

THE Big Idea Sale

LAUNCHED into your midst at the opportune time by this store has served its purpose far better than we anticipated. We attribute its success and general satisfaction to the thorough business methods upon which it is conducted, and to the fact that we are not obliged to import foreign talent with "catch penny scheme" methods to dispose of our merchandise paying them at least 10 per cent for this kind of work, thereby adding that much extra to the price you pay for merchandise at such sales.

Our Sale Continues UNTIL CHRISTMAS

Everything reduced on a uniform price scale. Your neighbor pays as much as you do. Look over your needs, and if we have what you need, buy it here. You can't beat the price on Standard Merchandise.

DOLLS AT HALF PRICE

A good assortment of Dolls and a few other Christmas things for the children. To close them out quick we offer them at just one-half what they are worth.

A FEW SUGGESTIONS

Ladies' Silk Hose

Ladies' Silk Waists

Ladies' Silk Petticoats

Ladies' Furs

Ladies' Suits

Ladies' Coats

Ladies' Skirts

Ladies' Sweaters

Ladies' Comfort Slippers

Ladies' Handkerchiefs

Ladies' Underwear

Ladies' Gloves

Shoes, Silk Socks

Suits, Overcoats, Gloves

Mittens, Sweaters

Ties, Fancy Holiday Boxes for men

All Going at Prices that the Highest Priced Special Imported
Sales Managers ARE NOT ALLOWED TO MAKE

THE MORLAN-KRUGER CO.

Quality Merchandise at Bargain Prices