 class of goods at the least possible cost，ABSOLUTELY GUARAN－ TEEING EVERY ARTICLE sold，makes our Big Store popular with all classes．No firm on the Pacific Coast has done more to furnish their patrons with the best class of merchandise，at the lowest possible cost and given more liberally of their time，money and energy to building up the financial，social and moral interests of the town and county than it has been our privilege to do for the past 15 years，and while satisfied with past success we are not content with simply holding our own．But as in the past The Big Store has always been The Leader so we shall continue to be

## ．JUST A LITTLE IN ADVANCE OF COMPETITION

The Big Store always sets the price on all classes of merchandise and is not afraid to name them in their advertisement．Big stocks of the right goods at the right prices make business hum at The Big Store．

## Gloria Shoes at $\$ 3.50$


＂Watch Us Grow＂Shoes
$\qquad$

 Special


Big Job
$\qquad$

Trunks and Suit Cases，Tents，Outing Suits and
Summer Clothing． yards its（lormp


# Window Shades 

Wall Paper

R．L．COE \＆CO．－THE BIG STORE．

