

OUR FALL OPENING and HARVEST SALE

OPENS SATURDAY MORNING, SEPTEMBER 25--LASTS TEN DAYS

A Considerable Saving on Fall and Winter Merchandise

WE'VE BEEN MONTHS PREPARING FOR THIS EVENT, AND BEING THE FIRST SALE OF EARLY FALL WEARABLES, WE'VE SPARED NO EFFORT IN MAKING THIS THE BIG EVENT OF THE SEASON, FOR WE ARE HERE TO MAKE GOOD, AND REALIZE THAT ONLY VALUES COUNT IN BUILDING THE FOUNDATION OF A SUCCESSFUL BUSINESS. WE'VE PASSED THE FIRST MILESTONE, THROUGH THE HOT SUMMER MONTHS, AND NOW VERGE ON THE FALL SEASON WITH COLORS FLYING AND WITH A SENSE OF GRATIFICATION FOR THE HEARTY BUSINESS WE HAVE ENJOYED THE PAST FEW MONTHS. BUT IT'S NOW TIME FOR FALL MERCHANDISE, AND WE HAVE PURCHASED MANY LINES OF NEW MATERIALS, BY THE YARD OR READY-MADE GARMENTS, THAT FOR THIS SPECIAL SALE MEAN BIG SAVINGS FOR EVERY HOME. WE SELL ONLY REPUTABLE MERCHANDISE, AND THAT AT THE LOWEST CONSISTENT PRICE. "A GUARANTEE WITH EVERY PURCHASE AND YOUR MONEY BACK IF YOU WANT IT, IS OUR MOTTO." SALE BEGINS SATURDAY. FALL OPENING MONDAY. STYLE SHOW MONDAY EVENING

FALL SUITS and COATS

BUSIEST SECTION OF THE STORE

We might say, "by a streak of good luck," we were fortunate in being able to buy 75 Suits, right at the last minute—snappy, up-to-date styles, which are all the rage in the large cities today. Through our knowledge of the New York shops we bought these garments from the coast representative at the eastern cost, and only one of a kind in the lot—you get the benefit of this purchase.

SUITS, \$16.50, \$19.50, \$25.00 AND UP

Garments that are distinctive and different, and embrace fashions of last degree of style. Jaunty Fur-Trimmed Russian Box Coats, with high "chinchin" collars, some are belted, others are perfectly loose back, come in blue, brown, green and black, materials are geberdine, broadcloth, poplins and serges.

NOTE—We maintain an Alteration Department that gives absolute satisfaction in every fitting. Mrs. Riddle has charge of this department.

COATS FOR MISSES AND LADIES

A big showing of corduroys, plush and mixtures, some are belted with large patch pockets and high button-up collars, and come in brown, blues, greens, grays and black, also mixtures with fur trimmings, at \$6.50, \$9.50 up to \$25.00

COATS FOR CHILDREN

Nobby chinchillas, corduroys and plush, lined and trimmed with materials to match, sizes 3 to 14 years, at \$1.75 to \$8.50

LADIES' DRESSES, SILK OR WOOL

All-Wool Serges, in navy and colors, some trimmed with silk to match Peter-Thomson Dresses; also a lot of the new fall styles in silk, both black and colors, many have just been received. DRESSES PRICED \$7.50 to \$25.00

REMARKABLE SAVINGS IN THE SILK AND DRESS GOODS SECTION

Hundreds of yards divided into three big lots, stacked high on tables.

DRESS GOODS—LOT 1

Odd lots, short lengths and full bolts, plaids, plain colors, very suitable for children's school wear, sold regular to 50¢ yard 15¢

DRESS GOODS—LOT 2

This lot includes dozens of pieces, sold formerly to \$1.00 yard; we need the room, hence the sacrifice on such merchandise, yd. 29¢

DRESS GOODS—LOT 3

Most any material you could ask for in this lot, sold regular to \$2.50 yard, some are short lengths, others as much as you like, yd. 48¢

HEMSTITCHED PILLOW CASE

A good quality Case, 42x36, hemstitched with wide hems, 12 1/2¢ well worth 20¢

HEMSTITCHED SHEETS

A Seamed Sheet, good quality muslin to match hemstitched case, worth 75¢ 49¢

GERMAN VAL LACES

American made Laces at less than foreign prices, dozens of patterns, up to 1 1/4 inches wide 5¢, 8 1/3¢, 10¢

WIDE LACES AND CHIFFONS

Silk All-Over Laces, 40 inches wide, now in vogue for lace waists; also Double Width Chiffons in colors \$1.35

NOTE—CLIP THE COUPONS IN THIS AD, THEY MEAN EXTRA SAVINGS WHEN PRESENTED WITH THAT PARTICULAR PURCHASE THEY REFER TO

CURTAIN SCRIMS AND NETS

Just received a big lot of these curtain materials in plain white, cream and ecru, 36 inches wide, nothing nicer for bungalow windows, and at very reduced prices.

10¢, 12 1/2¢, 15¢, 20¢

LADIES' GOWNS

Made of good quality outing, in white, or small pink and blue stripe, all sizes, at 69¢, 85¢, 98¢

CORSETS

Royal Worcester Corsets, worth regular up to \$1.50, late styles, most any size 98¢

PETTICOATS

All Jersey Silk Petticoats, sold up to \$6.00, also Mes-saline Skirts in most any color \$1.98

BROWN MUSLINS

A yard wide cloth, always sold at 7 1/2¢ and 8 1/3¢, over-stocked on this lot, hence the price 5¢

SCHOOL MIDDIES

Come in all white or white with blue trimmings, any size, 14, 16, 18, sold reg. to \$1.50 98¢

Enough material (12 yards calico or challis) with sufficient cotton for comfort, at \$1.29
This Coupon with 15¢ and the above purchase entitles you to a 25¢ pkg. Gold Dust. (Clip the Coupon.)

BOYS' AND CHILDREN'S PAJAMAS

Good quality outing, in pink or blue stripe, always sold \$1 and \$1.25 69¢

CHILDREN'S SCHOOL HANDKERCHIEFS

One big lot bought purposely for this sale, Lawn Handkerchief with colored hem, limit 1 dozen to each customer, dozen 10¢

DRUG SUNDRIES

At department store prices, all standard goods, This Coupon with any 50¢ purchase in the Drug Sundry Dept. and 15¢ entitles you to a 25¢ pkg. of Gold Dust. (Clip the Coupon.)

BUNGALOW APRONS 39¢, 49¢, 69¢

Big, roomy House Aprons, made of good quality percale, in three sizes, light and dark patterns. This Coupon with 15¢ and the above purchase, entitles you to a 25¢ pkg. of Gold Dust. (Clip the Coupon.)

TWILLED SHIRTING CRASHES

Comes 30 and 36 inches wide, in heavy twill cloth, mostly blue 10¢

Several pieces of Bleached and Brown Crash, suitable for roller use, sold regular to 15¢, 10¢

OUTING FLANNEL

Good quality, such as you pay 12 1/2¢ for, in white, pink or blue stripes or checks, 10¢

CRETONNES

10 or 15 pieces of Fancy Figured Cretonnes, used for curtains, draperies and the like, regular 12 1/2¢ and 15¢, at 8 1/3¢

KIMONO CLOTH

Sold at 20¢ and 25¢, in a variety of patterns, pinks and blues, 27 and 36 inches wide, 12 1/2¢

HEAVY CLOAKING \$3.00 Grade

54 inches wide, in good, heavy quality, for children's coats, two patterns, blue and brown \$1.95

CREPE DE CHINE

All silk, 40 inches wide, in white, black or colors, for evening wear \$1.15

SCHOOL RIBBONS

Two lots, some are fancy figured, others are plain taffeta, any color, 15¢-19¢

WASTE BASKETS

A necessity for the home, come in neat cretonne patterns, in different shapes, 15¢

A good Crochet Bedspread, worth \$2.00, at \$1.69
This Coupon, with 15¢ and the above purchase, entitles you to a 25¢ pkg. Gold Dust. (Clip the Coupon.)



WAYNE KNIT AND WONDER HOSE

A—For Ladies' and Children's Hose they can't be beat, every pair guaranteed to give satisfactory wear, at 25¢
B—A new All Silk Guaranteed Wayne Knit Stocking in black at 75¢
C—Wonder Hose for Ladies and Children, any size, in black only, guaranteed, at 15¢

This Coupon, with 15¢ and the above purchase, entitles you to a 25¢ pkg. Gold Dust. WonderHose, guaranteed, Children's or Ladies' 7 Pairs \$1.00 (Clip the Coupon.)

BLANKETS, COMFORTERS and PILLOWS

Cotton Fleece Blankets, come in tan, gray and white, at 49¢ and to \$2.50
Comforters, made of good quality silkoline and good quality filling, at \$1.25 and up
Pillows at 75¢ each and up
One lot of Blankets, slightly damaged, at 49¢

Also the Popular Pendleton Robes



Health and Beauty

Follow the Correct Fitting of a GOSSARD CORSET

Health because this corset gives correct abdominal support, a natural waist line and a back line true to nature.

Beauty follows, because the foundation of Beauty is perfect health. Our observations convince us that the women who wear Gossard Corsets enjoy good health.

The models shown above are but four of the distinguished family of original Gossard Front-Lacing Corsets. They are sold by us and are worn by the most particular women.

Regardless of the price you pay for any Gossard Corset, you are assured of complete wearing satisfaction. Added to this you may have health and beauty. We suggest a fitting today.

Various models to choose from at \$2.00, \$3.50, \$5.00 and up.

MILLINERY

All that is new in Millinery you will find on display here—many new shapes received daily from large eastern shops—or we will re-trim any hat to suit you.



THE MAY Co.

Successors to F. K. Deuel & Co.