

Fife and Amicke Open a Tremendous Drive for New Business

"The Quality Store" "The Quality Store"

an Old Fashioned SALE at Old Fashioned PRICES
On Our Entire Stock



Including:
**WOOLENS,
 FLANNELS,
 SILKS,
 AND ALL DRESS
 MATERIALS**

Friday, Nov. 14th

Be On Hand At 9 A. M.

Corner Fifth and Main Sts.

Here Is The Story Folks. Read!

We know the truth of the old axiom, "To Stand Still is To go Backward." So right now in the heart of the Fall Season we are starting

A Tremendous Drive For New Business

We went into the wholesale market and bought a Truck Load of New Fall Coats and Dresses, Chic Millinery, Walk-Over Shoes and several hundred dress and coat lengths of

Woolens, Flannels and Silks

Friday morning at 9 a. m. we will offer you our biggest and best assortment of merchandise at prices lower than ever before.

Fife & Amicke enable the customer to take advantage immediately of any decline in market prices, because every time the price of any commodity is lowered, this saving is reflected in our prices to you. You can depend upon it our merchandise is the best and our prices the lowest for quality merchandise.

Our Stock at Tremendous Reductions

Look for the Red, Orange and Green Price Tags---Everything Plainly Marked!

Value Is In Fashion for Fall

Most of us have money to spend—but we're going to do it wisely.

All of us expect more for our money this season; we'll get it too.

Therefore Fife & Amicke now go on record with this statement:

We've taken advantage of every manufacturing discount; we've effected lower operating cost; and these savings are passed on to you.

- New Prints**—In a wide range of colors and patterns—5 yds. **\$1.00**
- Pique**—Of heavy quality in light patterns. Reg. 63c yd.—3 yds. **\$1.00**
- Art Linen**—To Make those Christmas gifts, as low as—yd. **59c**
- Krinkle Crepe**—For night gowns, an unusual buy at—4 yds. **\$1.00**
- Cretonnes**—We have a wide range of patterns with prices as low as—5 yds. **\$1.00**
- Outing Flannel**—This is a fine quality, striped at—4 yds. **\$1.00**
- Feather Ticking**—Heavy weight, excellent quality—yd. **49c**
- Fancy Ticking**—All colors to choose from. Reg. 49c. 3 yds. **\$1.00**
- Fancy Lace Curtains**—Of a fine texture, at **\$1.98**
- Curtain Material**—Fix up those new curtains now. Yd. **39c**

- Stockings for Children**—Phoenix, plain colored, black, tan, blue, white; in fact, all colors. Reg. 55c pair **40c**
- All Wool Child's Stockings**—Phoenix brand. We are offering values up to \$1.50 **98c**
- Little Women's Stockings**—These are sport styles. At these prices you should buy enough. 4 pr. **\$1.00**
- Phoenix All Silk Stockings**—Our regular line of full fashioned, all silk, in all sizes and colors at—pr. **\$1.69**
- Rayon Drapery Material**—At new low prices, per yd. **79c**
- Marquisette**—In all colors. Come early to buy at—3 yds. **\$1.00**
- Challie**—Sold regularly for 20c yd; 7 yds. **\$1.00**
- Pequot Sets**—Hemmed sheet and 2 pillow cases. Reg. \$6.25 **\$4.98**
- Fancy Rayon Bed Spreads**—Fine quality; all colors at **\$2.89**
- Chintz**—Selling now for 59c a yard. 4 yds. **\$1.00**

- New Chic Hats**—A wide range of new styles and colors. Values to as high as \$5.75. In three groups—
\$1.98 \$2.98 \$3.98
 - Walk-Over Shoes**—All prices reduced. One group of one straps, oxfords, sports and pumps in black, tan, white and brown. Broken sizes in all styles. \$7.50 and \$8.00 values. Now **\$3.95**
 - Firestone Goloshes**—In styles to suit all shoes as low as **\$2.69**
 - Silk Pajamas**—Quite the proper Xmas gift. You will be pleased **\$2.95**
 - Glove Silk Undies**—Van Roalte Combinations. Bloomers, Step-ins and Vests. Values to \$3.75 **\$1.98 \$2.49**
 - Silk Stockings**—Berkshire all silk, full fashioned. \$1.50 Values at \$1.95 Values at \$1.00 Values at \$1.50 **\$1.09 \$1.39 74c**
 - Fancy Double Blankets**—In light plaid patterns. \$2.25 patterns **\$1.69**
- All Foundation Garments at Big Reductions
 New Fall Sweaters at Prices to Fit Every Purse
 Buy a Bath Robe Now for That Xmas Surprise

An Entire Truck Load of New COATS and DRESSES

Including the Very Latest Styles and Fashions Just Received From the Manufacturers

ALL GARMENTS PRICED TO SELL NOW

Dresses

Values as High as \$25

\$4.95

\$6.95

\$9.95

\$12.95

NEW DRESSES

Coats

Values as High as \$80

\$12.95

\$14.95

\$22.95

\$52.95

Fall & Winter



COATS