

R. L. COE & CO - THE BIG STORE

3 BIG RED LETTER DAY SALES

THURSDAY, FRIDAY AND SATURDAY

SEPTEMBER 28TH, 29TH AND 30TH

BIG BARGAINS IN ALL DEPARTMENTS

—THE BIG STORE—

Cloak and Suit Dep't.

We are now receiving our Fall stock of Ladies', Misses' and Children's Cloaks, Cravenettes and Capes. A full assortment of all the latest novelties are now on sale. Call and see them.

Ladies' full length Cravenette Rain Coats, all different styles, dark and light colors— \$7.98 to \$18.50.	Ladies' elegant silk lined Stone Martin, with long glossy tips, worth \$12.50; Red Letter Day sales price— \$7.98.
Ladies' three-quarter length La Vogue pleated and loose back Coats— \$6.98, 7.98, 8.98, 9.98.	Ladies' 6-foot Fur Collar, with 6 tails and silk cord— \$4.98.
The above all new novelties and exceptional values.	Ladies' all wool tan Kersey Jackets, Red Letter Day Sale price, \$5.79.
Ladies' full length Priestly Cravenette Rain Coats— \$12.50.	Child's Eiderdown Coats— 75c, \$1.15, 1.50.
Full sleeve, striped and box pleated.	Children's full length Box Coat, \$3.98.

GRAND RED LETTER DAY SALE.

We have just received our BIG FALL STOCK of Ladies', Misses and Children's Cloaks, Jackets, Rain Coats and Furs. The largest and most complete line ever shown in the city.

MONEY SAVED.

You will save money by buying NOW.
RED LETTER DAY SALES PRICES

Dress Goods Dept.

Our Dress Goods Department is crowded full of all of the new and up-to-date fabrics in Fall and Winter Dress Goods, Silks and Waistings.

27-inch Crown Taffeta Silk.....	\$1.00
If you have been buying our Famous Crown Silk you know the whole story. But if not, it might be interesting for you to know that we have sold during the past year over six full pieces of over 60 yards to the piece. Its the best \$1.00 Silk on the market. See it.	

Shirt Waist Silks

10 pieces Changeable Figured Shirt Waist Silks, all pure silk, heavy quality and all elegant new shades; look at the price.	50c
10 pieces 36-inch Solid and Mixed Cecilians, beautiful colorings.....	50c
50-inch Solid Colored Mohairs, elegant luster; never sold under \$1, our price.....	62c

Ladies' Hats

Just received Big Shipment of New Fall Styles Ladies' and Children's Hats and Caps.	
25c Extra Heavy Silk and Linen Trim, Turnover Collars all styles and colors.....	19c
10 dozen 25c Side and Back Combs, choice.....	15c
	2 for 25c.

Black Sateen

36-inch Heavy Mercerized Sateen, good 40 or 50c grade, you should see it at.....	25c
50 dozen Ladies' Gray and White Fleece Ribbed Underwear.....	25c



Pacific Logger \$0.50

Our sales on Pacific Loggers are far in excess of our expectations.

Three Great Bargain Days that will long be remembered in the history of Southern Oregon. The Big Store, with its mammoth fall stock of merchandise, is going to be on the ground floor when it comes to offering bargains. No house on the Coast is in better position to offer you more or better merchandise. Our big double store is simply packed to the roof with new and up-to-date stuff, and every day of the great Red Letter Day event will be celebrated with Sensational Bargains. Money saving prices prevail throughout the entire store. Every department will have some

SENSATIONAL BARGAINS EACH DAY!

This is your chance! Compare our goods and prices with your catalogue houses. If you can save money by attending Grants Pass Red Letter Day Sale

DON'T FAIL TO COME!

The merchants are making great preparations for your

FREE ENTERTAINMENT!

Our Big Fall Stock, with hundreds of snappy novelties, which are controlled exclusively by us, is now open for inspection

Early Purchasers Will Get the Cream!

We mean to make this a money saving event for the people of Josephine County, and those who take advantage of this sale will not only save money, but will have a rousing good time.

R. L. COE & CO'S BIG SHOE DEPARTMENT RED LETTER DAY SALE.

TWO GOLD WATCHES FREE!

Our week's contest for two Gold Watches given ABSOLUTELY FREE with ticket issued from shoe Department.

ONE GOLD PLATED WATCH FOR LADY
ONE GOLD PLATED WATCH FOR GENTLEMAN

Monday, September 24th, we shall place in our south window two Gold Plated Watches which we will give away, after having sold 300 pair of shoes, one ticket to be given with each pair of shoes sold during Harvest Festival Sale Week. Those who purchase shoes must register name and number of ticket issued. There is but 300 tickets, and when these are sold seal will be broken and watches given.

W. L. DOUGLAS

\$2.50 Shoes
\$3.50 Shoes

Hand Welts, Box Calf and Vici Kid
Do you want to see a genuine
Hand Welt Shoe for \$2.50?
WE HAVE THEM.

The Pingree

Gloria Shoe
\$3.50

We have just received a Big Fall shipment of Pingree Shoes; all styles, all widths, all sizes.

The F I T T E S
The Pingree Shoe

All styles \$3.50

Clothing Dept.

We have just received our Big Fall stock of

Men's Suits

Specials

\$7.98

AND

9.89

Worth \$3.00 more money



Men's Hats

The Lion.....\$3.00
The Bear.....2.50
The Bell.....1.50

Style, finish and material the latest and best.

Men's Lamb Wool, Fawn colored Underwear, all pure wool, warranted.
\$1.25

Blankets and Comforters

Blankets by the hundred.
Comforters by the hundred.
The very best as well as the cheapest.

Good-Sized Double Blankets
49c, 62c, 75c, 85c, \$1.00

Marysville, Cal., Blankets, all colors, sizes and weights—
\$3.98 to \$15.00

Light, Fluffy all Pure Cotton Comforters, no shoddy—
\$1.25 1.50 1.75 2.00
2.25 2.50 3.00

10 dozen Bleached Towels at.....5c

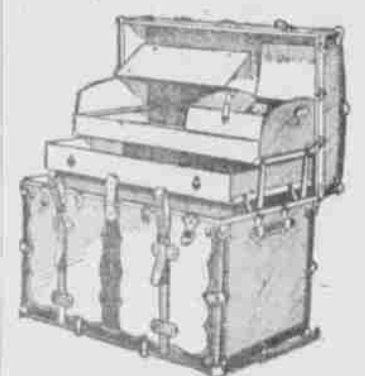
10 dozen Unbleached Turkish Towels, extra large size, 40x20 inches.....**12c**

Fine Toilet Soap, delicately perfumed, 3 bars pkg.....**15c**

Extra Large Size Cake Fine Pure Toilet Soap, exceptional value, per doz.....**50c**

All of the Best Grades of Dark and Light Outing Flannels.....**10c**

1000 yards Dark and Light Outing Flannels.....**5c**
Just what you are looking for.



ROMADKA
READY ACCESS TRUNK

RAISING the cover brings every corner within reach without removing trays. Saves 1/4 the time of an ordinary trunk to pack or unpack. Easy to operate. Nothing to get out of order. Will stand all the knocks and hard usage of traveling. Costs no more than a common trunk.

R. L. Coe & Co. Agents.

School Shoes

Vacation days are over; your boys and girls have worn out their old Shoes and they must all be shod new for school. Monday we shall place on sale 150 pairs Broken Lines of our Best Boys and Girls Shoes at.....**98c**

But for snappy, up-to-date School Shoes see the Hamilton-Brown Vici and Calf Shoe, warranted all solid leather.

5 to 8 in size.....\$1.00
8 1/2 to 12 " ".....1.25
12 1/2 to 2 " ".....1.50

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