

# Masterful Merchandising Without Sacrifice Of Excellence



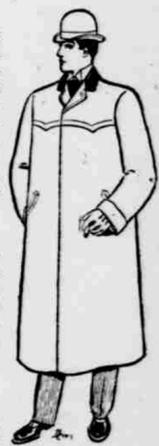
**Good Clothing Cheap  
And a Good Football Thrown In.**

Another big lot of those genuine Rugby pigskin footballs has arrived, and the boys can still get them free with every suit, reefer or overcoat from \$5.00 up. There is no place in St. Louis where good clothing for young men and boys is shown in such variety or where the prices are so low.

Men up to 38-inch chest measure can also be fitted here at a saving.

**Swell Overcoats.**

Overcoats for young gentlemen of all ages, in all the newest styles in Russian blouse, box and cape overcoats for the little chaps, ages 2 1/2 to 10, and the popular Raglans, yokes and plain box sacks for the young man up to 38 chest. All the late weaves and colorings shown this season—we have them and can save you money. At prices from \$3.95 to \$15.00.



**Young Men's Suits.**

Cut in the latest style and made as only first-class tailors make them, in all the new weaves, in chevots, cassimeres and worsteds in blue, black and fancy mixtures—all sizes up to 38 chest. At \$7.50, \$10.95 and \$12.00.

**Boys' Suits at \$5.00.**

Double-breasted coat, knee pants, ages 7 to 16 years. A large stock to select from, in all the newest effects in chevots, tweeds and cassimeres—no better values anywhere. See our line at \$5.00 a suit.

**Boys' Norfolk Suits, \$3.95.**

3 to 12 years. This suit, so popular this season, we have made up in fancy chevots, assorted colors. A well-made suit, and one that not only looks well but will wear well. See ours.

**Storm-Collar Reefers, \$3.98.**

Ages 3 to 16 years, in navy blue, all-wool chinchilla, black and Oxford Irish frieze. A well-made and serviceable coat. All have the large storm collar.

**Combination Suits, \$3.95.**

Ages 7 to 16 years. A double-breasted coat, with two pairs of pants, made of good wearing materials in fancy mixed chevots. Both pants have double seat and knee—a strong and well-made suit—just what that boy needs for school wear.

**Boys' Caps, 25c.**

In fancy mixed cassimeres, chevots and worsteds. The new winter style in golf and polo—all have the turn-down band. A regular 50c cap.

**Two Bargains in  
Sheets, Ironed, Ready to Use.**

**63x90 Sheets, 39c.**  
\$5 dozen Half Bleached Ready-Made Sheets—very best of sheeting and made as well as any sheet in the land—the regular price, 60c.  
**72x90 Sheets, 45c.**  
100 dozen Extra Heavy Half-Bleached Ready-Made Sheets—this sheet should be sold for 65c.



**Some Great  
Trunk Bargains.**

Our Trunk Department is taking up very valuable space. We must have a portion of this space for other lines. All shop-worn or odd Trunks must go. The prices quoted below should dispose of every Trunk to-morrow.

**Steamer Trunks, \$4.95.**  
In good order, regularly priced at \$9.50 each; now \$4.95.  
**Sample Trunks, \$7.95.**  
Sample Trunks, odd Trunks, etc., regularly priced \$10.50, \$11.50, \$12.00; now \$7.95.  
**Trunks, \$16.75.**  
Very fine nicked trimmings, etc., regular value \$22.50; now \$16.75.

**Another Big Sale**

**of Comforts—1/4 Under Value.**

**At 69c Each—**  
Full-size Comforts, robe cutting covering, heavy and warm—regular price \$1.00.  
**At \$1.00 Each—**  
Knotted Comforts, with figured silkoline covering, good quality, worth \$1.50.  
**At \$1.25 Each—**  
Extra large Comforts, good white cotton filling and fancy quilted, worth \$1.85.  
**At \$1.65 Each—**  
Large double-size Comforts, with figured oiled chintz covering and best white cotton filling, regular price \$2.00.  
**At \$1.90 Each—**  
Extra large Bed Comforts, with pure white sheet cotton filling and hand knotted, worth \$2.50.  
**At \$2.25 Each—**  
Figured English Satine Comforts, with best white cotton filling and fancy quilted, regular value \$3.00.  
**At \$2.50 Each—**  
Extra large Comforts, with French chintz covering, medallion center, and well worth \$3.00.  
**At \$3.25 Each—**  
New Lamb's wool filled Comforts and best grade of silkoline covering, knotted with baby ribbon, worth \$4.50.  
**At \$4.50 Each—**  
Eiderdown Comforts, with good English satine coverings and worth \$6.00.  
**At \$6.25 Each—**  
Eiderdown Comforts, with best French chintz covering and double ruffle on edges, very light weight and fluffy, regular price \$8.50.  
**At \$8.50 Each—**  
Eiderdown Comforts with figured silk covering and plain satine lining, worth at least \$11.50.  
**At \$11.50 Each—**  
Best grade of Eiderdown Comforts, with fine figured silk on both sides, very handsome and worth \$14.50.

**Shirt Waist**

**Flannels and Embroidered Patterns.**

The friends of the Flannel Waist are more numerous this year than ever. We have gathered generously and took good care to have the prices more than right—to have them low.

**Shirt Waist Flannel, 35c.**  
Solid Colored Shirt Waist Flannels in all the leading shades—excellent value.  
**All-Wool French Flannels, 50c.**  
Figured and Striped All-Wool French Flannels, always desirable for waists—these are bargains, too.

**Embroidered Shirt Waist Patterns.**  
We are showing some very handsome patterns in all the wanted shades—all beautifully embroidered in silk, in many new designs, prices \$2.75, \$3.00 and \$4.00 the pattern.

**Three Special Flyers.**

**Fine Handkerchiefs—1/3 Under Price.**

**Men's Handkerchiefs, 8c—**  
Men's All Pure Linen White Hemstitched Handkerchiefs. In assorted size hems, worth 12 1/2c each.  
**Ladies' Hdks., 10c—**  
Ladies' Fancy Lace Edges, white embroidered, hemstitched with lace edges, worth 15c to 20c each.  
**Ladies' Hdks., 12 1/2c**  
Special—Ladies' fine All-Linen White Hemstitched Laundered Handkerchiefs. In assorted hems; some are sheer cloth, others medium weight, but all cheap at 25c each; a special bargain at 12 1/2c each. Take advantage of this special offering to lay in a stock.

We have lived and worked with the one idea of giving elsewhere. The whole world is ransacked in your interest. All the knowledge gathered in twenty-nine years of catering to correctness of style, rightness of material and thoroughness of buying is exerted to secure the same excellence at a less price. Our evidences of our success, are dedicated to our thousands of customers who will be honored all this week, but those who come Monday will be honored all this week, but those who come Monday will be honored all this week.

**Pattern Hats  
up to \$30 Each**



are always costly. A special order is in just in time for the benefit of the balance of fine patterns that we are closing out at some rare beauties in this new lot, novelties in pink, white and light colors. Some beautiful Fur

**Shirt Waists**

**Fleece-Lined Piques.**

winter is the shirt waist, and that. There is no waist that is so simple and the richness of a warm fleece lining perfect for winter. We are getting new Marseilles patterns

**Special Sale of  
Colored Satin Gros Grain Ribbons.**

**3c for 8c Ribbons.**  
All Silk Colored Satin Gros Grain Ribbon, 1 1/2 inches wide—now is your chance—regular price 8c a yard.  
**4c for 10c Ribbons.**  
Satin Gros Grain, all Silk, in colors, 2 inches wide—regular price 10c a yard.  
**6c for 15c Ribbons.**  
Colored All Silk Satin Gros Grain Ribbon, 2 inches wide—this is a great bargain—regular price 15c a yard.  
We are confident that this remarkable offering will be fully appreciated when the quality is examined.

**Hand-Work Down**

**Cushions—A Third Under Price.**

A specially fortunate purchase of finished Down Cushions enables us to offer values that will bring every lover of art needlework down town to-morrow. There are 50 cushions in the lot, in all sorts of conventional, floral and sketched designs—20 different subjects—every cushion is made of genuine down finished with ribbon or pillow flouncing. We have divided them into 3 lots—

<b>\$3.50</b> for pillows worth \$5.75, \$5.00 and \$4.75	<b>\$5.00</b> for pillows worth \$8.25, \$7.25 and \$7.00	<b>\$7.50</b> for pillows worth \$12.50, \$11.50 & \$10.50
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**Great Sale of**

**Kabo and C.-B. Corsets 59c.**

**\$1.50 Kabos and \$1.00, \$1.50, \$2.00 and \$2.75 C. B. Corsets All Go at 59c Each.**

This comprehensive sale includes the entire balance of that special deal in \$1.50 Straight Front Kabos and also includes 50 dozen genuine C. B. Corsets. These are stamped "Seconds" but as we have failed to find anything the matter with them we have suspected that it was simply a case of over-production. At any rate, the C. P. manufacturers sold them as seconds and we sell them the same way. They are mixed, \$1.00, \$1.50, \$2.00, \$2.75 styles, but you get your choice at 59c each.

## Shall Show, Beginning To-Morrow, All the for the Coming Winter.

In calling attention to the items enumerated below we are conscious that the price is low that style, fit and quality are really the things to be considered. The general appreciation in the West. Here are a few specially good things for this week. Ask to see them.

**Tailor Suits, \$15.00.**

**One Great Big Bargain Item.**

A lot of Ladies' Tailor-Made Suits that are worth and have been sold regularly at \$22.50, \$25.00, \$27.50 and \$32.50 the suit. They are mostly all silk-lined throughout and made in best manner; nearly two alike, being for the most part sample suits; blacks and colors. Some were even as high as \$40.00, but being only one and two of a kind and needing the room, we offer you your choice of this entire lot, over 100 suits in all, until sold, for \$15.00 each suit. First come take pick of them.

**Separate Skirts.**

Note: We carry in stock a complete line of extra sizes; waist bands up to 36 inches. All made correct in every detail, as they ought to be.

**Velvet Skirts, \$10.00.**

A lot of swell Velvet Skirts, trimmed in folds of Taffeta Silk or Satin; correct shapes. Special for this week at \$10.00.

**Taffeta Silk Skirts, \$11.50.**

For one lot of fine Taffeta Silk Skirts; fancy trimmed flounce. Regular price \$15.00. Special this week at \$11.50 each.

**Peau de Soie Silk Skirt, \$15.00.**

A beautiful Peau de Soie Silk Skirt, rich and dressy; Liberty Ruffles and Plounce. Worth \$22.50. Special price \$15.00.

**Novelty Skirts, \$20.00.**

Some swell novelties in Net Skirts for evening wear; also a complete line of the Serpentine Skirts in Silk and Cloth. Price \$15.00, \$20.00, \$25.00, \$27.50, and a very special lot at \$20.00 each.

**Rainy-Day Skirts, \$3.50.**

A lot new Walking Skirts, made Yoke Effect, all heavily stitched seams; fine cloth; all colors. Made to retail at \$6.00. A Monday special at \$3.50.

**Ladies' Waists.**

If you have never worn a Nugent Waist, you can't possibly realize what a difference there is in Waists—not to mention the difference in quality for the money.

**Flannel Waists, \$1.85.**

A fine quality Botany Flannel Waist, with entire front of Narrow Corded Tucks and Back, with fine Side Plaits; all shades; all sizes.

**Tucked Flannel Waist—\$2.50**

Buys a fine Flannel Waist, entire front of Fine Tucks; Buttoned Back style; a beauty at \$2.50 each; all sizes.

**Taffeta Silk Waists, \$3.98.**

A lot fine Taffeta Silk Waists, made in the Nugent way—not skimped in the least in any part—full length. Best Taffeta, new-style tucks, new hemstitch; black or colors; any size; a world better. Here's your chance to buy a stock to lay aside; 1.00 in this lot. While they last you get them at this price—\$3.98. Don't delay.

**Velvet Waist, \$4.98.**

Here is another good thing—a Velvet Waist equally as great as the above. They are a new thing and extremely swell; a real \$6.00 value. This lot goes out at \$4.98.

**Fine Dress Waists.**

We open up this week a lot of fine Dress Waists for evening wear—prettiest you ever saw; no two alike. Price \$19.99 to \$25.00.

**Ladies' Capes.**

Styles that are dressy and styles that are plain. Suitable to every taste, and all faultlessly correct.

**Fur-Trimmed Capes, \$25.00.**

A grand line of fine Camel's Hair Cloth Capes, extra long, and trimmed with real Black Marten or Persian Lamb Fur; fine Silk Linings; sizes up to 46 bust. A grand cape for elderly women. Other styles as low as \$6.50.

**Girls' School Suits.**

The Girls a-w all going crazy over the Peter Thompson style of suit. They are really swell!

**"Cadet Girl" Suits, \$5.00.**

We show a lot of new Regulation or "Cadet Girl" Blouse Suits, made with the straps on arm and naval designs in embroidery—correct in every detail. Prices \$11.50, \$8.75, \$7.50, \$6.50, and one lot, really beauties, too, in all sizes, at \$5.00 the suit.

**Girls' Raglans.**

They'll all want one of those swell Rain Coats for school. Most useful, and really stunning-looking garments as well. We have the medium weights and in all the correct shapes. Genuine rain-proof cloth, \$13.75, \$15.00 and down to \$10.00 each.

**Lounging Robes.**

**In Wrapper Section.**

**Terry Robes, \$1.98.**  
Ladies' Fire Terry Robes, all fine, bright colorings—with or without hood—all sizes, worth \$2.98.

**Eiderdown Robes, \$2.50.**

Ladies' new fine Eiderdown Lounging Robes, made extra full—all colors, worth \$3.50; special price \$2.50.

**Eiderdown Robes, \$3.95.**

One lot fine striped Eiderdown Lounging Robes—beautiful, delicate colorings, all sizes, worth \$5.50.

**New Red Robes, \$4.75.**

One lot fine Ripple Eiderdown Lounging Robes, in rich, bright colors, trimmed in satin folds; worth \$6.00.

**Jap. Silk Robes, \$15.00.**

Japanese Silk Robes—beauties—cut full in skirt, extra good quality—colors blue, red, pink, hello, black. If you never owned one you should get one of these. They'll last half a life time and they're a real luxury. Sizes up to 44 bust.

## A Most Important Sale of Rubber Goods and Fine Toilet Articles.

The distinguishing characteristic of this sale is the offering of goods that are as staple as wheat for much less than the standard prices. Every article is fresh and perfect and is subject to the same guarantees as though the regulation prices were charged.

**Fountain Syringe.**  
The Gem—guaranteed—50c for the regular two-quart size, 55c for the regular three-quart size, 60c for the regular four-quart size.  
**Pub Syringe, 55c.**  
The best white rubber, Goodyear make, three tubes—actual value 75c.  
**Fountain Syringe.**  
The "Crown" make, best white rubber, six pipes, packed in handsome box—\$1.25 for the regular two-quart size, \$1.45 for the regular three-quart size.  
**Water Bottle and Syringe.**  
A good white rubber Combination Water Bottle and Fountain Syringe, four pipes—\$1.25 for the regular two-quart size, \$1.50 for the regular three-quart size.  
**Fountain Syringe.**  
The Goodyear embossed, six pipes, hard-wood box—\$1.75 for the regular two-quart size, \$2.00 for the regular three-quart size.  
**The Tyrian Globe Spray.**  
Best style of Combination Water Bottle and Fountain Syringe made, white rubber, five pipes, hardwood box—\$1.80 for the regular three-quart size, \$1.95 for the regular four-quart size.  
**The Lady's Syringe, \$1.95.**  
Dr. Wilhoff's Lady's Syringe, the genuine, most convenient and useful made—standard price, \$2.50.  
**A Woman's Syringe, \$1.25.**  
The Tyrian Globe Spray Woman's Syringe—standard price, \$2.00.  
**Safety Syringe, 95c.**  
Goodyear make—standard price, \$1.25.  
**Hot Water Bottle.**  
The Gem, guaranteed best white rubbering—50c for the regular two-quart size, 55c for the regular three-quart size, 60c for the regular four-quart size.  
**Best Water Bottle Made.**  
The Continental, best white rubber, re-enforced seams, guaranteed—nothing better made—90c for the regular two-quart size, \$1.00 for the regular three-quart size, \$1.10 for the regular four-quart size.  
**Crown Water Bottle.**  
Best Goodyear make—\$1.25 for the regular two-quart size, \$1.35 for the regular three-quart size.  
**Toilet Water, 81c.**  
Roger & Gallet's Violet de Parme—standard price, \$1.00.  
**Toilet Water, 75c.**  
Colgate's Violet, large size, sprinker top—standard price, \$1.00.  
**Toilet Water, 50c.**  
471—three odors—standard price, 75c; or Bradley's Wildwood Violet, sprinker top.  
**Toilet Water, 25c.**  
Nugent's Special Violet, four ounce, sprinker top.  
**Florida Water, 21c.**  
The Murray & Lanman's make—standard price, 25c.  
47c for the large 7 1/2 size.  
**Florida Water, 25c.**  
Nugent's Special, large size bottle.  
**Florida Water, 10c.**  
Nugent's Big Value, four-ounce size.  
**Best Bay Rum, 42c.**  
Michaelson's, the very best—pint size—standard price, 50c.  
**Special Bay Rum, 25c.**  
Nugent's Special—an exceptional value.  
**Toilet Powder, 42c.**  
Roger & Gallet's Violet de Parme—standard price, 50c.  
**Dorin's Rice Powder, 25c.**  
Absolutely pure and perfectly harmless.  
**Bourgol's Java Rice, 25c.**  
Standard price everywhere, 35c.

**Great Sale of Chamois—Lowest Prices in City.**

<b>Toilet Chamois, 3c.</b> 5c and 7c, pinked edges.	<b>No. 1 Chamois.</b> 5c for 8x10 inch size. 8c for 9x11 inch size. 10c for 11x13 1/2 inch size.	<b>No. 1 Chamois.</b> 15c for 12x14 inch size. 18c for 12x16 inch size. 25c for 15x20 inch size.	<b>No. 1 Chamois.</b> 20c for 12x20 inch size. 25c for 12x25 inch size. 30c for 24x28 inch size.
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**B. Nugent & Bro. Dry Goods Co., Broadway, Washington and St. Charles.**