

CLOSING OUT SALE

It Hurts

But Here They Go!!

- Full Cut Bib Overalls
2:20 Denim—all the pockets
—Regular \$1.10 **69c**
- Waist Overall
8-oz. Denim, Riveted **69c**
- Boys, just like Dad's **59c**
- BOYS -- MEN'S
POLO SHIRTS**
Worth 98c—now **39c**
- Men's Blue Chambray Shirts. - - **39c**
- Ladies' Berets, big lot - - - **39c**
- Men's Flannel Shirts
Values to \$3.95 now **\$1.98**
- Child's - Misses' Sweaters, lots of them
Values \$1.98 and \$2.98 now **98c**
- Boys' Caps, 98c value - - - **69c**
- Men's All Wool Heavy Boot Sox,
49c values now 3 pair **\$1.00**
- Men's Fancy Pattern Dress Sox,
25c - 35c values 3 pair **50c**
- Boys' Wool Shaker Sweaters - **\$1.98**
- Children's Sweaters
Keep the kiddies warm - **98c**
- Men's Part Wool Unions - - **\$1.49**

Here's Something Warm

Eskimo Sheep Lined Slipper
Ladies, Misses, Children's
Values \$2.48 and \$1.98

Now **98c**

Men's Felt Dress Hat
New Fall Styles
and Weights **\$1.95**
Values \$3.95 and \$2.95
Now only

NOW is the time to do your Christmas Shopping

Here goes our big new stock of Men's
"Imperial" ALL WOOL LINED
TIES

Bought to sell to our Christ-
mas trade at 95c
going at **79c**

Why not give him a tie—
And a shirt also **79c**
Value \$1.48 and 98c—now

We Know When We're Licked

We believe in being perfectly frank with our public; no business can long be a success otherwise.

The management has ordered our Coquille store **CLOSED OUT** because it **DOES NOT PAY.**

Our experience, or rather experiment, proves to us that a town, or a very compact community sustaining less than 15,000 population will not successfully support a store of this type, specializing in **STAPLE MERCANDISE ONLY**, which of necessity takes a **VERY MODEST** mark-up, and must depend on a considerable volume to get a satisfactory profit on the investment.

Coquille is not that large—**YET.** We are just a few years ahead of ourselves. Mr. Norton believes in Coquille to the extent that he opened this little store here a year and a half ago, over the protests of his associates. He has not been able to make a satisfactory showing, so the Directors have ordered it **CLOSED.** As our next contemplated unit is without the State—too far to profitably ship either **STOCK** or **FIXTURES**, it will be **CLOSED OUT ON THE PREMISES**—everything must go. Our lease is up, and it costs real money to run a sale, so we will price it to **GO QUICKLY.**

We have chosen the month of **DECEMBER** to close out this stock, that the good people of Coquille and vicinity may have this opportunity to make Holiday purchases of **USEFUL, PRACTICAL, Christmas gifts**, which, after all is the sensible thing to do, this of all years.

Mr. Norton wishes to express his personal appreciation for the support which has been given our little store; hundreds of people have profited by its existence, and we do thank you for your support. There just isn't enough of you to make it pay on our plan—small profits.

This will not in any way affect our other stores in the County, which will continue to function as they have in the past. And we may be back in Coquille—who knows?

The Marshfield store, which has been quite successful from its opening three years ago, and now with **LARGER** quarters, and **MORE MERCHANDISE**, is gaining continuously in popularity.

EVERYTHING in the Coquille store must go, this month, so come early and get your share of the **TREMENDOUS BARGAINS.**

MODERN CHAIN **C-C** MERCHANDISING

Self-Service Stores

INC.
STORE NUMBER 3 COAST DIVISION

*Inspect Our Quality Merchandise
—Then Help Yourself and Save*

CASH ONLY

SALE OPENS SAT., DEC. 6 9:00 A. M.

COQUILLE STORE ONLY
AND CONTINUES UNTIL ALL SOLD OUT
EVERYTHING MUST GO—FIXTURES FOR SALE

STORE WILL BE CLOSED FRIDAY
MARKING DOWN GOODS

SHOES

Yes, we know our Shoes.
We always have **FAR THE BEST VALUES** in Shoes—We admit it.
Our investment in shoes reaches into many thousands of dollars: We can't profitably ship this stock.

That's your **GOOD LUCK!** Come and get 'em.

- MEN'S OXFORDS, Oak Soles,** Ladies' Pumps, Strap Slippers, Ties
values to \$4.85. Now **\$1.98** All sizes, colors and heels in the
Lot. Priced to \$4.85. Now **\$1.98**
 - Boys' Oil Tan SCHOOL SHOE** Lot broken sizes and styles **98c**
Dry-foot Sole - **\$2.48**
 - Men's Oil Tan and Elk Tan** Infants' Soft Soles - **49c**
 - WORK SHOE - \$2.98** Odds and Ends - **10c**
- AND LITERALLY HUNDREDS OF OTHER BARGAINS

Our Money-Back Policy

Prevails, as usual.
We want no patron to keep an article that is not entirely satisfactory.
We are here all this month, and after that any of our stores in Coos County will continue to **MONEY BACK** our sales.

Blankets! Blankets!

- Did you ever see Anything Like This! !
- Single Cotton Plaids, 66x80 **69c**
 - Heavy Grey Cotton, 66x76, blue stripe, pair **\$1.49**
 - Wool, Dark Oxford, black stripe, each **\$2.98**
 - 50% Wool Plaids, 66x80, worth \$4.85 pair **\$3.49**

Seems it won't rain—

And we ourselves can't wear All of these
Raincoats

Big Rack Ladies', Men's, Children's
They're yours for
\$1.00

- Non-Run Bloomers, Shorts and Combinations **39c**
- Girdles, San. Belts, Garter Belts **39c**
- Boys' L-S-A-L Unions, winter weight **89c**

- Ladies Sweaters, Coats, Pull-overs,
Values to \$4.85 **\$1.98**
- Wash Frocks, 98c values, now **69c**
- Wash Frocks, \$1.69 values, now **\$1.29**

Hose LADIES' CHILDREN'S

- Our famous 98c Fine Feathers,
42 Gauge Pure thread Silk, now **69c**
- Child's Lisle Ribbed Hose
full length, new shades **19c**
- New case just opened—Ladies'
Rayon-to-the-top - 3 pair **\$1.00**
- Wool-Rayon-Cotton, A dandy
winter Hose - 3 pair **\$1.00**
- Cotton, plain colors - 5 pair **\$1.00**

MEN, here's the Biggest Thing Yet!

All Wool Tweed Topcoats
Price 'em anywhere \$22.50 to \$25.00

You Take 'em for **\$13.75**

Ladies Handkerchief - **1c**