

98^c

SALE

PILCHER'S Shopping News

Here we are with Something New, Something Different—One of the Greatest Events of the Year
A NINETY-EIGHT CENT SALE—TWO DAYS

Friday and Saturday, Aug. 27, 28

On Ladies Fall Coats, Ladies Dresses, Misses and Children's Fall Coats and Boys School Suits

The plan is this, you get two garments for the price of one plus 98 cents

There will be no alterations, exchanges or refunds. Sale will start promptly at 8 a. m. Friday morning. Below we list the different garments offered at this Special Event. Read the list over carefully and be sure to be here when the doors open Friday morning at 8 a. m.

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SALE



Ladies' Fall and Winter Coats

Group No. 1	
Regular Retail Price	\$12.50
Two \$12.50 Coats for	\$13.48
Group No. 2	
Regular Retail Price	\$19.75
Two \$19.75 Coats for	\$20.73
Group No. 3	
Regular Retail Price	\$37.50
Two \$37.50 Coats for	\$38.48

The second coat will be your choice of any coat at the same retail price, no other. Come early and join the rush.

Ladies' Fall Dresses

Group No. 1		Group No. 2	
Regular retail price, \$9.90. Two		Regular retail price \$14.75. Two	
\$9.90 Dresses	\$10.88	\$14.75 Dresses	\$15.73
for		for	
Group No. 3		Group No. 4	
Regular retail price \$19.75. Two		Regular retail price \$27.50. Two	
\$19.75 Dresses	\$20.73	\$27.50 Dresses	\$28.48
for		for	
Group No. 5			
Regular retail price \$37.50. Two			
\$37.50 Dresses	\$38.48		
for			



You may wonder how we can do it. Well it is just a little bit of high life to wind up August with.

Ladies' Sweaters

STUPENDOUS SWEATER SALE



20 Ladies Sweaters, values up to \$3.98	
Friday and Saturday	\$2.49
20 Ladies Sweaters, values up to \$5.90	
Friday and Saturday	\$3.98
10 Ladies Sweaters, values up to \$7.90	
Friday and Saturday	\$4.98

These 50 Sweaters should be sold in two hours, for they are extraordinary values at the regular price. Just another touch of high life to wind up the month of August with.

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SALE

Group No. 1	
20 Children's Coats in this	
Group. Regular Retail	
price \$6.90	
Two \$6.90 Coats	
For	\$7.88

Group No. 2	
36 Misses' Coats in this group.	
Regular Retail price \$9.90	
Two \$9.90 Coats	
For	\$10.88

Mothers, here is a wonderful opportunity to buy your girls good school Coats at a two for one price plus 98c.



SALE OF Blankets and Comforters

COTTON BLANKETS, double 64x76. Reg. price \$2.49—Friday and Saturday \$1.98	WOOL BLANKETS, Victor Standard, 60x80, double. Reg. \$8.95—Friday and Sat. \$6.98
COTTON BLANKETS, Sunset Plaid, 64x76, double. Reg. \$3.29—Friday and Sat. \$2.49	WOOL BLANKETS, 66x80, double. Reg. \$11.50—Friday and Saturday \$8.90
WOOL NAP BLANKETS, 56x72, double. Reg. \$4.49—Friday and Saturday \$3.49	WOOL BLANKETS, 70x80, double. Reg. \$11.50—Friday and Saturday \$8.90
WOOL BLANKETS, 66x80, double. Reg. \$8.75—Friday and Saturday \$6.48	WOOL BLANKETS, 72x84, single. Reg. \$14.50—Friday and Saturday \$11.90

Comforters, Extraordinary Values at regular prices

Regular \$3.98 values	\$2.98	Regular 5.98 values	4.98
Regular \$4.98 values			\$3.98

Don't forget the date,
Friday and Saturday
August 27-28

R.A. PILCHER CO

INCORPORATED
Department Stores

WHERE QUALITY MEETS CONFIDENCE

Boys School Suits

With Two pair Longies. Some with 1 Knicker, 1 Longie

Group No. 1	
Regular Retail Price	\$6.90
Two \$6.90 Suits for	\$7.88
Group No. 2	
Regular Retail Price	\$11.75
Two \$11.75 Suits for	\$12.73
Group No. 3	
Regular Retail Price	\$16.50
Two \$16.50 Suits for	\$17.48

Remember 98c added to the price of the first suit entitles you to the second suit. Two for One plus 98c



Buy your Boy School
Shoes at Pilcher's
\$2.90 to \$4.25