



McCall Pattern No. 3183 - EXQUISITE DINNER OR EVENING GOWN



.... Can be Chosen to Good Advantage at

THIS MAMMOTH STOCK REDUCING SALE

... Lasting the Entire ...
Month of December

\$20,000 Worth of the HIGHEST
GRADE MERCHAN-
DISE MUST GO OUT AT ONCE

We want to make this the greatest stock-reducing and cash-getting sale that ever appeared within the history of this country, for with us it is cold cash that we want, and we want it quick. All former attempts at merchandising by us or any other concern within 50 miles of this city will be eclipsed beyond all question. A hustle and a bustle through the entire big store that will wake mortal man from his slumbers and make other events appear as nothing compared with this sale. It will be a wonderful gathering of the people. We intend to clean up stock and the people get the benefit. We will raise the roof if necessary. RAIN OR SHINE, THE BATTLE GOES ON. We have put out our word to the people, and you know how well we have kept it. Our word to you will be our bond and there is not one item in this house or a half a dozen articles going to be put out for bait, as you will find many trying to do, but over 49,000 items, all at a price as never met mortal man's eyes before. From one end of this big store to the other you will see goods at the greatest price destruction figures you have ever seen, no matter which door you come in.

Almost Entire Stock Goes to The People

We expect to do ten times the business of our lives, because we must reduce stock. We have put on extra salespeople, and no matter whether it rains or shines, it will pay you to gather up your gum coats, mackintoshes and umbrellas and see the greatest display of merchandise, sold for the least money, that ever appeared to your eyes. Supply your Christmas wants now. It is a perfect avalanche of bargains. Thousands of them where you will find one elsewhere. All odds and ends accumulated from the past season's selling will be put in lots here and there throughout the store and sacrificed for what they will bring. Here is a chance to make your money stretch to the utmost limit of possibility.

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Until it will seem incredible to customer and competitor that such merchandise selling is possible. NO WINDOW DUMMIES. NO BIG SALARIED HELP. NO STOCK TO SELL, BUT JUST THE BEST MERCHANDISE AT SLAUGHTER PRICES. YOU GET THE BENEFIT, WE REDUCE PRICES. BUT DON'T PAY OUT-OF-TOWN "FLOATERS" TO HELP FOOL THE PEOPLE.

COME EARLY AND COME PREPARED, FOR YOU WILL BUY

Xmas Suits, Cloaks and Skirts Half Price

We have a tremendous amount of suits, cloaks and children's wear to be disposed of to make room for an unusually large order of spring and summer goods, and the result is prices that must be seen to be appreciated. Serges, Panamas, Voiles, Broadcloths, Diagonals, all the latest cloths.

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|---------------------|---------|---------------------|---------|----------------|---------|
| \$40.00 Suit values | \$18.50 | \$20.00 Suit values | \$10.00 | \$10.00 Skirts | \$ 6.50 |
| \$30.00 Suit values | \$15.00 | \$15.00 Skirts | \$ 7.50 | \$ 8.50 Skirts | \$ 5.00 |

Exceptional Prices on Dress Goods and Silks

We have an extra large and fine line assorted dress fabrics, especially in serges, broadcloths and zibelines, which have just been received. These, with the rest of our entire stock, included in the great December stock-reducing sale. You should supply your wants for many seasons to come, for the prices quoted cannot be duplicated even at wholesale, owing to the great increase in the cost of production.

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|--------------|------|-----------------|------|-----------------|--------|
| 50c Suitings | .39c | 75c Suitings | .59c | \$1.25 Suitings | .99c |
| 65c Suitings | .49c | \$1.00 Suitings | .79c | \$2.00 Suitings | \$1.39 |

Xmas Umbrellas

We have double the stock we care to carry, thus we cut the price to the quick on this line. Don't get wet and take cold—there is no use of it—they are within the reach of all.

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|---------------|--------|---------------|--------|
| \$1.25 values | .95c | \$2.00 values | \$1.29 |
| \$1.50 values | \$1.00 | \$3.00 values | \$2.19 |

Xmas Gloves and Mittens

In this line you want something serviceable, durable, and you want to get them at an institution where you know the materials will be right. We have the Sunday kind, we have the every-day kind, and we have the dress-up kind. Every pair reduced to cost, and in a number of cases less.

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|--------------------------|------|----------------------|------|
| \$1 Chamosses Gloves | .79c | 75c Chamosses Gloves | .59c |
| \$1.50 Mascot kid gloves | 1.19 | 50c Chamosses Gloves | .39c |

Fancy Goods for Xmas

We are showing hundreds of little fancy articles—all are for some useful purpose—any one will delight the housewife or the young lady—all are in this sale at very low prices. IT WILL BE WORTH A VISIT TO THIS STORE IN ORDER TO SEE THIS LINE OF FANCY GOODS.

Xmas Neckwear, Hosiery, Etc.

Fashion's dictates are here shown in a display never before equaled in this section, and at prices that will paralyze the offering of the others.

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| All 35c values in Ties, sale | 25c |
| All 25c Guaranteed Ladies' Hose | 20c |

"Underwear" The Item of the Hour

And now is the time to complete your outfit for the winter at prices that will make it worth while to buy for the future.

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|---------------------------------------------------------|-----|
| Best \$1.25 Men's Woolen Underwear, sale, garment | 95c |
| Best 65c and 50c Men's Cotton Ribber Underwear, garment | 39c |

Xmas Sale of Notions

You will find everything in the little knickknacks, useful and ornamental, and all the multitude of little things that are so handy to have about the house, and further supply the wants for the Christmas hours at prices one-third to one-half less than elsewhere.

House Dresses, Kimonos, Etc.

come in for their share of the cuts, and you can secure the warm and comfortable, perfect fitting kind at the price that the goods would cost, let alone the making.

PRICES: \$1.00, \$1.35, \$1.50, \$2.00, \$2.50.

Working Clothes

comes in for its share also, and we are offering Shirts, Overalls, etc., at prices that make neatness and comfort a possibility to every working man. We are closing out every article in this line forever. Note the prices:

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|-------------------------------------------|-----|
| 75c Men's Blue Denim Overalls, sale, pair | 59c |
| \$1.25 and \$1 Men's Golf Shirts, each | 79c |

No Time to Enumerate Everything--You Will Find Almost Everything on Sale

W. H. Meeker & Co.



FALL AND WINTER GLOVES

