CUT THIS COUPON OUT

and bring it to the store at 10 a.m. Between 10 A. M. and 11 A. M. we will give you

Regular 50c. and 53c. 81 and 90 inch SHEETING

For **35¢.** Per Yard.

You must bring this coupon with you at the hour named to get this price.

CUT THIS COUPON OUT

and bring it to the store at 10 a.m. Between 10 A. M. and 11 A. M. we will give you

WOMEN'S COATS

New-Received This Week.

Regular $14.00 and $15.00

Sizes 36 to 44

For **$9.98**

You must bring this coupon with you at the hour named to get this price.

CUT THIS COUPON OUT

and bring it to the store at 10 a.m. Between 10 A. M. and 11 A. M. we will give you

WOMEN'S

$7.00, $7.50, and $8.00

DRESS SHOES

For **$4.79**

You must bring this coupon with you at the hour named to get this price.

CUT THIS COUPON OUT

and bring it to the store at 2 p.m. Between 2 P. M. and 3 P. M. we will give you

$2.25 BLANKETS

Colors Grey, Tan and White,

Sizes 64x76

For **$1.69**

You must bring this coupon with you at the hour named to get this price.

CUT T

and bring it

between 2 P.

you

W

made this

You must

at the hour

ALPHABET Fair

BARGAIN SALE!

CUT OUT THE COUPONS.

At the top of this two page advertisement are nine coupons, each one of them will entitle you to purchase the items named at very much below their actual value. Reading from left to right, the first 3 coupons are good beginning at 10 A.M. and continuing until 11 A.M. The next 3 coupons are good beginning at 2 P.M. and up to 3 P.M. The last 3 coupons are good beginning at 7 P.M. and continuing until 8 P.M. These items cannot be purchased, except during the hours named at the prices quoted. Read each coupon carefully, cut them out and bring them to the store Saturday.

Doors Open and Sale Begins at 10 a.m. SATURDAY, Oct. 27.

SHOWING AND ... OF NEW SILKS.

The Silk Department will exhibit and pla... most varied selection of Plain and NOVELTY SILKS ever before known in the history of ... bulk of the weaves shown arrived only this week and represents fashion's choicest selecti... and designs.

You have seldom, if ever, been offered su... new desirable and fashionable silks.

Our Silk Booth will be one of the very sp... and no woman can afford not to visit this booth.

Absolutely the newest silks in all the new co... to be shown and placed on sale.

Doors Open and Sale Begins at 10 a.m. SATURDAY, Oct. 27.

HALTOM'S STORE CLOSED FRIDAY, OCTOBER 26.

We must have one day, without interruption, in which to trim the Booths and get out vast quantities of merchandise for our mammoth Bargain Sale, which will start promptly at 10 A.M. Saturday. Be here when the doors open, as many of the choicest bargains will go quickly. This sale coming at the very beginning of the fall season presents a wonderful opportunity to all the people.

BOOTH **A** — **SHOWING APRONS** — At Special Prices.

BOOTH **G** — Special Sale of **GOWNS for Women** — On Bargain Balcony

BOOTH **B** — You will find **BLANKETS** — At Special Prices.

BOOTH **H** — Special Showing and Sale of **HOSIERY** — For Women and Men.

BOOTH **C** — **Showing CORSETS** — On Bargain Balcony

BOOTH **I** — The Kiddies Booth of **Indestructible DOLLS**

BOOTH **D** — A splendid exhibit of **DRESS GOODS** — At Special Prices.

BOOTH **J** — A Special Sale of **JAPANESE WARE**

BOOTH **E** — A display of **Every Day Wear** — For Men.

BOOTH **K** — Showing Ladies' **Knit Underwear** — At Special Prices.

BOOTH **F** — Shows Men's **FURNISHINGS** — At Special Prices.

BOOTH **L** — Special Sale of **TABLE LINEN** — For Thanksgiving

Special NOTIC... to the People.

BEGINNING AT 10 A.M. SATURDAY, OCTO... I am going to throw open the doors of the Haltom Store, on the most interesting and remarkable sale from your point of view, e...ld in this section. I very much doubt if one will be held in the State like it. Interesting because many new features will be pr... it will be a money-saving event, the like of which you never dreamed of, taking into consideration all the business conditions... Remarkable, because all kinds of merchandise is high and growing more scarce every day. Remarkable, because the Haltom S... a good business at this time. But my orders are to get in more money, and that is why I am going to turn great quantities of ... new merchandise into cash. Some of you will remember that I was here last spring and conducted a sale in the Haltom Store. ... gave you a square deal and a bona fide sale at that time. Now I come to you again to give you, by far, the biggest and best s... had the pleasure of attending. It comes at a most opportune time, as it is just the beginning of the fall and winter season. ...en all merchants are expecting to make their big profits. The Haltom Store is going to demonstrate to you its ability to take ... wants at the lowest possible prices, even in war time. Positively, there will not be a better time during the entire war period, tha... ply your wants at a great saving. Now is the time to buy Dry Goods: Shoes, Clothing and Furnishings. Such another opportun... come to you for years. Be at the Store Saturday to take advantage of the many specials to be given on that day. Be here every ... Visit the different booths scattered throughout the big store.

Beginning Monday and every day next week, I will throw ... ial in each department at 10 A.M. and 2 P.M. These will be in addition to goods on sale Saturday and the merchandise shown ...

Respectfully yours,

J. S. LA...RNE, Manager of Sale.

The Reason Why Goods are High Now and Why they will be Higher and Difficult to Secu...

All kinds of Merchandise such as handled by the Haltom Store will in the ... future not only be much higher, but it will be very difficult to secure at any price. American manufacturers must supply now merchandise for more than 50... soldiers. Every soldier starts out with two suits of clothes—meaning uniforms, t... suits of underwear, two pairs of shoes, blankets, poncho, overcoat and other equipm... But those articles speedily wear out, especially under the hard usage of trench ... So it takes 1,050,000 pairs of breeches, 323,000 woolen coats, 1,050,000 pairs of over... 210,000 pairs of rubber boots, 1,070,000 shirts, 1,470,000 pairs of leather shoes, 504... blankets, 1,890,000 pairs of socks, 3,444,000 suits of underwear, 210,000 overcoats, ... other equipment, to make good the wastage every six months. All of which has to c... from the United States. It must be in storage over here before spring. Just think ... enormous these figures will become after the next draft. The manufacturers of ... country will be taxed to the fullest to manufacture what our vast army alone will ... It will pay big for every man, woman and child to supply their needs for at least a ... now, before merchants' stocks become depleted.

$50,00 LIBERTY BOND, Absolutely Free.

Everyone desires to own a Liberty Bond of course. We are going to present some... one with a $50.00, 4 per cent, Liberty Bond on 'Xmas morning. To the person bring... ing to the store, sales slips, showing the largest amount of purchases between October 27th to December 24th inclusive, will receive a $50.00 Liberty Bond absolutely free. The contest is open to any man, woman, boy or girl, society or lodge. Get busy now and see how many of our sale slips you can get beginning October 27th and continuing until December 24th. Ask your friends to save their sales slips for you. Customers be sure to get sale slips when making purchases. They are valuable. No one connected with the store will be allowed to enter the contest.

Ask us about it. Remember someone will get a $50.00 Liberty Bond free.

Why Not You ?

BOOTH **Y** — Showing **Youngster's GOODS** — At Special Prices.

Wm's

J. S. LANG... Manager of Sale.

BOOTH **Z** — Showing **ZEPHYR GINGHAMS** — At Special Prices.

BOOTH **M** — A fine showing and Sale of Men's **MACKINAWS.**

BOOTH **S** — Special Sale of Men's and Boy's **SWEATERS.**

BOOTH **N** — Special Sale of Men's **NECK TIES.**

BOOTH **T** — Special Showing and Sale of **TOWELS.**

BOOTH **O** — Men's Sale of **OUTING FLANNEL** Gowns and Pajamas.

BOOTH **U** — **UNEERWEAR** For Men. At Special Prices.

BOOTH **P** — Sale of **PETTICOATS** On Bargain Balcony

BOOTH **V** — **Variety of Things at Various Prices.**

BOOTH **Q** — Women's **Queen Quality SHOES,** At Bargain Prices.

BOOTH **W** — Showing Wirthmor and Welworth **WAISTS** and why the price remains the same though all material has greatly advanced.

BOOTH **R** — Sale of **REMNANTS** On Bargain Balcony At Bargain Prices.

BOOTH **X** — **EXTRA SIZES** For Women. Women who wear extra sizes visit this booth.