

Fall OPENING Sale

Beginning Tuesday Morning, September 7th

THE MODERN WAY OF MERCHANDISING TODAY IS TO HAVE A FALL OPENING SALE. MANY OF OUR FRIENDS DISAGREE WITH US BECAUSE IT CUTS PROFITS AT THE BEGINNING OF THE SEASON. THIS IS AS IT SHOULD BE—BECAUSE WE HAVE OUR GOODS ON OUR SHELVES BUT A FEW DAYS AND CAN WELL AFFORD TO SHARE WITH YOU IF YOU WILL BUT ANTICIPATE YOUR WINTER NEEDS SO EARLY IN THE SEASON. IF YOU WILL ANTICIPATE WHAT YOU NEED BY BUYING NOW YOU WILL NOT ONLY MAKE A BIG SAVING ON WHAT YOU WILL EVENTUALLY HAVE TO HAVE LATER ON BUT YOU WILL ALSO HAVE THE PLEASURE OF GETTING THE GOOD OUT OF IT EARLY IN THE SEASON

EVERY ITEM IS FIRST QUALITY MERCHANDISE AT BIG SAVING

Opening Sale of Coats



Never before at our Opening Sale have we been able to show so complete a line of Plush and Fabric Coats. They are shown in short styles, Fur trimmed—also full length, plain and fur trimmed, sizes up to 54.

\$40.00 Plush Coats	Now	\$35.00
50.00 Plush Coats	Now	44.00
65.00 Plush Coats	Now	57.00
75.00 Plush Coats	Now	67.00
85.00 Plush Coats	Now	75.00
100.00 Plush Coats	Now	87.00
20.00 Cloth Coats	Now	16.50
25.00 Cloth Coats	Now	21.00
30.00 Cloth Coats	Now	26.50
40.00 Cloth Coats	Now	34.50
50.00 Cloth Coats	Now	44.00
65.00 Cloth Coats	Now	57.00
75.00 Cloth Coats	Now	67.00
85.00 Cloth Coats	Now	75.00

New Fall Suits Reduced

From the simplest sort to the most elaborate, Fur Trimmed and Braids

Season's Newest Models

\$35.00 Values, on sale at	\$31.50
45.00 Values, on sale at	39.50
50.00 Values, on sale at	44.50
65.00 Values, on sale at	58.50
75.00 Values, on sale at	67.00
85.00 Values, on sale at	77.00



Children's Coats

Buy Children's Coats at the Opening Sale. They are shown plain and fur trimmed—ages 4 to 14 years.

Special Discount 10%

New Fall Blouses

Rich in Style and Quality—Low in Price
New Blouses decidedly neat, Georgette, Crepe de Chine, Satin, Voile, etc.
Special, 98c up to \$9.00

Buy Bedding

AT OUR

Fall Opening SALE

You naturally save money by buying your Bedding from us at all times, but more so now.

50 x 72 Good Grade Double Blanket	\$2.70
66 x 80 Good Grade Double Blanket	3.60
66 x 80 Good Grade Double Blanket	5.40
66 x 84 Good Grade Double Blanket	7.60
66 x 84 Wool Nap Plaid Blanket	7.65

SPECIAL COMFORT VALUES

Full Bed Size, heavy	\$5.00
Full Bed Size, Silkoline Covered	6.75
Full Bed Size, Fancy Border	7.50
Cotton and Wool Batts for Comforts, Full Size	25c—\$1.00—\$1.75—\$2.50—\$3.50

Less 10%

Winter Underwear For Ladies and Children



Forest Mills Underwear has stood the test for over 30 years, and we claim it to be the best make of good Underwear on the market for Wear and Fit. It can not be equalled at much higher prices. In Ladies' Garments we carry a complete line of sizes and qualities from

\$2 to \$4.50

Children's numbers are in Union Suits and pieces, good fleece lined and part wool from 2 years to 16 years. Sleeping Garments with feet fleece lined from 1 year to 14 years. All numbers less 10%.

Every Article in the Store Reduced!

Buy Now—All New Fall Goods

The Woman's Store

H. N. MOE, Proprietor

Silks and Dress Goods

Right now early in the Season is a good time to buy your Fall Materials for Dresses, Waists, Shirts, Coats, and etc.

In Silk we show complete color lines of the most wanted fabrics 40-in. good grade Crepe de Chine—splendid wearing quality, with over thirty shades to select from at our Special Price, per yard \$1.95

40-in. Georgette right from the best silk mills—all new evening shades at our Special Price, per yard \$1.95

35-in. Satin and Taffeta—mostly in staple colors and black. Our Special Sale Price, per yard \$3.15

40-in. White PEE WEE Silk, adapted especially for lingerie wear. Our Special Sale Price, per yard \$3.15



DOMESTIC and COTTON GOODS

SCHOOL DAY CLOTH—we have full color line of this ever durable cloth for School Days—Stripes, Checks and Plain Colors.

White Outing Flannel, Special, per yard.....29c
Special Sale Price, per yard, 45c

Good quality colored outing FLANNEL, light and dark colors. Special Sale Price per yard.....33c

Pink and Blue Daisy Flannel, Special per yard.....39c

36-in. Fancy Curtain Scrim, Special, per yard.....25c

New Pattern Kimona Fleece, Special, per yard.....45c

SHEETS AND PILLOW CASES

81 x 90 Wearwell Sheets, Special, each.....\$2.79

42 x 36 Wearwell Cases, Special each......63

36-in. Fast Black Sateen for lining and children's blotmers. Special, per yard.....45c

Children's School Dresses

25% OFF.

Over 300 Dresses to select from, light and dark colors, mostly made from Ginghams and Percales. Ages 2 to 14 years

