



# MONDAY

## Starts This Sale of



# The Most Wonderful Opportunities

### Fine Goods for Less Money Than You Ever Dreamed of Getting Them Before

The merchandise is here, so are the prices. It is easy to make comparisons between values here and elsewhere---and your eyes can tell you more than our words. Come and look. Glance at the price cards; compare former prices with the present reductions. Your judgment will tell you how powerful the opportunities are. Come early in the morning if you can. \* \* \*



### Women's New Fall Neckwear

**A** WIDE and artistic range of Stocks, Cuff and Collar Sets and Chemisettes---new and novel ideas in Silk, Chiffon, Lace, Mousseline, tucking and faggotting, combined with Appliques and Novelty Braids and studded with steel, pearl, gold and jet beads, at price that will sell them rapidly. .... 25c, 35c, 50c, 75c, \$1.00 and up

## We are Going to Break All Dress Goods and Silk Selling

Records. Don't let another day pass without getting posted on the marvelous Silk and Dress Goods values to be found here---right at the season's start, too, while other concerns are asking big profits. *This Store Cuts the Price*, and you can depend upon getting just the Silks and Dress Goods you want and need under regular price.

### DRESS GOODS

52-inch all-wool Habit Cloth, in black, navy, royal, cardinal, grey mixed, brown mixed, etc.; a cloth that never sells for less than 75 cents a yard. Our price during this sale. .... 60c

38-inch all-wool Basket Cloth, Homespun and Cheviot, in a large variety of plain colorings and mixtures; are worth 50 cents everywhere. Our price during this sale, per yard. .... 39c

38-inch all-wool French Granite Cloth, in black, cardinal, wine, sage, grey, castor, navy and brown; warranted dust proof; best 75-cent value ever offered. Sale Price, per yard. .... 50c

54-inch all-wool English Melton, the finest cloth ever shown in this city, in grey and mode, suitable for swell tailor costumes; a splendid \$2.50 value. Our price during this sale, per yard. .... 1.75

44-inch Black Irish Poplin and Sebastopol; warranted pure wool; an elegant material for fine black dresses; every yard a \$1.50 value. Sale Price. .... 1.00

54-inch all-wool French Broadcloth, in every popular shade to be had; guaranteed to be the best dollar and a half fabric ever offered. Our price during this sale, per yard. .... 98c

\$1.00 Crepe de Chines---Only 1000 yards of it, 24 inches wide, blk and colored, beautiful crepe effect, not mercerized but all pure silk, never sold anywhere less than 29c one dollar a yard. Sale price, this week. .... 29c

### LININGS, at Queer Little Prices

36-inch fast black Percealine, worth 15c. Sale Price, per yard. .... 10c  
36-inch Moure Battiste, black and colors, worth 25c. Sale Price. .... 17c  
36-inch Silk Mercerized Satin, worth 25c. Sale Price, per yd. .... 19c  
25-cent All Linen Canvas, per yard. .... 15c  
36-inch Best 20-cent Selisia, per yard. .... 12 1/2c

### RELIABLE SILKS At Persuasive Prices

19-inch Black Peau de Soie, \$1 quality, for. .... 15c  
19-inch Black Guaranteed Taffeta, the one dollar quality, for. .... 69c  
24-inch Black Guaranteed Taffeta, the dollar and fifteen cent quality, for. .... 88c  
27-inch Black Guaranteed Taffeta, the dollar and a quarter quality, for. .... 98c  
21-inch Black Satin Duchess, regular dollar and a quarter grade, for. .... 98c  
36-inch Black Guaranteed Taffeta, regular \$1.65 quality, for. .... 1.25

750 Sample of \$3, \$4 and \$5 Fall and Winter On Sale **Waists** On Sale AT **\$1.98** AT **\$1.48**

Of Brilliantine, Poplin, Albatross, Linen, Nun's Veiling and Henrietta; some embroidered and with fine tucks, others made with embroidered medallions; some with box plaited center; all made with new sleeve and long cuffs; in blacks, whites and all colors, including the new changeables; none in this lot worth less than three dollars and some worth up to five dollars; all go in this sale at ..... \$1.98 and \$1.48

### The FALL FLANNELS Assortment is Complete

27-inch Persian Effect Granite Waistings, in a large variety of colorings; sold everywhere at twenty-five cents. Sale Price. .... 19c  
27-inch Satin Stripe Prunella Waistings, in a large variety of colorings; regular fifty-cent quality. Sale Price, per yard. .... 35c  
27-inch all-wool Tricot Flannel, in fifteen different shades; usually sold at fifty cents a yard. Sale Price. .... 35c  
27-inch Fancy Striped Waistings, it's an elegant line, a beautiful line of shades, wool and mohair mixed; a splendid seventy-five cent value. Sale Price, per yard. .... 50c

### Boys' \$3 to \$8 Woolen Suits \$2.48



A sample line of Boys' Suits; just two hundred in the lot; blue, black and fancy dark mixtures of heavy woolen cheviot; in double and single breasted; some are two and some are three-piece suits; made well and stylish; sizes run from three to fourteen years, and not a suit in the lot worth less than three dollars, and others worth as much as eight dollars. To close them out in this special sale, we will sell them at

**\$2.48 per suit**

Proportionate reductions in all other lines of Wearables for the Boys. All of our stocks are complete, and our prices are reasonable and much lower than those quoted elsewhere. If the boy needs anything, bring him around and we can fit him out for the winter.

### It's The Greatest Bargain Event of The Year, 10000 Pieces of Ribbon

AT ONE-FOURTH AND ONE-HALF THEIR REGULAR PRICE. And if it were possible to bring this event to every bargain hunters' notice this section would be packed to suffocation tomorrow. Fine Heavy and All-Silk Taffetas, Satins, and double-faced. Ribbons for all kinds of fancy work, pillow ruffles, hair bows, and for neckwear. Ribbons that sell everywhere for three and four times the price we offering them to you in this Special sale.

#### Guaranteed All-Silk Washable Taffeta Ribbons

Note the prices for a full ten-yard piece---almost the price of a single yard. They are all the guaranteed kind, and remember that these prices are for the full ten-yard piece.

No. 1, for the 10-yard piece ..... 5c  
No. 2, for the 10-yard piece ..... 10c  
No. 3, for the 10-yard piece ..... 15c  
No. 4, for the 10-yard piece ..... 20c

#### Women's Ready-to-Wear Veils at.....25c

Worth regularly 50c, 75c and \$1.00. In plain, dotted and fancy chiffon, netting, and sewing silks veils. In all colors, including white and black. Special Price for this sale, each ..... 25c

#### All-Silk, Satin and Taffeta Ribbons---5 in wide

In black, white and all colors, heavy firm quality, ribbons that sell everywhere at more than double the price we are asking for them. Choice tomorrow in this sensational sale at:

No. 5, worth 7c a yard. Sale Price. .... 5c  
No. 7, worth 5c a yard. Sale Price. .... 3c  
No. 9, worth 10c a yard. Sale Price. .... 5c  
No. 12, worth 12 1/2c a yard. Sale Price. .... 8c  
No. 16, worth 16c a yard. Sale Price. .... 10c  
No. 22, worth 20c a yard. Sale Price. .... 12 1/2c  
No. 40, worth 25c a yard. Sale Price. .... 16c  
No. 60, worth 30c a yard. Sale Price. .... 18c  
No. 80, worth 35c a yard. Sale Price. .... 20c  
Ribbon 5 inches wide, worth 50c. Sale Price. .... 25c



### Fall Fashions in Shoes

See our line of Ultra Shoes before buying; they are ultra in shape and ultra in make; nothing like them for social functions, parties, receptions and balls. The most elegant line of Fine Dress and Street Boots for all occasions of business and pleasure in the territory. The price range is

**\$3.50, \$4, \$5** per pair.

#### The Village School Shoes

For boys and girls. Try them. None better in the world.



### Cut Prices on Underwear

It seems like wasting money willfully to buy Underwear elsewhere after noting our prices. Judge for yourself from those quoted below, and see for yourself who sells the cheapest---always.

Women's heavy, fleecy-lined, fine ribbed cotton, a real 25c value, vests and pants. Special price for this sale only. .... 19c  
Women's cotton, fleecy-lined, union suits, "the Florence Combination Suits," with and without sleeves, worth 50c to 75c a suit. Special sale price. .... 25c  
Men's fleecy-lined shirts and drawers, worth 40c a garment. Special price for one day only. .... 25c  
Men's heavy ribbed shirts and drawers, in pink, brown, blue and grey; worth 65c a garment. For sale at the extremely low price of. .... 45c  
Boys' heavy all-wool shirts and drawers, non-shrinkable, worth 75c a garment. Specially priced at. .... 45c  
Children's heavy fleecy-lined, cotton ribbed vests and drawers, worth 25c to 50c a garment. Specially priced for this sale at. .... 24c  
Children's fleecy-lined union suits, worth 40c to 50c a suit. Specially priced for just one day at. .... 25c

### Here's Where Notion Money Buys the Most

Pearl Buttons, all sizes, 2 dozen for. 5c  
Dress Shields, worth 15c for. .... 5c  
Pins, worth 5c, per paper. .... 1c  
Hooks and Eyes, all sizes, per card. 2c  
Thimbles, worth 5c, for. .... 1c  
Darning Cotton, in black and colors, per spool. .... 2c  
Featherbone, in black, white and drab, per yard. .... 5c  
Nickie Safety Pins, all sizes. .... 5c  
98c Chenille Cords and Tassels, all colors, for. .... 10c

### Ladies' 50c to \$1.50 Belts, 25c

Just One Thousand of Them  
And they must be closed out at once, and at the small price of 25 cents we are sure they will go like hot cakes. They come in all colors, and in all the latest styles. Don't wait until they are picked over. We advise you to come early tomorrow morning and get a supply. They all go in this sale at the special price of. .... 25c

### A Corset Sensation---G-D Justrite Corsets, Style 544, Manufactured by Gage-Downs Co

(Chicago). We are going to sell six hundred of these dollar and a half corsets tomorrow at 69c. They are the latest style model, with the new patent hose supporter attachment. At this ridiculously low price we are sure they will not last long. Come in drab and black **69c**.....SPECIAL---all sizes, 19 to 30---SPECIAL.... **69c**

### From 9 to 10 A. M.

10 bars of White Star Soap for.....25c

NONE TO CHILDREN



### 1,500 Men's Laundered Dress Shirts

Regular \$1.00, \$1.50 and \$2.00 Shirts to be sold for ..... 39c

A manufacturer's entire line, all high grade goods, one of the best brands on the market---(we are debarred from printing the name, but every shirt bears it and you can see it for yourself). One dollar would be a small price to pay for shirts like these. They are made of the finest quality of percale, imported gingham, etc., and are made up to perfection in fit and workmanship. Some open in the front and other in the front and back. A pair of detached cuffs with each shirt. All fast colors and not a shirt in the lot worth less than a dollar, and most of them are worth \$1.50 and \$2.00. Sizes 14 to 17. On sale at

**39c each**

AND YOU HAVE FIFTEEN HUNDRED DIFFERENT SHIRTS TO CHOOSE FROM, SO COME EARLY.

### Our Gloves are The Best

This is a fact, proven by every test to which a Glove stock may be put. There can be no better than the best, no matter what you pay. So why not buy your Gloves at the Lion Store and save money? If you are not already acquainted with our stock you will find that it comprises a greater variety than any found elsewhere; you will find that we absolutely guarantee a perfect fit, and that our prices are at least a third lower than others.

#### Our Kid Gloves at \$1.00

Are positively unequalled. They are on a par with most of the Gloves selling generally at \$1.50. They are here in these styles:  
Two-clasp, real kid, made of fine selected skins; all colors and black and white---only ..... \$1.00  
Two-clasp, real French suede, handsomely embroidered backs; in all sizes; worth \$2. For this sale, \$1.50

#### 35c and 50c Gloves at 19c

Closing out every pair of Women's Lisle Thread Gloves that we have been selling at 25c and 50c the pair. They include all colors and black and white. Most every size in the styles, and we expect to close out every pair at once at the ridiculously low price of ..... 19c