

WE'RE NOT RETIRING FROM BUSINESS

For Your Trade is Good Enough for us

On November 16th we will put on a Sale for the purpose of inaugurating prices that will completely clear up our present stock to make room for New Goods and to introduce new ideas and methods in general merchandizing

OUR CLOSING OUT PRICES

are not made for a bankrupt stock, but are to be quoted on first-class, up to date merchandise. Remember, we're not retiring from business, and that you will find us year in and year out doing business in Athena.

The store where you always get the Most for Your Money.

THE FAIR DEPARTMENT STORE

The store that never bilks you with a shoddy bankrupt stock.

This Sale, which Continues until Further Notice, Embraces our Winter Goods, and nothing is reserved. We will not deceive you. We don't practice deceit in our business and won't begin it here.

When this Sale winds up and the final hour has come, we are going to put new methods and new ways into effect, and make this the greatest establishment of this city. In fact we are going to make it the Temple of Economy; the Bee Hive of the people; the Fountain Head of the city; the great store for the people to gather in, and the greatest Cash Gathering Store within 20 miles of here. We are going to make it the Penny-Saving Store as well as the Dollar-Saving Store for all the people. We are going to make this house for the masses and not the classes, which it always has been and always shall be. The people are marching to the Temple of Economy, The Fair, and laying in their supplies, saving dollars and cents and getting the best grade of goods in this city. Not the culls and old, bankrupt stocks, but first class, up-to-date goods. New goods, bought this fall. Come and see for yourself and lay in your supply of Dry Goods, Ladies' Furnishings, Shoes and everything in the Hat line, and in fact, everything you want you will find in our up-to-date Dry Goods Store

Underwear Department

We will put on sale a large job lot of Men's Undershirts, regular price, 50c to 60c, Closing out Sale price,

25c a Garment.

Men's fine all-wool Underwear, regular price \$2.50, going at closing out price, \$1.90 a garment.

Men's fine grey all wool Underwear, regular price \$1.50 a garment, closing out price, \$1.20.

A very fine all wool garment, grey, regular price \$1.25, closing out price 95c.

One of the best offers of the year. You can't afford to miss our Heavy Fleece lined Underwear. Regular price 50c a garment, closing out price,

35c a Garment.

Heavy Fleece Ribbed, pink color, a snap at 39c.

CHILDRENS UNDERWEAR

This line is out deep. Too many to mention. We carry the heavy Fleece and the Ribbed in grey, camels hair and all wool.

WOMENS AND MISSES UNDERWEAR.

One hundred dozen going at a price that you can't resist. Women's Heavy Fleece Eern, regular price 35c, closing out price,

23c a Garment.

We have these garments in different colors. A better garment with Silk Taped and heavy, regular price 50c, closing out price, 38c.

Women's all wool Garments' worth a dollar, closing out price, 78c.

The Oneita Union Suits, closing out price, 82c.

Our regular nonshrinkable Garment, price 75c, closing out price, 60c.

HOSIERY.

Ladies' Fleece Lined Hosiery Heavy Fleece, Rib top, regular price 25c, closing out price, 19c.

Heavy Fleece, Rib top, regular price 30c, closing out price, 15c.

Heavy Fleece Hemmed top, regular price 15c, closing out price, 11c.

Our all wool Hose, regular price, 35c, closing out price, 27c.

Our all wool Hose, regular price, 25c, closing out price, 19c.

A fine cotton Hose, regular price, 18c, closing out price, 15c.

A fine cotton Hose, regular price, 15c, closing out price, 11c.

A very good cotton Hose, regular price, 10c., closing out price, 8c.

RIBBONS, EMBROIDERIES

If you want Ribbons, if you want Embroideries, if you want silks, silk Thread of any description whatever, we have them. Prices cut deep and you can't afford to miss them.

MEN'S SWEATERS.

Boy's Cotton Sweaters in Red and Blue, regular price, 50c, closing out price, 38c.

Men's all wool Sweaters, in all colors going at a sacrifice.

Our regular \$1.25 garment, closing out price, 98c.

Our regular \$1.50 garment, closing out price, \$1.27.

Our regular \$2.25 garment, closing out price \$1.78.

Our regular \$2.50 garment, closing out price, \$2.10.

Our regular \$2.75 garment, closing out price, \$2.35.

Our regular \$3.00 garment, closing out price, \$2.58.

RUBBER GOODS.

We have a large new stock this fall—no old stock that has been carried over from year to year, but a brand new up to date stock.

Men's heavy Aretics, closing out price 98c.

Men's heavy Snow Excluders, closing out price \$1.10.

Men's heavy Gum Boots, closing out price \$2.50.

Men's heavy Rolled edge Overshoes, closing out price 70c.

Men's heavy cloth top Overshoes, closing out price, 85c.

Men's heavy one buckle Overshoes and Felt, closing out price, \$2.00.

Ladies' three buckle Overshoes, closing out price, \$1.27.

Ladies' fleece lined Overshoes, closing out price, 72c.

Ladies' rolled edge Overshoes, closing out price, 53c.

Misses Rubber Overshoes, closing out price, 37c.

Children's Rubber Overshoes, closing out price, 27c.

GRANITWARE, ETC.

Graniteware, Tinware, Crockery and Hardware, and Woodenware—We are closing out these lines at prices that will move them in a short time.

We carry as large a stock as you will find in Athena, and it will be to your interest to call at once and get your supply before the lines are broken up.



Notice

Our Clothing Department

Our Stock of Caps

are the good heavy kind that draws down over the ears. Corduroy in different colors. Regular price 60c, closing out price 40c. Black Broad Cloth, new style, 60c caps, closing out price 40c. All our 35c and 25c caps going at 20c.

Heavy Duck Lined Coats

Double breasted, gray and brown colors, well made with laped seams. Regular price \$2.25, closing out price \$1.75. Our single breasted, same as above, \$1.85, closing out price \$1.48. We also have a large line for boys which we are closing out at 75c, 90c and \$1.00.

Sox for Men and Boys

Now is a chance of your lifetime to get good, heavy, warm All Wool Sox. We have them in all grades for men and boys. A heavy Wool Sock for 15c. Also a heavy Wool Sock for 20c. A very heavy one in white and gray which we are closing out at 28c.

Shoes for Everybody.

Little Boy Blue come blow your horn, I haven't got a bunion, I haven't got a corn; my feet are as easy as they can be, for I am wearing The Fair Store's Shoes, you see. You will see by the stamp they have on them that they are made by honest hands. Whether it is shoes you want for your wife, your mother, your daughter, for the babies or anybody else, they are here for you, and they are here at prices that are talking out loud.

Our Dress Goods Dep't

We are closing out our Dress Goods at remarkable slaughtering prices. Our Black Brocaded, 38 inch wide, regular price 35c, closing out price 20c per yard; our regular 40c, closing out price 25c per yard; our regular 50c, closing out price 35c; our regular 60c closing out price, 40c.

In fact, everything is cut down to the last cent in the Dress Goods line.

OUTING FLANNEL.

25 pieces at 10c per yard, closing out price, 7½c.

25 pieces at 8c per yard, closing out price, 6c.

25 pieces at 7c per yard, closing out price, 5c.

20 pieces at 6c, closing out price, 4½c.

LADIES NIGHT GOWNS.

A large assortment of Ladies' Night Gowns, made of heavy Outing Flannel, nicely trimmed, in all colors:

Our regular \$1.50 grade, closing out price, \$1.20.

Our regular \$1.35 grade, closing out price, \$1.15.

Our regular \$1.25 grade, closing out price, \$1.00.

Our regular \$1.00 grade, closing out price, 85c.

Our regular 75c grade, closing out price, 63c.

LADIES' GOLF GLOVES.

Both in plain Black and in all colors, our 50c line going for 39c.

Our regular 35c line, closing out price, 26c.

Waists and Wrappers.

We have a large assortment of Ladies' Waists and Wrappers. We are cutting the prices right in half.

Sheeting and Muslin.

Our stocks of sheetings and Muslins are complete. Come in and see us and get our prices before you buy.

JACKETS AND COATS.

We guarantee that we can save you money on these goods—cut right in two.

BLANKETS.

We have but a few left. You must come quick to get any of them if you need them for the closing out prices will make them move.

FASCINATORS.

In all colors and in all grades. Prices are too good to tell of. Drop in and see for yourself.

SILKS, DRESS TRIMMING

22 in. Jap Silks, all colors, closing out price, 37c.

22 in. China Silk, all colors, closing out price, 25c.

Satins in all colors, closing out price, 35c.

Silks in all shades and in all grades out deep for closing out sale.

DRESS SKIRTS AND UNDERSKIRTS.

Ladies' Walking Skirts, latest Fall and Winter cloth and styles, all shades. Plaited, kilted and tucked flaring bottoms, all lengths, for this closing out sale, 78c., \$1.48, \$1.98, \$2.25, \$2.78, \$3.35, worth twice the money.

Black Underskirt, tucked and ruffled, worth \$1.25, sale price 69c.

Silk Underskirts in changeable colors worth \$5.00, closing out price \$3.89.

LACES.

Torchon Lace, per yard 6c., 7c., 8c, closing out sale price 3c. Valenciennes Laces worth 5c. and 6c., closing out sale price 3c. Silk Lace worth 25c., sale price 18c. Silk Laces worth 35c., closing out price 27c.

We have a large assortment to offer you at prices that will close them out at once.

SEWING MACHINES.

The Domestic kind. Every machine guaranteed. We will close them out at actual cost. We will not carry them in stock any longer. It will pay you to get our prices on sewing machines, before buying elsewhere.

NOTIONS.

Two boxes of parlor matches, for 5c, 2 bottles of ink for 5c, 2 large pencil tablets for 5c, 2 paper pens for 1c, 12 lead pencils for 10c, 1 card large safety pins for 3c., 1 box of hair pins for 3c., 1 tooth brush for 10c., bunches of envelopes for 5c, Dressing combs, each 8c, embroidery hoop each 8c, wire hair pins, per pack 1c, Hooks and eyes, per card 1c. and the good kind, always sold for 10c no 5c a cake, 2 bottles of mucilage for 5c, 2 bottles of library paste for 5c, Hammer handles 5c, chair bottom 8c, oil cans 8c, rolling pins 10c, sto 8c, scrubbing brushes 8c, butter paddles 4c, nest eggs 1c, cur combs, regular 25c seller, for 10c horse brushes 15c, crepe paper in 4 colors, 8c, whips 10c, Imperial cement best on the market, 10c, clothes hook per doz, 10c, cake turners 4c, m sticks 10c.

THE FAIR

Athena's Big Department Store, B. Jarman, Proprietor