# Grand Opening

SAT., OCTOBER 3d Sale SAT., OCTOBER 10

The R. L. COE CO. BIG STORE

#### MEN'S and BOYS SUITS



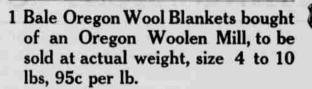
We are placing on special sale 25 mens all-wool hard finished Worsted suits at

**\$13.50** 

50 Boys' Suits, sizes 3 to 15 years, 98c to \$5.00

10 doz. men's cottonade work pants, splendid tailoring, and good weight, value unequaled at 98c

50 doz. mens extra weight, winter underwear, 50c





# White Ribbon Shoes-





None Genuine That Does Not Bear Above Trade Mark on The Sole



This is a facsimile of the coupon which is redeemed at 5 cents a pair and goes to the W. C. T. U. So. ciety.

MADE BY

White Ribbon Shoe Company FORT DODGE, IOWA SOLE MANUFACTURERS

SOLD BY

THE R. L. COE CO.

#### Pingree Made Shoes



The Shoe for MEN

Look better and feel better than other makes of Shoes

the Best for \$4.00, \$4.50 5.00 5.50 \$6.00

# Pingree Made "Gloria Shoe"

The best Womens shoe in America today



Hand Turns and Hand Welts

## The Tender Foot

for tender feet, extra wide and extra size. A to EEE wide, sizes 21 to 8 vici kid, pat. Leather and gun metal

\$3.50, \$4

#### SPECIAL SALE

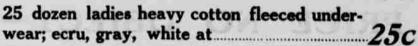
# Cloaks and Suits

100 GARMENTS

Purchased of a large Manufacturer at a Bargain

This lot of cloaks are all of the very latest styles, no two garments alike, regular values \$5 to \$25. This entire lot will be placed on sale Saturday at

### Greatly Reduced Price





10 doz. ladies new novelty Belts, all colors, elastic, leather, silk, tinsel, 25c, 40c, 50c and 75c.

10 pieces fine all-wool Chiffon Broadcloth, regular \$1.50 grade; greens, blues, browns, reds and grays; the lowest price ever placed on this, the most popular fall fabric, ask to see the line at

\$1.12%

25 pieces fine imported dress goods; greens, blues and blacks at \$1, \$1.25, \$1.50, \$2, \$2.25, \$2.50

1000 roll wall paper cheap, 10c, 12c, 15c, 19c, 25c

200 pyrographic boxes, or burnt wood hand-

UMBRELLAS

The Rainy Season is upon us and you can't affoad to get wet. We have special values in Gloria Silk and Combination Unbrellas, 26, 28 and 30

98c, \$1.25, \$1.48, \$1.98 Ask to see them

inches at

#### Furs! Furs! Furs!

We are showing larger assortment of Late Designs in Fur Collars, Scarfs and Boas, from 98c to \$12.50

#### Hetherbloom Skirts

Big stock of Hetherbloom Skirts. Underskirts at Special prices, \$2.25, 2.50, 3.00, 3.50.

Also large assortment of Silk and Sateen Underskirts at Bargains.

# The Famous Pacific Logger Shoes



We own and control the sale of every pair of "Pacific Logger" shoes in this city. This shoe bas no equal for fitting, wearing, water-proof qualities. Try a pair.

\$5, \$6.50, \$7.50, \$8.50

# is Your Chance