

Sale Extended to Saturday

PRICES REMAIN THE SAME

Your Own Best Interest Demands That You Give This Sale Your Attention

It's a plain duty that you owe yourself and your family to buy where you can do the best. This sale is your opportunity to supply all your needs for months to come at a saving of one-fourth to one-half—and a saving like this amounts to something and is worthy of your serious consideration. It is also worth something to you to know that here's a store that stands first, last and all the time a quality store. The value of this fact to you makes it's value to us. We know what it means to men and women of this city to have such a store as this; and because it means that we're making it that. The best clothes made, not "Perhaps" nor "Just as good as"; the best beyond any doubt. Our standard of quality means one standard of satisfaction. As fairly representative of *The Store of the Town's* Challenge Sale bargains we mention a few of the many below.

LADIES' SUITS, COATS AND FURNISHINGS

Challenge Offer in Womens Coats and Suits

If you are a woman who appreciates correctness and exactness in your clothes and yet wishes to be economical in the selection of them, then visit our suit section. You have never before been offered such splendid Coats and Suits for spring at such astonishing low prices. Just see them yourself and you'll be agreeably surprised at the great saving we offer right now when Suits and Coats are most in demand.

For Challenge Womens \$32 and \$35 Suits \$17.85

These are the smartest Suits you ever saw, made of finest woolen French serges, fancy diagonals and mannish worsteds in solid navy, white, tan, steel gray, renead, green and poular Shepherd checks. Coats single breasted effect, semi-fitting, new long roll revers inlaid with Moire, collarless or with notched collar, lined with Beau de Cygne or guaranteed satin, cluster and side platted skirts. Best values ever sold for the money. . . . \$17.85

Women's \$25.00 and \$28.00 Tailored Suits \$13.35. All the different spring shades. New and charming tuxedo models, made of fine French serges, light weight Chervon, etc., Challenge price \$13.35

Newest Models in Lingerie Dresses Made to Sell for \$7 Now \$4.35

A dashing new model in white, blue and eoru, handsome lace yokes and collars, lace panel front, lace insertion, all sizes. Challenge Sale price. . . \$4.35

Ladies \$1.50 Sacques 88c

Cotton Challis Dressing Sacques, in a handsome line of patterns, fitted with the waist line; made with deep collars. \$1.25 values, Challenge sale price. . . 88c

Challenge Sale of Womens Muslin Underwear

Women's Umbrella Drawers, made of good quality muslin, trimmed with embroidery and cluster pin tuck or with lace edging; 35c values, Challenge sale price 21c

Muslin Gowns having yoke of fine embroidery and tucks, also slip-over style, lace yoke, ribbon drawn, short puff sleeves with lace adging, good width, 50c and 65c values, Challenge Sale price. 43c

\$1.25 Nainsook Gowns, made with high neck and long sleeves or in slip-over style with a pretty deep yoke or lace insertion, and a very fancy sleeve of lace insertion and edge. A great offer Challenge Sale price. 88c

50c Corset Covers, trimmed with lace and baby ribbon—Challenge Sale price only 21c

Women's Combination Drawers and Corset Cover embroidered and lace trimmed; made of fine Crowbar Lawn and muslin, perfect fitting garments, \$1.25 values, Challenge Sale price, only 88c

A great variety of styles in Combination Suits Night Gowns, Corset Covers and Petticoats in values up to \$5.00 that we have reduced from 20 to 35 per cent and challenge any concern in the state to equal them at one-third more.

Womens \$18.50 Suits at Only \$8.35

Great opportunity, on these suits all the beautiful new spring shades, notched coat collar with white silk covering, silk lining, plain and perfectly tailored. Side platted skirts. Better than any \$18.50 suit in town. Challenge price only \$8.35

Ladies, Misses and Childrens waterproof silk coats and capes at one-third to one-half less than at any other concern in the city.

Henderson and LaPrincess Corsets

We carry Henderson and LaPrincess Corsets from 50c to \$10.00, now on sale at from 10 to 20 per cent reduction.

We want the corset patronage of every discriminating woman in this vicinity. No matter what your corset requirements may be, we can fulfill them satisfactorily in quality and price. We offer you the most exclusive, dainty and serviceable models ever made. We refer to the Henderson Fashion Form Corsets. To prove our confidence in the Henderson models we will give free demonstrations to all women who wish to learn how their figures can be effectively and hygienically shaped to fashionable proportions. If you will allow us to fit you with your individual style Henderson Corset, you will understand why we recommend these models so highly.

Hosiery for Women and Children

Women's 25c and 35c silk lisle hosiery made with double heels and toes, high splicing, full regular made, beautiful quality, looks like silk, black, pink, sky, red, etc., all sizes including out-sizes, Challenge Sale price only. . . . 19c

Women's 50c Hosiery, black and colors, plain and hand embroidered, high spliced heels and toes. Challenge Sale price only 39c

Women's Hosiery, pure thread silk, made with lisle soles and four inch lisle garter tops, black, tan, navy, royal, pink, sky, renead, green and lavender. Sold the world over at \$1.50 Challenge Sale price only. 97c

Infant's stockings, all colors, 15c and 20c values, Challenge Sale price. . . 10c

Infant's 25c stockings, cashmere silk heels and toes, the best one made. Challenge Sale price only. 15c

Remarkable Values in Kimonos

Pretty floral patterns, pink, blue, red and tan, shirred yoke, front and back, finished down front and on sleeves with plain border to harmonize, \$1.25 values, Challenge price. 58c

Shirred Kimonos of crepe or figured cotton; Challis in a great variety of light and dark colors. Yoke, giridia and sleeves finely shirred, finished with plain border to harmonize, \$1.50 values, Challenge price 88c

\$3.00 Kimonos, beautifully trimmed with plain satin to match. Challenge Sale Price. \$1.88

Ladies Neckwear Novelties

Newest lace jabots, finest lawn platted, double tab effect, Planen and Cling lace ends, prettiest patterns, 25c and 35c values. Challenge sale price. . . 18c

Dutch collars, white linen embroidered in neat patterns, regular price 25c and 35c. Challenge sale price. . . . 18c

Many other attractive values are shown in lace collars from 43c to \$2.40

Women's Underwear

Women's fine cotton Vests, Jersey ribbed, sleeveless, taped neck and arms, 15c grade. Challenge sale price. . . . 8c

Women's Vests, Jersey ribbed, cotton, high neck and long sleeves or low neck and sleeveless, regular 35c garments. Challenge Sale price. . . . 21c

Women's Union Suits, Jersey ribbed lisle thread, silk taped neck and arms, tight sleeve or lace trimmed, umbrella style, Others ask 75c. Challenge Sale price. 43c

Women's fine cotton, low neck, sleeveless and tight knee union suits, 35c values, Challenge price. 21c

Women's fine white mercerized union suits, low neck, sleeveless, knee length, tight knee or lace trimmed umbrella style, \$1.00 and \$1.25 values, Challenge price only. 88c

Womens \$20-\$22 Suits at Only \$10.50

Made of high class suitings and worsteds, also serges, homespuna, lined with guaranteed satin; some are stictly tailored; the skirts are new full platted styles, all sizes. For Challenge these \$20.00 and \$22.00 suits at. . \$10.50

Jewelry Challenge

Hat Pins set with Rhinestones, Topaz, Amethyst, etc., 75c and \$1.00 values, Challenge Sale price 43c

Extra large Rhinestone cluster, Hat Pins, set with 123 finest quality French Rhinestones, \$3.00 values, Challenge Sale price. \$1.75

33 1-2 per cent discount on Cuff Buttons, Stick Pins, Watch Fobs, Belt Buckles, Neck Chains, Lavalliers, Beauty Pins, etc.

Ladies' Belts

Ladies white embroidered Wash Belts, with peal buckles, 25c values, Challenge Sale price 10c

Ladies wide patent leather Belts, with large gilt buckle, also a large assortment for new elastic Belts with beautiful plain and fancy buckles, in all the new spring colors, 50c and 75c values, Challenge Sale price only. 41c

Ladies Gloves

Ladies' real French Kid Gloves, two clasp with Paris point backs in black and correct spring shades, the equal in every way to the \$1.50 grade elsewhere, every pair guaranteed. Challenge sale price only. 89c

Ladies' two clasp double tipped silk gloves in white, black, navy and gray. The best 50c silk glove made. Challenge sale price. 39c

Ladies Waists

Ladies' \$1.00 Waists. 63c

Ladies' \$1.25 and \$1.50 Waists. . . . 88c

Ladies' \$2.00 Waists \$1.29

Ladies' \$2.50 Waists. \$1.75

Ladies' \$3.00 Waists. \$2.15

Ladies' and Children's Wash Dresses. The Largest Assortment of Beautiful styles ever shown. Don't Fail to See Them.

MEN'S AND BOYS' CLOTHING and FURNISHINGS

Men's Suits at \$20

You should see our especially wonderful display of Hirsch-Wickwire Co. fine suits at \$20.00, exclusive weaves and patterns in the most beautiful fabrics ever woven or made into cloth, a triumph of clothes-making in a variety of fabrics, grays of many shades, blues, browns, all worked out in a countless change of patterns and designs stripes, plaids, club checks, plain colors. You'll wonder at the possibilities of variety in weaves and most of all values for the money. All sizes in regulars, stouts and slims. Challenge price, \$25.00 suits. . . \$20.00

Challenge Sale of Men's Suits at \$16

One of our strongest lines; the style, quality of fabrics and trimmings and excellence of workmanship will immediately impress you. Absolutely all wool, blue serge, cassimeres, chevrets and worsteds, all the new 1910 stripes and checks, every garment lined with strong serge or alpaca. Best values ever shown for this price, equal in every particular to suits sold everywhere at \$25.00. Challenge Sale price, \$20.00 Suit. \$16.00

Men's suits at \$15.00. In this group you will find suits that are the strongest kind of value for the money.

Suits are in neat gray cassimeres, blue serges and worsteds in all the new colors, serge and alpaca lined. A \$20.00 suit at any concern in the city. Challenge price, \$15.00 Suits. . . \$12.00

Challenge Sale of Men's and Youths Trousers

We wish to call special attention to the great values we are offering in the Men's and Youths' pure all-wool silk and worsted trousers in neat shades of gray, broad and narrow stripe effects. Conservative medium peg and extreme peg.

\$6.00 Values at. \$4.85

\$5.00 Values at. \$4.00

\$4.00 Values at. \$3.25

\$3.50 Values at. \$2.75

\$3.00 Values at. \$2.25

\$2.50 Values at. \$2.00

\$2.00 Values at. \$1.50

\$1.50 Values at. \$1.15

\$1.00 Values at. 75c

Compare these Trousers with those at any concern in the city costing one-third more.

We can show you more new spring trousers than all the other stores combined.

Suspenders Challenge

President Suspenders, sold the world over at 50c. Challenge price. . . . 35c

All 25c and 35c Suspenders at. . . 13c

Young Men's Ultra Styles For Spring Suits

When it comes to Young Men's styles we rather think we've got the right ideas for you. We have the largest assortment of the liveliest lot of smart clothes you young college and high school fellows ever saw. The colors and patterns are strictly for young men's wear; the models are snappy and full of ginger. Broad athletic shoulders, high chest, narrow waist, concaved at hips, smart dip fronts, peg at trousers with plenty of turn-up at bottom. The sizes are young men's and not small-men's sizes. It's altogether the best lot of young men's clothes to be found.

\$25.00 Suits \$20.00

\$20.00 Suits \$16.00

\$15.00 Suits \$12.00

\$12.00 Suits \$9.80

\$10.00 Suits \$8.00

\$8.00 Suits \$6.40

Headwear Purchase Here Means Satisfaction

Aside from the greatest values no other store in Vinita offers anything like the variety of selections of the world's leading brands are included in our colossal exhibit; we particularly

recommend the Fried Special, a hat sold by us exclusively. The Fried shapes are unusually snappy and stylish and come in all desirable colors.

\$3.00 Soft and Stiff Hats. . . . \$2.25

\$2.50 Soft and Stiff Hats. . . . \$1.87

\$2.00 Soft and Stiff Hats. . . . \$1.50

\$1.50 Soft Hats \$1.13

\$1.00 Soft Hats 75c

Challenge Sale \$1.50 and \$2 Shirts Only 89c

A remarkable offering of high grade shirts in imported and domestic madrens, percales and chambrays, coat style, pleated bosom, attached or detached cuffs, \$1.50 and \$2.00 shirts, only. 89c

50c and 75c Negligee Shirts at. . . 41c

Men's and Boys' negligee shirts with collars attached, sizes 12 1/2 to 19 1/2, 50c and 75c values at. 41c

Challenge Sale of Work Clothes

Men's 50c and 75c Work Shirts, sizes 14 to 19 1/2, at. 43c

Men's Overalls, 50c and 65c values, in white, blue and stripes. Challenge Sale price. 41c

Cotton Gloves, 10c values at. . . . 5c

5c Values, 3c. 2 pair for. 5c

Men's Underwear

Underwear for Men, in shirts and drawers, combined Egyptian balbriggan, double seat in drawers, full length or kneeless. Shirts sleeveless, half sleeve or long, regular sizes and stouts. All sizes up to 52. The best underwear ever offered for the price. Challenge Sale price. 41c

Genuine Schrivens Elastic Seam Drawers, all sizes. Sold the world over from 75c to \$1.00. Challenge price only 59c

Men's balbriggan Underwear, double seat in drawers, all sizes. Regular 35c values. Challenge price. 21c

We carry Union Suits in stouts and all sizes up to 52.

Challenge Boys 50c and 75c Blouses at 35c

Boys' Blouses in plain white and colors with collars attached or without. Sizes 3 to 16 years. 50c and 75c values. . . 35c

Boy's \$1 Laundered Blouses and Shirts at 65c

Made from fine woven madras, plain white and fancy patterns, offered at one-third saving, 6 to 16 years, Challenge sale price. 65c

Corner Opposite Postoffice

Dan Myers

VINITA, OKLAHOMA

No Trouble to Show Goods
Railroad Fare Paid on All Purchases of \$10 or Over

You'll Not be Urged to Buy
Mail Orders Filled and Express Charges Paid