

THE ANSWER TO WHY, WHEN, WHERE, IS

Friday, Dec. 29, 8 a. m.

AN UP TO DATE SALE

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By an up to date House THE CHICAGO STORE

We must have the room for our Great White Sale hence this big bargain event If we were to use up every page in this paper it would not be large enough to print one half of the bargains we have to place before you for your consideration. We urge you to come and see for yourself.

<p>This Coupon and 45c</p> <p>will buy large size Ladies' Hand Bags</p>	<p>This Coupon and \$3.90</p> <p>will buy Ladies' long Coats, up-to-date, latest styles and cloths, cheap at \$20</p>	<p>This Coupon and 23c</p> <p>will buy pair Ladies' Gloria Silk Hose</p>	<p>This Coupon and \$1.49</p> <p>will buy Ladies' Raincoats, nobby and up-to-date</p>	<p>This Coupon and \$4.95</p> <p>will buy Ladies' two piece suits values up to \$22.50</p>	<p>This Coupon and \$5.90</p> <p>will buy Ladies' one-piece Dresses, Panamas and Serges only a few--get them quick.</p>
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Economy the Dominant Note of This Sale

This is not a catalogue of the entire stock, only a few prices taken at random to give you an idea.

A Feast of Bargains Will You Come.

<p>Willow Plumes</p> <p>10-in plumes, regular \$8.50, for \$4.95 14-in plumes, regular \$16, for \$10.00 19-in plumes, regular \$20, for \$12.90 Aigrettes all colors25c Heavy Black Wing, pair98c Pom-Poms, assorted colors50c Fancy Novelty Feathers65c</p> <p>Cotton Batting, 1-pound rolls 4c</p>	<p>Corsets</p> <p>R. & G. Corsets, the very latest in style and shapes95c Warner's rust-proof, long and short95c Also a large lot of broken sizes, Nemo and Warners, values to \$5, for 69c.</p> <p>Look for Our Remnant Tables of Silk and Dress Goods.</p>	<p>Furs</p> <p>French Coney Muffs, while they last \$1.45 Black Fur Scarfts and Boas45c</p> <p>Notions</p> <p>100-yard spool silk3c Cloth Buttons, dozen 21-2c Bone Buttons, card9c Ladies' Garters23c Skirt Bindings9c Children's Garters4c</p>	<p>1000 yards outing flannel, out it goes at yard3c Apron Gingham, while it lasts5c Serges, all colors (have you seen them), yard23c Mohairs, black, blues and cream (you can't beat them), at, yard75c Panamas (you will have to come early to get first choice), at, yard50c Broadcloths, greens, black, blues, tan, browns and reds at, yard93c</p> <p>SILKS SILKS</p> <p>China Silk, assorted colors and widths, sale price, yard23c Poplins (your last chance to get them at this price), yard38c Foulards (you can't lose money buying these), yard75c</p> <p>AT SUCH PRICES YOU SHOULD SUPPLY YOUR NEEDS FOR MONTHS TO COME</p>
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<p>Girls' Rain Capes, only a few\$1.25 Boys' Raincoats, 6 to 12 years, out they go at\$2.75 Children's Sweaters, at all prices; large assortment; we have put them all in at49c Ladies' Sweaters, all colors and values up to \$6.00, out they go at\$2.79 Children's Capes\$2.95 Big opportunities often knock, but they don't beg to get in.</p>	<p>Silk Dresses, princess styles\$5.79 Silk Waists, out they go at\$1.98 Wool Waists, now is when you want them, sale price69c Ladies' Shirt Waists, while they last 79c</p> <p>Voile and Panama Skirts \$3.25 You can't beat them.</p>
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Extra Salesladies Wanted for this Great Sale

Apply side door between 9 and 10 a. m. Thursday, Dec. 28

Our Opening Day, December 29th, We Will Give Away Free

to all ladies entering our door a piece of hat trimming, well worth the trouble to come after in itself, We do not ask you to take our word for any statement made. We might say right here and now, you be the JUDGE, come and see for yourself, look over the great bargains offered, and see if we are not making prices which were never before made in this store or any other store in this town. This is not a profit making sale. Mothers, bring your children! Husbands bring your wives! Now is the time to buy quantities for little money!

DON'T BE PENNY WISE AND POUND FOOLISH

8 a. m. Friday, December 29, 1911 8 a. m.

THE CHICAGO STORE