

FREE! OCTOBER 25

SOUVENIR

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THE STORE

While this store has only been in existence for three years...

THE IDEA

—of buying wearing apparel on credit is "a good one."

AN INVITATION TO MEN AND WOMEN

TO COME TO OUR STORE TUESDAY AFTERNOON, OCT. 25th, BETWEEN 1 AND 5 P. M., AND RECEIVE, WITH OUR COMPLIMENTS, ABSOLUTELY FREE, A BEAUTIFUL SOUVENIR...



Men's Hats

Only the styles that are worn by men of fashion are shown here.

Prices are \$2.50 to \$6.00

Men's O'Coats

Prepare yourself for the "chilly days." Considering that you are not obliged to pay cash at the Mercantile...

Prices are \$12.50 to \$25

Men's Fall Suits

There's a big difference between the suits shown elsewhere and the suits shown at the Mercantile.

Prices are \$12.50 to \$35.00

WOMEN'S SMART SUITS NEW ARRIVALS

Fresh and crisp are the women's suits we received by express this week.

They are fashioned of strictly all-wool fabrics, and in a manner at once delineating their high character.

Not a "hand full" of suits to pick from, but a representative stock to meet the fancy of the most exacting women.

PRICES ARE \$12.50 to \$50

Women's Handsome Dresses

Clever, dainty styles, in mesalines, voiles, chiffons, taffeta, silks, broadcloths and aerges.

Many fascinating treasures, wonderfully and exquisitely made.

You can buy a dress and have it charged.

Prices are \$15.00 TO \$60.00

Women's Stylish Coats

This store offers an exceptionally excellent assortment of fall and winter coats for women.

These coats are extremely attractive, being cut and made in accord with the best edicts of fashion...

Prices are \$12.50 to \$65

TRIMMED HATS

Our trimmed millinery fairly shines with lovely new styles. Hats with real character and fashion merit-hats that reflect Paris and New York styles that are right up-to-the-minute.

Prices are \$5.00 to \$25.00



The souvenir that we will give away absolutely free to every lady or gentleman who will visit our store Tuesday afternoon between the hours of 1 to 5 p. m.—a beautiful imported china table plate...

THE SOUVENIR

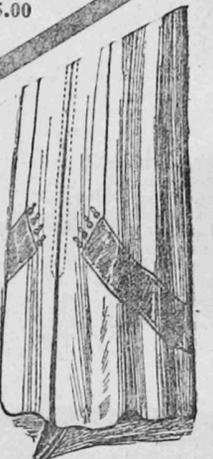
The Mercantile Installment Co.

366 Twenty-fourth Street, Harry's Place.

EASIEST CREDIT TERMS

THE PURPOSE

The purpose of this advertisement is to bring the people in touch with our business methods. We want every man and woman in Ogden to get acquainted with us.



SPORTING NEWS

CUBS "COME BACK" AND WALLOP THE ATHLETICS

Score Was 3 to 2 Up to Cubs' Half of the Ninth—Tie the Score and Then Win in the Tenth Inning—"King" Cole, the Youth, Proves a Surprise to the Fans—The Game Was One That Will Go Down in History.

Chicago, Oct. 22.—Nineteen thousand delirious enthusiasts, driven almost insane by a ninth inning tie and a tenth inning victory, saw the Chicago Nationals "come back" today and capture the fourth game of the world's series from the Philadelphia Athletics, 4 to 3.

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ble which was followed by Brown's out at first. Every local hope hung on Sheekard and fortunately for those with weak hearts, it did not have to hang long. The Chicago left-fielder hit into the first ball pitched for a single over second. Archer trotted across the plate and the agony was over.

over third. Chance forced Hofman at second and was himself doubled at first. Chance was declared out at first because Hofman interfered with the throw, Baker to Collins. One run.

Davis. Zimmerman singled to left. Davis dropped Steinfield's spinning foul. Steinfield struck out. Zimmerman out, stealing, Thomas to Collins. No runs.

Box Score. AB R BH PO A E. Strunk, cf. . . . . 5 3 3 2 0 0. Lord, cf. . . . . 5 0 0 1 0 0.

Don't trifle with a cold is good advice for prudent men and women. There is nothing better than Chamberlain's Cough Remedy for coughs and colds in children. It is safe and sure. For sale by all dealers.

A NOTRE DAME LADY'S APPEAL. To all knowing sufferers of rheumatism, whether muscular or of the joints, sciatica, lumbago, backache, pains in the kidneys or neuralgia pains, to write to her for a home treatment which has repeatedly cured all of these tortures.

There were two out when the winning run came in. Tinker "popped" out, but Archer interpolated a double.

COAL. Rock Springs, Clear Creek, Castle Gate, Grass Creek, Hiawatha.

COAL. Rock Springs, delivered, \$5.75. Grass Creek, delivered, \$4.75. Castle Gate Slack, del., \$3.75. All other Coals, delivered, \$5.50.

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AN ADVERTISEMENT BY D. DECKER

When coal is sealed up tight in an oven, the heat of the oven or the retort commences to melt and soften the coal and the gases it contains are forced out of it, leaving the fixed carbon, resembling a hard spongy mass.

\$4.50 per ton in the yard and any drayman will deliver it for \$1.00 per ton.

UTAH LIGHT & RY. CO. D. DECKER, Local Manager.

The Toggery's Temporary Quarters. We are Located Temporarily in the Orpheum Building. First Door South of Entrance. All Office Work Attended to at THE ROYCROFT STORE 356 25th Street. S. H. BROWNE CO.