as Lyonsville Cheviots, Serges, Broadcloth and fancy mixtures and they will be specially priced at \$12.75

#### Afternoon and Evening Gowns

We have some very handsome gowns, specially priced for this sale. Some of them are copied from imported models. We are not going to try and give you anything like a complete description of the gowns. You will have to see them to appreciate their value.

\$162.50 Dress of Cream net, with combination of Mocromee Lace, Black Velvet. Very exclusive model. Special price, \$62.50

\$82.50 Dress of Stripe Chiffon and Satin Combination. Special \$29.50

\$38.50 Sample Dress of Light Blue, Chiffon. Special \$8.75

\$77.50 Silk Crepe Gown. Special \$34.50

\$85.00 Apricot Crepe and Lace Combination. Special \$48.50

\$44.50 White Crepe de Chene with Beaded Net, Waist and Tunic. Special \$22.50

\$72.50 Dress of French Batiste, with Black and White Eyelet Embroidery. Special \$32.50

\$48.50 Silk Stripe Chiffon Dress, Border of Pompadore. Special price \$29.50

\$97.50 Dress of Peacock Blue Silk with a fine Black Net and Jet Draping. Unloading price \$52.50

\$47.50 Suit of Fine Figured Crepe and Taffeta. This 3-piece suit with jacket made of Taffata Silk. Special priced at \$26.50

One lot of Ladies' Coats. Values up to \$32.50, in plain and fancy mixtures. Not a coat in this lot but what is worth double the amount we price them at, \$12.75

\$15.00 Coats, Special \$ 7.95

SPECIAL \$4.25 SILK MESSALINE PETTICOATS \$2.25

SPECIAL \$5.25 SILK JERSEY PETTICOATS \$3.25

SPECIAL \$7.75 SILK MESSALINE PETTICOATS \$3.25

SPECIAL \$2.50 BLACK SATEN PETTICOATS \$1.25

SPECIAL \$2.00 MERCERIZED PETTICOATS \$1.15

SPECIAL \$1.75 BLACK SATEN PETTICOATS 98c

SPECIAL \$2.50 RAINCOATS \$5.75

We are going out of the Millinery Business. Everything to be sold regardless of cost.

**Be On Hand When the Store Opens**

### MEN'S DEPARTMENT

#### Men's Suit Sale

- Men's \$15.00 Suits, Unloading Sale \$ 9.75
- Men's \$17.00 Suits, Unloading Sale \$11.25
- Men's \$18.50 Suits, Unloading Sale \$12.75
- Men's \$20.00 Suits, Unloading Sale \$13.50
- Men's \$22.50 Suits, Unloading Sale \$15.25
- Men's \$25.00 Suits, Unloading Sale \$17.75
- Men's \$27.50 to \$30.00 Suits, Unloading Sale \$18.50
- Men's \$32.50 to \$37.50 Suits, Unloading Sale \$19.75

#### Men's Overcoat Sale

- Men's \$18.00 Overcoats, Unloading Sale \$ 9.75
- Men's \$25.00 to \$27.50 Overcoats, now at \$12.85
- Men's \$30.00 to \$35.00 Overcoats, now at \$17.95
- Men's \$40.00 to \$45.00 Overcoats, now at \$22.65

#### Mackinaw Coat Sale

We are including our entire stock of \$9.00 to \$12.50 Mackinaw Coats at the one price, only \$6.75

#### Men's Pants Sale

- \$2.00 Pants, Unloading Sale \$1.65
- \$3.50 Pants, Unloading Sale \$2.25
- \$4.00 Pants, Unloading Sale \$2.65
- \$6.50 Pants, Unloading Sale \$3.85
- \$8.00 Pants, Unloading Sale \$5.35
- \$10.00 Pants, extra sizes to 50 waist \$6.85
- \$3.50 Corduroy Pants, Unloading Sale \$2.95
- 2.00 Whipcord Pants, Unloading Sale \$1.45

#### Women's Department Continued

- \$42.50 Coats, Special \$24.75
- \$39.00 Coats, Special \$14.75
- \$32.50 Plush Coat, \$19.75
- \$14.75 Black Broadcloth, Special \$ 5.95
- \$34.50 Broadcloth, Cape silk-lined, Special \$ 9.75
- \$24.50 White and Green Chinchilla Cape \$11.75

Friday morning we shall present to the public, in every department, merchandise that will represent bargains of extraordinary character. This sale is of absorbing interest to the discriminating shoppers, who appreciate MERCHANDISE OF MERIT, combined with LOWEST PRICES.

### MEN'S FURNISHINGS

#### MEN'S HANDKERCHIEF SALE

- 10c Handkerchiefs, now at .5c
- 15c Handkerchiefs, now at .10c
- 20c Handkerchiefs, now at 12 1/2c
- 25 Handkerchiefs, now at 15c

#### MEN'S HOSIERY SALE

- 15c Hose, Unloading Sale .10c
- 25c Hose, Unloading Sale .20c
- 35c Hose, Unloading Sale .25c
- 50c Silk Hose, Unloading Sale 35c

#### NECKWEAR SALE

- 50c Neckwear, Unloading Sale 25c
- 75c Neckwear, Unloading Sale 50c

#### SHIRT SALE

- \$1.50 Dress Shirts, now at \$ .95
- \$2.00 Dress Shirts, now at \$1.45

#### MEN'S FLANNEL SHIRT SALE

- \$2.00 Flan. Shirts, all colors \$1.15
- \$2.50 Flan. Shirts, all colors \$1.65
- \$3.00 Flan. Shirts, all colors \$1.95
- \$4.50 Loggers' Shirts \$3.85
- \$6.00 Loggers' Shirts \$4.85

#### UNION SUIT SALE

- \$1.50 Union Suits, now at \$1.00
- \$2.00 Union Suits, now at \$1.45
- \$2.50 Union Suits, now at \$1.95
- \$3.00 Union Suits, now at \$2.45
- \$5.00 Union Suits, now at \$3.85

#### HAT SALE

- \$2.00 Balmacaan Hats \$1.45
- One lot \$3.00 Hats \$1.95

#### CAP SALE

- \$.75 Caps, Unloading Price \$ .50
- \$1.00 Caps, Unloading Price \$ .85
- \$1.50 Caps, Unloading Price \$1.15
- \$2.00 Caps, Unloading Price \$1.65

#### SUIT CASES AND BAGS

- 75c Wicker Lunch Box .45c
- \$1.00 Wicker Lunch Box .50c
- \$1.00 Wicker Hand Bag .65c
- \$3.25 Leather Bound Wicker Bag \$2.00
- \$3.50 Imitation Alligator \$2.25
- \$2.00 Suit Cases \$ .95
- \$2.25 Suit Cases \$1.15
- \$2.50 Suit Cases \$1.45
- \$3.00 Suit Cases \$1.60
- \$4.50 Suit Cases \$2.25
- \$5.00 Suit Cases \$2.95

#### BOYS' DEPARTMENT

- Boys' Knickerbocker Pants \$ .75
- \$.75 Pants, Unloading Sale \$ .50
- \$1.00 Pants, Unloading Sale \$ .75
- \$1.25 Pants, Unloading Sale \$ .95
- \$1.50 Pants, Unloading Sale \$1.20
- \$1.75 Pants, Unloading Sale \$1.35
- \$2.00 Pants, Unloading Sale \$1.45

#### BOYS' SUITS.

- \$ 4.50 Norfolk Suits, Special \$3.00
- \$ 5.50 Norfolk Suits, Special \$4.35
- \$ 6.50 Norfolk Suits, Special \$4.95
- \$ 8.50 Norfolk Suits, Special \$6.25
- \$10.00 Norfolk Suits, Special \$7.95
- \$12.50 Norfolk Suits, Special \$9.50

#### BOYS' OVERCOATS

- Boys' \$ 8.00 Overcoat \$4.65
- Boys' \$11.00 Overcoat \$6.15
- Boys' \$12.50 Overcoat \$6.25
- Boys' \$15.00 Overcoat \$7.65

# The Cochran Brokerage Co.

Sale opened this morning with a store full of bargains. Come and get your share of them.

Selling  
**The Parisian Stock**

Only 8 Sale Days; Sale Ends  
Sat. Night, Nov. 21, 10 p.m.  
Come Any Day.