

WE ARE IN TIGHT QUARTERS AGAIN

In spite of doubling our store room in one year's time we are just as much in need of more room today as we were before we enlarged our stores; in fact we could use twice as much room to good advantage as we are occupying today. Just think of it we received hundreds of cases filled with rare novelties in Holiday Goods stored away in our basements and not opened at all, on account of not having the room. The remarkable success we have had every year with holiday goods and the wide-spread reputation we have established on these goods, we are encouraged and compelled to buy such enormous stock in order to retain our reputation. We have a surprise in store for you. We will show you the greatest line of Holiday Goods ever brought into the city of Grand Rapids from the smallest hand painted article to the finest silverware bric-a-brac and pottery, but the next thing is to get the room. Place yourself in our critical condition today, would you try to postpone the holidays until you had the enormous stock of winter goods sold out and plenty of room for the display of the goods and let the holidays come on then, or would you try and make an extra effort in disposing of your winter goods, close out some departments entirely and add more room for the display of the holiday goods and let the holidays come off at the usual time. YES, THAT'S JUST OUR IDEA. And from now on until December 1 we will inaugurate the greatest bona fide sale ever known in order to accomplish our desire. The time for displaying holiday goods is fast approaching, and we have no time to waste. The stock must be reduced before the builders raise a hammer or touch a brick. The holiday trade is of great importance with us, and we prefer to sacrifice the November profits. Attend this great alteration sale as early in the day as possible and avoid the afternoon crowds.

Sale Commenced THURSDAY MORNING and Continues Every Day Until December 1st.

DRESS GOODS.

The terrible dust and muss there to be raised during the extensive alteration is apt to do a great damage to us, thereby sustaining a greater loss. We prefer to reduce prices and move the goods and let you have the benefit. Here are prices on first class and reliable goods. Come and see them and convince yourself.

2,000 yards double width wool mixed Homespuns Suitings, specially suitable for wrappers and house dresses, **19c a yard.**

Here is the sale of sales, the greatest values ever measured over a dry goods counter.

100 pieces all wool Suitings, including Scotch Cheviots and Homespuns in the latest designs, Storm Serges, Henriettas, all wool French Flannels, Novelty Suitings, Brilliantines, Wool Flannels, the lowest values on anything in the lot is 50c and many worth as much as \$1.00 a yard—all go without limit or reserve at **25c a yard.**

Here is another great bargain for you. Hundreds of pieces fashionable wool dress fabrics, Bedford Cords, Jacquards, Storm Serges, Imperial Serges, Henriettas, Novelty Suitings, none worth less than 75c a yard and many of them \$1.00 yard—your choice of the lot **47c.**

54 inch ladies' cloth, just what you want for any style out door suits, extra fine texture and smooth finish, the \$1.00 quality for **73c a yard.**

Navy blue Storm Serge is still in high favor. We show a wonderful cloth, 46 in. wide, at **75c a yard.**

54 inch ladies' Broadcloth, finest French finish, twenty of the choicest shades ever produced; also black—our alteration price **98c a yard.**

All **75c a yard**—46 in. and 60 in. satin finish Henriettas, Bedford Cords, Crepon Suitings, Imperial Serges, Bottany Serges, Guinea Cords, Velvets, Poplins and all the newest effects; the regular value is from \$1.00 to \$1.25.

75 Imported Novelty Suits, no two alike and including some of the rarest and best of the season's production, values up to \$20—alteration price **\$7.50 suit.**

BLACK GOODS.

This department offers more new and choice fabrics than have ever been shown at one time by any one concern. We carry a complete line of the celebrated Priestley's goods in all imaginable styles, weaves, textures and qualities—just think the great risks we are taking in having these goods on our hands during the alterations, but if price is an inducement for you we will surely dispose of these goods.

HERE ARE THE FACTORS.

42 inch all wool Henriettas, the 50c qualities for **39c a yard.**

42 inch Imperial Serges, the 65c quality for **47c a yard.**

46 inch Imperial Serges, extra fine finish, the ready seller at \$1.00, for **75c a yard.** Alteration price.

46 inch satin finish Henrietta, equally as good seller **\$1.00 for 75c a yard.**

44 inch fine Bedford Cords, the 75c quality for **50c.** Priestley's silk warp Drap de Alma, the \$1.50 quality for just one even **\$1.00.**

Priestley's pure Australian wool Melrose, the \$1.00 quality for **75c a yard.**

Priestley's navy Cravenette (water proof) suitings **\$1.25 a yard,** sold everywhere at \$1.75.

Priestley's silk warp Railway Cord at **\$1.50,** worth \$2.00.

Priestley's Buttany Serges in navy and black, extra wide, the \$2.00 quality for **\$1.35.**

Priestley's Ravenna Twill Suitings, beautiful weave and produced by Priestley exclusively; the \$1.50 quality at **98c a yard.**

Complete line of Crepes, Nun's Veilings and deep mourning goods.

Special values in all other black goods which we carry besides the Priestley manufacture.

BLACK SILKS.

Black silks are again in favor—Armures, Bengalines, French Failles and Gros Grains. Guaranteed qualities and lowest prices.

Black Gros Grain silks, extra quality, **59c a yard.**
Black Crystal Cord silk, the new weave, \$1.25 quality, **89c a yard.**

24 inch black satin Rhadame, extra quality, **98c a yard.**

The Natchaug Crystal Cord silk, best quality **\$1.19 a yard.**

Double warp Surah silk, black and all colors, **69c a yard.**

Many other bargains in black silks.

EVENING SILKS.

(Shown by gas light when desired.)

Pink, blue, cream, lilac, light yellow, light green, cardinal, shrimp pink, crepe de chene, equal in effect to the finest grade, only **69c a yard**—you know the regular price.

Crystal Cord silk in all evening shades, the \$1.50 quality for **\$1.10 a yard.**

Hosiery and Underwear.

50 dozen ladies' all wool cashmere hose, seamless, **19c a pair.**

50 dozen ladies' all wool hose, ribbed tops, 25c, worth **40c.**

50 dozen ladies' fine English merino hose with high heels cut to **49c.**

100 dozen infants' fine cashmere hose with silk heel and toe, worth 40c, now **25c.**

50 dozen men's natural wool socks, the 25c kind, **18c or three for 50c.**

Ladies' Jersey ribbed vest and pants, **19c each.**

Ladies' fancy ribbed vests and pants, 40c goods for **25c.**

Ladies' non-shrinking underwear, and union suits at special prices.

One lot children's underwear, 30c and 35c values down to **15c.**

One lot children's underwear, 50c and 60c values down to **25c.**

Ladies' equestrian tights, fast black as low as **39c.**

Men's underwear in gray, the 50c quality down to **39c.**

One case men's all wool natural gray shirts, extra heavy, **89c.**

50 dozen men's night shirts, well trimmed and heavy muslin, cut to **49c.**

GLOVES AND MITTENS.

Our full stock of the celebrated trefousse gloves is complete; the best fitting, best shaped and best wearing glove made. We have them in all shades and lengths. The genuine can only be had from us. Every pair fitted and warranted.

100 dozen suede four button kid gloves, the \$1.00 quality down to **59c.**

100 dozen glace hook gloves in all shades including black, down to **79c a pair.**

Children's wool mittens as low as **10c a pair.**

Ladies' Saxony wool mittens, fancy back, **25c a pair.**

Ladies' silk mittens, saxony wool lined and fancy black, cut to **50c.**

TRIMMINGS.

Handsome brocaded silks for trimmings and elaborate toilets. Choicest things the fabric artists have ever produced.

Special values in all dress trimmings and linings—here are but a very few of the special prices.

One lot silk feather trimming, all shades, sold at 50c—now **19c a yard.**

One lot colored silk gimps, sold at 50c and 75c a yard—now **25c a yard.**

Feather Trimmings—50c and 75c qualities for **25c a yard.**

See our line of Jet and Fine Gimps.

The 18c quality selesia, extra heavy, in all shades, **11c a yard.**

The 20c quality linen canvas dress facing, **12½c a yard.**

The 25c quality double faced selesia, **18c a yard.**

The best lining cambrics, **3 7/8c a yard.**

Velveteen dress facings, **7c a yard.**

All dress linings at special prices.

One lot, 54-inch, extra quality plaid and striped knaps cloakings reduced to **99c a yard.**

Another lot 54-inch cloakings, beautiful soft goods reduced from \$2.00 and \$2.25 to **1.45.**

Flannels and Sheetings.

Extra quality white wool flannel, the 25c quality for **18c.**

Extra heavy white shaker flannels at **4 3/8c, 6 1/8c, 8 1/8c and 10c.**

Extra heavy canton flannels at **4 3/8c, 6 1/8c, 8 1/8c and 10c.**

Eider down flannels in all shades cut to **39c.**

Blankets by the thousands, one lot at **69c a pair,** 100 pair blankets, extra large size and heavy, special price **\$2.98.**

Comforters at all prices ranging in price from **39c to \$5.00.**

Extra heavy yard wide, unbleached sheeting, reduced to **4c.**

Fruit of the loom and Lonsdale muslins, down to **7 1/2c.**

Pillow case sheeting, bleached, **10c a yard.**

Double width sheeting, unbleached and extra quality, **15c a yard.**

Ladies' flannel skirt patterns reduced to **89c.**

Farmer satin skirt, absolutely stainless black, **89c.**

6-4 chenille covers, beautiful patterns, reduced to **\$1.79.**

Chenille portieres, beautiful designs, at **\$3.95, \$4.95, \$5.50.**

100 pair lace curtains, the \$3.00 quality for **\$1.69 a pair.**

Five foot curtain poles with brass trimmings, complete, **19c.**

Special values in our linen department price on damasks and towels.

Imported Saxony yarn reduced to **10c** to close.

Best quality tinsel cord, **3c a ball two for 5c.**

Headrests, silk covered, at **25c, 50c and 75c.**

100 dozen silk handkerchiefs, embroidered at **15c.**

See our line of linen handkerchiefs at **5c, 10c, 15c, 25c,** they are world beaters.

Special value in ribbons, corsets, soaps and perfumes.

Hand crocheted facinators and Ice wool saques, **25c, 39c, 50c, 75c to \$2.00.**

We certainly could fill this whole paper in quoting you prices from the various departments, but when shopping at our store you will readily notice the numerous goods marked out in plain figures, which are not mentioned in our ads.

Mail orders promptly attended to.