

R. L. COE CO.

THE MOST EXCEPTIONAL SALE Announcement
—of—
the season from every viewpoint of quality, breadth of assortment and price. Investigation will reveal the most surprising values. Every counter piled high with bargains.
Direct From the Mills

LOOM END SALE!
The only sale given direct from the mills to the consumer. This gigantic Manufacturers' Loom End Sale which will open Saturday, January 4, at 9 a. m., will be the trade triumph in the history of Grants Pass.
Values never before thought of will be given by
R. L. COE CO.,
Grants Pass, Ore.
Look for Yellow Tickets
They Denote a Saving of
1-4 TO 1-2 ON YOUR PURCHASE.

What do Loom Ends Mean AND Where do they come from
LOOM ENDS mean goods that fall short of standard yard lengths, requisite for export purposes. Identical in quality, style and design with the full piece, still not to be classed with regular goods, because they are wanting in lengths—a thread missing in napkins—a slight discoloration in some fabric—crooked or careless stitching in underwear—a coarse thread in hose. These are "LOOM ENDS" characteristics. None of these flaws matter to the customer, but they prevent the mill or factory from selling goods at a profitable price. The mighty block of LOOM ENDS we have purchased for this sale are new goods fresh from the looms, offered to you at loom cost. You will never know what loom cost is if you fail to attend this sale, for the price list on this sheet gives you but an inkling of the money saving opportunities offered. You will pay twice or thrice the money for same goods at other stores.

Loom Ends at Loom Cost
Come and see. Learn Loom Cost with your own eyes. Think of saving your profits. You save the retailer's profit, the jobber's profit, commission merchant's and broker's profit. Everything marked in plain figures.
Look for Yellow Tickets and you find the Loom Cost. Extra salespeople have been secured, so all may be waited upon promptly. Our doors will not be open until 9 o'clock Saturday morning, January 4. Don't forget the date, the hour or the place.
R. L. COE CO.,
Grants Pass, Ore.

Values way up Prices way down
NEW GOODS NEW STYLES
A custom inaugurated by us long ago.
Painstaking Efforts to Please and Better
than usual Merchandise are attributes to our success.

OUR BUYERS HAVE SUCCEEDED IN SECURING AT A SACRIFICE
10 Big Cases of Mill Remnants Bargains
AND WE PROPOSE TO OFFER UNHEARD OF BUYING CHANCES DURING THIS SALE
A Dollar Saved is a Dollar Made. Don't Miss this Grand Bargain Giving Opportunity

LOOM-END SALE CLOSES SATURDAY, JANUARY 18th

UNDERWEAR
20 dozen Men's All-Wool Underwear \$1.25, 1.50, 1.75, 2.00
UNDERWEAR—Broken line, but all of the best quality, your choice of anything in the house only. **98c**
25 dozen Ladies' Gray Cotton Ribbed Vests and Pants. **20c**
15 dozen Children's Gray Ribbed Vests and Pants. **19c**
25 dozen Children's M Tape Waists, Half Price. **12½c**
10 dozen Men's Extra Heavy Fleeced Underwear, regular 50 and 75c garments, slightly imperfect in weave **39c**

DRESS GOODS
We have the New Weaves, Latest Styles in Great Variety
Special showing of new high class fabrics, up-to-date materials. Price reductions almost incredible, attractive. Dress Goods that are almost irresistible, both combine to make this the greatest Dress Goods sale we've ever had. Printed descriptions tell but little of the actual facts, personal visits only, can give you a correct idea of the rare opportunity for buying now presented. Do you know anything about economy? If not, attend this Dress Goods Sale, it means much to the buyer. Forceful Bargain Figures.
A WHIRLWIND OF VIGOROUS VALUES

SHOE BARGAIN SPECIALS
Look at these! You have been wanting bargains in Shoes.
Men's Dress Shoes, double soles. **\$1.79**
Men's Milwaukee Oil Grain, heavy soles, working man's shoe. **\$1.79**
EXTRA SPECIAL FOR THIS SALE ONLY—One case "Gold King" High Top, 12-in. shoes, double water proof soles, outside counters; a shoe that costs you \$5 and \$6 anywhere; price. **\$3.98**
LADIES' SHOES—2 cases Ladies' Dress Shoes, vic kid pat. tip, a \$2.25 and \$2.50 shoe. **\$1.49**
BOYS' SHOES, MISSES' SHOES, CHILDREN'S SHOES—1 lot of Children's Shoes in Calf and Vici Leathers, heavy soles, sizes 5 to 2. **50c, 75c, \$1.00**
SPECIAL—Boys' Shoes, sizes 9 to 1, heavy soles. **1.29**

20,000 Yards of Loom Ends
In Calicos, Percales and Flannelettes
3½c Per Yard
Price and Material will both suit the consumer and the result will be quick sales and many of them. Satisfied customers make a sale go. Watch us satisfy a multitude.

Cloaks at Half Price
The cloak season is practically over and we find quite a bunch of Ladies' Misses' and Children's Cloaks piled up in our cloak dept. which **MUST BE SOLD**, and we are not going to mince matters but offer your choice of any garment at **ONE HALF PRICE**. Ladies' Coats **\$4.50 to \$37.50**. Misses' and Children's **\$2.00 to 8.50**. Now is the Time. This is the Place

Clothing Department
50 Pr. Boy's Long Pants in stripe effects **98c**. pair. 1 Lot Men's Trousers, fancy checks and stripes, **98c** pair. 75 Pr. Men's Trousers, latest art novelty and fine stripe weaves. Flap pockets, **\$1.49**. 48 Pr. Men's high grade Trousers, **\$1.98**. Men's Tailored Trousers, You pay **\$3.50** and **\$4.00** for these, special price. **\$2.48**.
MENS' SUITS—15 Suits go at **\$4.98**. 20 Suits go at **\$8.98**.
1 doz. Suits worth **\$15.00** and **\$18.00**. These suits are strictly all wool, best Venetia lining.

Extreme Price Reductions on Men's, Boys' and Children's Highest Grade Clothing.
High Grade Clothing. Special price. **\$12.50**
YOUNG MEN'S SUITS—Every suit reduced. 10 Three Piece Suits. **\$3.98**
BOYS' SUITS—Every suit reduced. One lot 2 piece suits 6 to 12, special price. **\$1.48**
1 dozen suits. **98c**

Men's Shirts—10 doz Men's Mercerized Silk front Shirts, latest patterns. **49c**
Men's Heavy Work Shirts in Dark Colors, a 50 and 75c Shirt **39c**
HANDKERCHIEFS—Men's 10c Hemstitched Handkerchiefs one-half price. **5c**
1 gross Turkey Red Handkerchiefs, special price. **3c**
SOX—Men's Rockford Sox, worth double the price **5c**

TRUNKS, SUITCASES
Travelers, attention! Better get our Trunk prices, they're right. Don't fail to inspect our stock of Trunks and Suitcases.
Curtains and Draperies
Go swiftly when such sharp reductions as these prevail. Better values have rarely been heard of. A great bargain opportunity.

Dazzling Array of Ladies' Waists
New styles at Manufacturers' prices. Waists of quality of dependable materials, exquisitely styled, thoroughly reliable in all details of making, dainty designs all perfect in shape and finish. For the woman who wishes the first choice of really beautiful styles these mod. l. are the most artistic in every sense. A profusion of styles.

RIBBONS AT LOOM END PRICES
An unusual opportunity enabled us to buy one of the best brands of Silk Taffeta Ribbons at a very great reduction in prices, and to make quick sales we offer you the following prices:
Nos. 5, 7 and 9, your choice. **5c**
Nos. 12, 16, 22 and 40, your choice. **10c**
Nos. 60 and 80, your choice. **15c**
30c Fancy Ribbons for **19c**
ABOVE PRICES FOR THIS SALE ONLY

SKIRTS.
Tailor Made Skirts in a variety of Handsome Wool Suitings, Solid Black Serges and Panamas in New Models. Special values in New Skirts at Loom Prices.
PETTICOATS.
Ladies' Mercerized Petticoats always sold or **\$1.50** **98c**

SPECIALS
2 doz Ladies' All-Leather Hand Bags, regular \$1 and \$1.25 values, **59c**.
Good Heavy Bleached Muslin 12 yards for \$1; only 12 yards to customer.
One lot Paper Napkins 19c per 100.
One lot Liquid and Paste, the best 25c shoe dressing, 10c.
Big job in Cotton Bats, 8, 10, 12, 15c

Hat Department.
Hats for Men, all styles, each and every one having a distinct individuality of its own. Every shape of the best and most popular models to be worn the coming season will be on sale at the Loom End Sale. Every advanced progress for comfort, style and dependable service for the satisfaction of our customers will be found in this line. Every size and shape to meet the most exacting requirements can be had at Loom End Sale

HANDKERCHIEFS
Ladies' 5c. Handkerchiefs, at. **2½c**
Ladies' all linen 10c Handkerchiefs. **5c**
HOSIERY
1 case Misses' Hose. **9½c**
1 case Ladies' Hose. **9½c**
1 case Men's Hose. **9½c**

TABLE LINENS
30 yds of Damask, worth 50c, for **27½c**
300 yds Mercerized Damask worth 75c, for **49c**
TOWELS—10 doz Turkish Towels, worth 20c for **12½c**
CRASH—1 case crash **12½c** quality, this sale only **8½c**

PINS
Needles per paper. **2c**
Pins per paper. **2c**
Hooks & eyes per paper **2c**
Who ever heard of such prices? This is only a sample of the many good things.

R. L. COE CO.
This is a Cash Sale Grants Pass, Oregon

SPECIALS
One lot 10c Toilet Paper 5c.
One lot xxx plain white woven larger sized env. 5c
20 doz. ladies 25c fine sheer check and dot swiss handkerchiefs, something new half price. **12½c**

Pearl Buttons per doz. **2½c**
Safety Pins per card **2½c**

WALL PAPER
5000 Rolls 25c, 35, 40c Wall Paper, Mill End sale price **19c**
This is a rare opportunity for any one having rooms to paper this Spring. Do it Now while you have the time and can get the paper cheap.
250 Double Rolls Wall Paper, broken lots, from 1 to 3 rolls of a kind. The entire bunch at Mill End Sale at **4c**

ROGUE RIVER COURIER GRANTS PASS, OREGON, JANUARY 10, 1908.