



# Here's a Storeful of Surprises for Xmas Shoppers

When you come and see what this store holds for Christmas, chances are you'll wonder if we left any Christmas goods at all for other stores to show.

Yes, indeed we did—**BUT**—(and this should interest you)—we sent our buyers through the market as thoroughly as a broom goes through a house at house-cleaning time—sweeping together all the best that the manufacturers of the world could produce—choosing the good, ignoring the poor or commonplace.

## Shoe Department

Our big shoe department is now ready for the Christmas rush. Here is where you will find your practical Christmas gift that pleases everyone.

- Shoes for the Children ..... 19c to \$1.00
- Shoes for the Ladies ..... \$1.50 to \$4.00
- Shoes for the Boys ..... 1.00 to 2.50
- Shoes for the Girls ..... 1.00 to 2.50
- Shoes for the Men ..... 1.50 to 5.00

We bought with the intention of bringing to this store all that our most exacting customers can demand. If you wish to purchase costly gifts, they're here. And if you wish to make small sums accomplish wonders, you can surely do it here—you don't need a fat and bulgy pocketbook to shop here or to buy the finest assortments of merchandise you ever got at any Christmas time in all your life.

From the tailored garment department to the counter where little bits of things are shown, this store is crowded **FULL OF SURPRISES**.

If we can't help you solve the Christmas problem, no store in this world can—and we promise you that if you'll make a special effort to come just as soon as possible, you'll be able to purchase, for small prices, many tasteful, beautiful and useful things that will, of course, be snapped up by eager and thoughtful buyers before the greatest holiday buying rush begins.

You'll find this one of the greatest "Christmas Stores" in the entire state this year.

With every individual member of our selling force anxious to help and please you, and make your shopping pleasant.

## Doll Department

Our buyer has been in close touch with all of the best markets of the country during the past six months picking up specials for the Holiday Novelties and you will agree with him that our Doll Department is a success. But you must come early as people are now buying pretty lively.



## Books Books

Books for the boys—Books for the girls—Books for the children—Books for the young men—Books for the old folks and the babies. None of the objectionable kind but thousands of the best standard authors of poetry, history and fiction, elegantly bound and handsomely illustrated, made up specially for Holiday presents. Prices just about half their regular values. Come early and get your choice of the most popular works.

### EXTRA VALUES

19c, 29c, 39c, 49c, 59c, 69c, 79c, 89c, 99c

## H'dkrch'f Dept.

Here is where we shine. We now have on display over 1500 dozen Ladies', Men's and Children's Handkerchiefs. All styles and qualities. Elegant fine Hemstitched white and colored borders, 29c, 39c and 49c per dozen usually sold at double the money. Special values in high grade novelties at 25c, 50c, 75c, \$1.00, \$1.25, \$1.50, \$2.00.

### EXTRA VALUES

Men's all pure linen, hemmed stitched, initial handkerchiefs at ..... 25c  
25 dozen Men's fine cambric hemmed stitched handkerchiefs at ..... 5c

## Holiday Specials

- 200 rolls crepe paper, all colors at ..... 8 1/2c
- 20 pieces Jamestown Worsted Dress Goods, large variety of colorings now on sale at ..... 39c
- 1 piece of 36-inch Taffeta Silk, guaranteed regular \$1.50 quality, at ..... 98c
- 10 dozen Gents 50c all Silk Ties now on sale at ..... 25c
- 25 pieces all Silk 3 1/2, 4 and 5-inch Neck and Sash Ribbons now on sale at ..... 19c
- 5 pieces 68 inch all pure Table Linen, bleached, at ..... 39c
- 10 doz fancy stamped, worked and plaited Pillow Tops, at ..... 25c, 50c 75c
- 2000 rolls new designs in Wall Paper at . . . 10c, 12c, 15c, 19c, 25c
- 1 lot Ladies' light gray box Coats and Cravenettes just received, \$8.50, 9.00, 10.50, 12.50
- 1 lot Boys', Ladies', Men's Pocket Knives, 15, 25, 50, 75c, \$1.00
- 3500 yards fine Val and Vanice and Handkerchief Laces and insertion specially for the Holiday Trade.

## Ladies' Furnishings

2 dozen Silk Waists, all of the very latest designs, Plaids, Checks and plain colors . . . \$5.98

50 dozen Ladies' Collars, hundreds of new and pretty designs of collars that rival any stock ever exhibited in the city. See the styles and prices, they will surely interest you—9c, 19c, 25c, 35c, 40c, 50c, 75c, \$1.00, \$1.25

## Ladies', Misses' and Children's Gloves

10 dozen Ladies' Glace Kid Gloves, all colors—reds, tans, blacks and whites. . . . . 98c  
Big stock of Golf Gloves at . . . 25c, 35c, 40c and 50c



## Toy Land

### Grand Exhibition of Useful, Ornamental Amusement Christmas Novelties.

We have turned our store into a veritable Christmas shopping emporium.

We have drawn heavily upon the markets of the world to tempt the Christmas shoppers of Southern Oregon. The grand spread of things is now ready. We have fitted up one of the largest and most complete Toy Departments in the state with all of the late novelties in Mechanical Toys and Christmas Novelties.

Hundreds of new, amusing and instructive toys for boys, girls and children of all ages and tastes are now on display and more are arriving daily. Don't miss this grand exhibition of Toy Land where children of all ages will find a perfect Christmas paradise.

## Holiday Specials

- 4 pieces all Wool 48-inch Panama Cloths, blacks, blue and reds, at ..... \$1.00
- 4 pieces all Wool 44-inch Serges, blues, blacks and reds. . . 75c
- 10 pieces all Wool 36-inch A1-batrosses; four shades, reds, tans, blues and pinks, whites and blacks.
- 1 lot back and side Combs, regular 25c quality, at ..... 15c
- 1 lot back and side Combs, regular 40 and 50c grades, highly ornamented, holiday sale prices ..... 25c

We are going after the Holiday trade with a big stock, low prices and quick and satisfactory treatment. We have the goods, we make the prices and you will find it will pay you to visit The Big Store before you buy your Holiday presents. All mail orders given prompt and careful attention. Our stock of staple merchandise is most complete

# R. L. Coe & Co.