

**Great Values in Men's Wear**

**Men's Socks**  
Men's fine Cashmere and Worsted Wool Socks, in black camelhair, merino, natural gray and Oxford gray colors; worth 35c. On sale at ..... **25c**  
Men's extra heavy cotton and medium weight lisle-finish Black Cotton Socks; 20c values—two pairs for ..... **25c**

**Men's Dress Shirts**  
The new Negligee Shirts, made with V-shape stiff bosom, perfect fitting and does not wrinkle in front; \$1.00 value at ..... **75c**  
Men's new fall patterns in Golf Shirts, a large range of light and dark patterns to select from. Extra-value at ..... **\$1.00**

**Men's Wool Shirts**  
Men's fine all wool Oregon Flannel Overshirts, made with double shoulders and double stitched throughout. Special ..... **\$1.75**  
Men's blue wool mixed Flannel Shirts, extra well made; \$1.25 value. **\$1**

**STORE NEWS TRUTHFULLY TOLD**

That's what our advertising is intended to be. And, of course, as in a large city, there are a great many happenings that never get into the papers, so in a big store there are countless items of bargain interest that are never mentioned in our advertising columns. Full publicity is given great sales and exceptional trade events, but many values of exceeding merit are to be learned about only by shopping trips through the store. You may always depend upon their being equally trustworthy with advertised bargains, for nowhere will we tolerate any goods that savor of inferiority or any representations that are other than strictly accurate.



**The People's Store**

The store that the people want to be identified with is a store that in every department gives them desirable and reliable goods—goods that are up to the honest standard, at prices close to the cost of production, and that is the principle upon which this business is conducted. Anything you buy here has virtue in it apart from the price. With this in mind look over these items and see what remarkable values they represent for tomorrow's and Tuesday's shopping.

**R. & G. Corsets Guaranteed**

R. & G. Corsets admirably exemplify the perfection of both the science and the art of Corset making, for they are absolutely healthful and shape the figure along the lines of beauty. An immense showing of exclusive effects at popular prices.

**R. & G. CORSETS**  
Are guaranteed by the maker in every particular. If any R. & G. Corset fails to give the purchaser satisfactory wear, a new corset will be given in exchange without any charge.

R. & G. No. 661 is an excellent model for the stout figure, tapering waist, medium short hip, hose supporters at front and sides; made of fine quality coutille, in white or drab, all sizes from 18 to 30, at ..... **\$1.00**

R. & G. No. 281 is a model well suited to the slender figure, tapering waist, medium deep hip, two side steels, 12-inch clasp, extra quality batiste or coutille, in white or drab, all sizes, 18 to 30, at ..... **\$1.50**



**Best Styles and Low Prices Are Features of This Great Garment Department**

**Tailormade Skirts**  
New Fall Skirts of fine Panama, in black, navy and brown, the new side pleatings, trimmed with straps. Special values at ..... **\$5.50**  
Other attractive new styles at **\$3.50, \$4.50, \$6.50** and ..... **\$7.50**

**500 Women's Coats Just Arrived**  
**A Great Purchase of Women's Winter Coats**  
The entire lot will go on sale this week at exceptionally low prices. These coats are the very latest models, 46 to 50 inches long, box back, plaids and mixtures. Some are trimmed with buttons, braids or self straps, others are plain tailored effect. This is the greatest stock of popular price Women's Coats that we have ever had.  
**Your Choice This Week at \$7.50, \$10 and \$12.50**  
Women's Dressing Sacques and Kimonos, made of fine quality fleeced flannelette, at ..... **48c**



Leadership is evident in all lines—Suits, Coats and Skirts. Inexpensive garments, yet fashionable, and above all, becoming—are some of the reasons for this department's great popularity. Tomorrow and Tuesday you will find unusually good choosing.

**Stylish Walkin' Suits**  
A very complete assortment of popular styles and materials are shown in blouse models, jaunty hip length tight-fitting jacket styles and semi-fitting effects, in various lengths, in colors, navy, brown, green and black cheviot and broadcloths; also mixtures, plaids and checks, plain and trimmed. In fact it's the best showing we have yet made. Priced at  
**\$10, \$12.50, \$15 and \$19.50**  
We particularly desire to call your attention to our clever and exclusive models at **\$25.00**  
**Silk Waists \$3.90**  
These Waists are made from bright luster Swiss taffeta silk, black only, pleated back and front. Extra special values at ..... **\$3.90**  
**Silk Petticoats \$4.50**  
Made of good quality taffeta silk, deep flounce, finished with ruffles and stitched bands. Shown in black and all the most popular colors.  
**Sateen Petticoats \$1.68**  
Tomorrow we place on sale a special purchase of women's black mercerized sateen Petticoats, made of the best quality sateen, in a number of new and attractive styles; usual \$2 and \$2.25 values. Specially priced for this sale at ..... **\$1.68**

**Children's Stunning Winter Garments**  
Winter Coats, in a variety of pretty styles, in solid colors, plaids and fancy mixtures, in sizes 8 to 14 years, at **\$3.50, \$4.50, \$5.50, \$6.50** and ..... **\$7.50**  
Stylish Man Tailored Coats, in fancy mixtures, plaids, broadcloth and light weight kersey, double breasted effects, in sizes 8 to 14 years—**\$8.50, \$10.50, \$12.50**  
For Little Tots—Sizes 2 to 6 years. We are showing a variety of pretty baby styles in Winter Coats, cream, red, navy, green and all the wanted colors, in astrakhan, bearskin, crushed plush, plain plush and many other materials at prices that are absolutely the lowest—**\$7.50, \$6.50, \$5.50, \$4.50** ..... **\$3.50**  
**Plaid Worsted Waists \$1.65**  
Plaid Waists are much wanted garments this season. For this week we will offer waists made from good quality worsted materials, choice coloring and strictly new models. The price is small considering quality and style—only ..... **\$1.65**



**A Big Raincoat Special**  
One lot of light and dark colored double breasted Cravenette Coats with belted loose back; worth \$18.50. On sale this week at ..... **\$12.50**

**Children's Caps 25c, 35c, 50c and 65c**  
At these prices we are showing a great assortment of the most popular styles and colors and you have our word for it the values are unequalled elsewhere.

**FURS At Moderate Prices**  
Every woman with a fur want will be interested in our large and representative gathering of the season's newest and prettiest fur styles and the less expensive grades—Imperial Scarfs, Sable Fox Scarfs, Marten Cluster Scarfs, River Mink Scarfs and Fur Neck Pieces.  
**All Moderately Priced**  
**Two Extraordinary Waist Bargains**  
**High Grade Plaid Waists \$7.50**  
These elegant Waists are made from best \$1.00 yard silks, in dainty colorings of shadow plaids. Perfect tailoring, latest models. A glance at these garments will verify our statement—**ACTUAL \$12.50 VALUES FOR \$7.50**



**Big Savings in New Fall Dress Goods**

The supremacy of this department is well known—superior qualities, exclusive styles, lowest prices, are the keynotes of this reliable dress goods store. Largest and best stock in the city from which to make your selection.

**Eolienne \$1.00 Yd.**—One of our very finest silk and wool fabrics, 42 inches wide, suitable for evening wear. Comes in colors light blue, pink, lavender, green, gray, champagne, cadet, brown, red, cream and black; sold everywhere at \$1.50 a yard. Our price, per yard ..... **\$1.00**

**Colored Novelty Suitings**—Some are new novelty goods, 38 inches wide, colors blues, grays and greens with contrasting overplaids, very pretty and popular; our regular 60c goods. Monday and Tuesday, per yard ..... **39c**

**Shadow Plaids**—New shadow and broken plaid suitings, 45 to 54 inches wide, good assortment of patterns, one of the season's favorites. Special Monday and Tuesday ..... **75c**

**Heavy New Cloakings**  
Just received, a large consignment of new heavy all wool Suitings and Cloakings, all the most stylish patterns of the season, comes in, all shades of gray. Special prices for Monday and Tuesday:  
\$2.25 Values. Special Monday and Tuesday at ..... **\$1.75**  
\$2.00 Values. Special Monday and Tuesday at ..... **\$1.50**  
\$1.50 Values. Special Monday and Tuesday at ..... **\$1.00**

**Melange and Scotch Mixtures**—52-inch Melange and Scotch Mixtures, colors, brown, blue, red and gray; 85c values. Special Monday and Tuesday, per yard ..... **59c**

**Rain Proof Covert**—56-inch Rain Proof Covert, hard double twisted weave, castor colors, big values; our regular \$1.25 values. Special for Monday and Tuesday at ..... **95c**

**Curly Bear Skin Cloakings**  
Have just received a new line of Curly Bear Skin, 36 inches wide; sold elsewhere at \$3.50 and \$4. Our price, per yard ..... **\$2.50**

**Plain Bear Skin Cloakings**  
Comes 52 inches wide, very best grade; well worth \$3.50. Our special price, per yard ..... **\$2.50**

**Skinner's Satins**—We carry all colors in Skinner's Celebrated Lining Satins. Come in all colors, warranted for two years, 36 inches wide. Price, per yard ..... **\$1.50**

**Heatherbloom Linings**—We now have a complete stock in the celebrated Heatherbloom Linings, all colors, one yard wide. Price ..... **35c**

**Winter-Weight Knit Underwear and Hosiery**

**For Women and Children**  
An October sale of rare magnitude starts here tomorrow. Underclothing and Warm Stockings of the highest qualities at prices never before equalled. Reduced prices will prevail all week, but each day's offerings will differ from the previous one, so if you wish to take advantage of the specials below come tomorrow:

**Union Suits for Women**  
All \$3.00 Wool Union Suits. Tomorrow ..... **\$2.19**  
All \$2.25 Wool Union Suits. Tomorrow ..... **\$1.69**  
All \$1.75 Wool Union Suits. Tomorrow ..... **\$1.00**  
All 75c Cotton Union Suits. Tomorrow ..... **50c**

**Union Suits for Boys and Girls**  
All \$1.50 Wool Union Suits. Tomorrow ..... **\$1.00**  
All \$1.00 Wool Union Suits. Tomorrow ..... **69c**  
All 75c Cotton Union Suits. Tomorrow ..... **50c**  
All 60c Cotton Union Suits. Tomorrow ..... **39c**

**EXTRA SPECIAL**  
A big offering of Women's Best 50c Quality Bleached Knit Vests and Pants of fine combed yarn, silk trimmed. A splendid winter weight; all sizes, in long-sleeve Vests or ankle length drawers, 200 dozen of best 80c quality on sale tomorrow only at ..... **33c**

**Women's Winter Hosiery**  
100 dozen Women's extra fine light weight all wool cashmere Stockings, made with gray heel and toe; best 35c quality. On sale tomorrow at, the pair ..... **18c**  
200 dozen all wool ribbed Stockings, in black, blue, Oxford or natural gray, heavy weights. Tomorrow ..... **25c**  
80 dozen Women's silk fleeced Stockings, ordinary or extra large sizes, all black or black with white soles; 35c and 40c grades at, the pair ..... **25c**  
Best 50c quality all wool imported Cashmere Hose, full regular made, double soles; best 50c quality. Tomorrow only ..... **39c**

**The "Armor Clad" Stocking for Boys**  
Heavy weight; they stand the racket, heavy corduroy rib, elastic legs and double feet; best 25c grade. Tomorrow, all sizes ..... **15c**



**Unequaled Values in New Fall Wash Goods**

**10c A YARD**—For Flannelettes; full width, large line of colors. Our price, per yard ..... **10c**  
**15c A YARD**—For Cashmere Flannelettes, full 34 inches, light medium and dark colors, great assortment of patterns, good quality, per yard ..... **15c**  
**12 1/2c A YARD**—For velour Flannelettes, assortment of pretty, medium and dark shades, per yard ..... **12 1/2c**  
**18c A YARD**—For Velour Flannel, very pretty for long kimonos and wrappers, neat designs and colors, good quality. Price, per yard ..... **18c**  
**15c A YARD**—Large assortment of pretty designs in wool-finished Suitings, checks and plaid effects. Price, per yard ..... **15c**  
**20c A YARD**—Beige Suitings, full 34 inches wide, colors, gray, red, navy, green, brown, exact imitation of new woolen goods, extra good values, per yard ..... **20c**  
**10c A YARD**—Challies, 30 inches wide, assortment of pretty Persian designs, light, medium and dark colors. Price, per yard ..... **10c**  
**5c A YARD**—Outing Flannel, about 5,000 yards of dark colored Outing Flannel, good quality. Special, per yard ..... **5c**  
**6 1/2c A YARD**—Outing Flannel, in medium and dark shades, stripes and checks. Special, per yard ..... **6 1/2c**  
**8 1/2c A YARD**—Outing Flannel, large assortment of colors, stripes, checks, plaids and plain effects. Price, per yard ..... **8 1/2c**

**Shoe Conscience**

**Adds Fifty Per Cent to Every Shoe Purchase**  
Are you sure your shoe man has what is known as a conscience? If not he is a mighty poor stick to tie to. Such a man only thinks of one thing and that is to get your money regardless of the sort of fit he gives you. Your child is as safe in our care as the oldest and most experienced shopper. Every pair is sold with a conscience. You'll come back because we give you the perfect fit every time.  
We've 113 lines of \$3 and \$3.50 Shoes we would like to show you. It will be a guide for you to go by if you want to buy shoes elsewhere. They're in every leather. We can tell you more face to face.  
17 lines of Women's \$3.00 Hand Made Shoes, patent leather, gunmetal ..... **\$2.16**  
calf and vicci kid ..... **\$2.16**  
Our Shoe Basement is a Mecca for money savers, it's a heap better than loaning money—you get the interest and then compounded at once—you don't have to wait.  
Women's Fine Shoes ..... **\$1.50** | Girls' Fine Shoes ..... **89c**  
Men's Fine Shoes ..... **\$2.48** | Boys' Fine Shoes ..... **89c**



**Women's Handbags, \$2.00 and \$1.75 Values for \$1.25 Each**  
300 dozen Women's Hand Bags, in Morocco, Seal and Walrus leather, covered riveted frame, neat coin purse fittings, leather and moire lined. Special for Monday and Tuesday, each ..... **\$1.25**

**Dainty Neckwear at Moderate Prices**  
On Monday and Tuesday we will have a special display of Women's Neckwear at substantially reduced prices. The line will embrace Embroidered Collar and Cuff Sets, Embroidered Silk Stocks in solid colors and Persian effects, Reverse Sets in lace and embroidered lawn and Lace Chemisettes in endless variety.