

# Santa Claus Will Be at The Big Store



## Santa Claus at The Big Store

Santa Claus is going to have a Big New Home this year with space enough to spread himself; we are now fitting up our big cloak room for Santies quarters and toy land will soon be ready for the Christmas rush. Large consignments of toys and Xmas novelties are now in and our entire force is working night and day rushing the work and we will have our **Grand Christmas Opening, Monday Night, Dec. 14, 7 to 10 O'Clock** at which time we will have a present for each of the children. Let every one come and bring a friend. Santa will have some new pranks to spring. Everyone will want to see him.



### Pyrographic

Woo, boxes and designs of New Panels, Frames, Racks, Mirrors, Dressing Boxes Book Racks, Tie Racks, Stools, Taborets, Waste Baskets and Racks. Full line of guaranteed outfits **\$1.98 to \$3.50**

## Santa Claus at The Big Store

Every department of The Big Store is in holiday attire; we intend to make it the most attractive place in the city for Christmas shoppers. There will not only be an endless variety of useful and ornamental presents but we are going to make some very attractive prices on staple goods in all departments to stimulate the Xmas trade. We wish to call attention to our cloak and suit departments, dress goods department, shoe department, men's and boys' clothing department, hosiery department, big toy department, handkerchief and notion department.

# GRAND CHRISTMAS OPENING

Monday Night, December 14, 1908, From 7 to 10 O'Clock

### Cloaks and Suits

Our Big Cloak Department has been badly depleted by the enormous fall business and while we have more than doubled our expectations we still have some very desirable garments and we are determined to sell every garment before January 1st regardless of cost.

- \$37.50 Seal Plush Jacket..... **\$22.50**
- 27.50 Crushed Plush Jacket..... **\$19.50**
- 35.00 Silk Lined Cloth Coat No. 141 Green and Brown, elegant style and trimming, reduced to..... **\$22.48**
- 5 Misses Gray and Brown Suits \$13.50 to \$16.75 reduced to..... **\$9.98**
- 4 Ladies Light Tan Long Coats, half fitting at \$13.50 reduced to..... **\$8.98**
- 2 Ladies' Genuine Astrachan Fur Capes \$12.50 reduced to..... **\$6.25**
- 25 Children's \$4.50 to \$7.50 Long Coats reduced..... **\$1.98 to \$5.98**
- 52 Ladies' Long Coats, browns, greens and blacks, reg. price \$6.50 to \$15, reduced \$4.98 to **\$9.98**

#### Childrens Square Deal Hosiery

We have just received a case of this famous Six Months Guarantee Hosiery. This is a fine silk finished round thread stocking equal to any article ever sold at 50c. Ask to see them. 6 pairs in a box at 35c.

### TOYLAND

Mechanical Engines, Lanterns, Trains, Carts, Wagons, Autos, Magnetic Fish Ponds, Tiny Town Postoffice, Horns Magic Lanterns, Roly Poly Dolls, Target Games, Tin Dishes, Tool Sets, Steam Engines, Work Boxes, Handkerchief and Glove Boxes, Postal Card Albums, Toy Garden Tool Sets, Big Lot of Games, Harmonicas, Bells, Garlands, Candles, Candle Holders and hundreds of other toys both amusing and instructive for Holiday presents.

**Dolls by the Hundreds Dressed and Undressed Kid, Bisque and China, all styles, sizes and prices 15c to \$5.**

**Boys Wagons, Doll Buggies and Go-Carts**

**Silk Floss Pillows**  
 Sizes 18x18 37c, 20x20 48c, 22x22 59c, 24x24 69c.

**Wall Paper**  
 2000 Rolls Wall Paper extra values for this holiday sale 10c, 12c and 15c.

**Mens 3 Months Guarantee Sox, 3 pairs in a box, per box 50c**

50 pairs Men's Pants from 25 to 50 per cent reduction, **98c, \$1.48, \$1.98**

### Shoes

Lot No. 1—Ladies \$2.50, \$3.00 and \$3.50 fine dress Shoes. Broken lines of Pingree, Gloria, Hamilton Brown and Majestic Shoes. Special for this Sale..... **\$1.98**

Lot No. 2—78 pairs of Mens \$3.50 Douglas Shoes, pat. Leather, Vici Kid, Cordovan and Gun Metal. Your choice of any Douglas Shoe we have in the house..... **\$2.48**

Lot No. 3—150 pairs Childrens Shoes, big job to close out 25 to 50 per cent under regular prices, at **49c, 98c, \$1.19, \$1.48**

### Men's Suits

Lot No. 1—15 Men's all wool French Worsted Suits new up-to-dare pattern styles and colors, reduced to..... **\$12.50**

Lot No 2—9 Men's Suits; Coat, Pants and Vests, dark colors, reduced to..... **\$3.98**

Lot No 3—16 Boy's Long Pant Suits, good heavy weights, \$6 to \$8.50 values; good solid goods some of them all wool, broken lots going at a bargain..... **\$4.98**

Lot No. 4—24 Boy's Knee Pant Suits, 3 to 12 years, special reduction on this lot, 98c, \$1.48 and..... **1.98**

# THE R. L. COE COMPANY BIG STORE