

# GRAND FALL OPENING SALE

OF THE AMERICAN CLOTHING CO.'S RED 46 DEPARTMENT STORES  
BURLINGTON'S GREATEST MONEY-SAVING DEPARTMENT STORES START

## This Morning, October 14, 1909

And will continue for 30 days. This early fall sale is an important event. It does not only show you the brightest, newest and most desirable ready-to-put-on wearing apparel for every member of your family for the coming fall and winter season, but it brings before you offerings which in quality and value cannot be equalled not only at this stage of the season but at the extreme end of the season . . . . .

## THIS IS A MONEY MAKING OPPORTUNITY

### CLOTHING DEPARTMENT

Steady progress towards the goal of perfection has made our clothing department what it is today: we have and sell more Men's Suits and Overcoats than any two stores in the city. **THERE'S A REASON.**

Men's and Young Men's Suits at \$5, \$6.50, \$8.50, \$10, \$12.50, \$15 and up to \$22.50.

Each price, considering the quality, represents a saving from \$3 to \$8 on each garment.

Our Young Men's Suits fairly bristle with youngish style: they are perfectly good in fabric and conscientiously made.

### OVERCOATS

To start the selling of heavy Overcoats earlier and swifter extra price inducements are offered.

**GOOD VALUES AT \$17.50**  
Handsome Overcoats in the new shades made in plain, automobile and protector effects, also a very fine imported high grade black Kersey with silk lining, \$25 value, our Early Price \$17.50.

**\$20 OVERCOATS AT \$15**  
If \$20 is the price you want to pay for an Overcoat, don't buy until you have seen our Overcoats at \$15. You will be able to pocket the difference and still get the same style and quality.

\$13.50 and \$17.50 Overcoats in numerous styles and fabrics at \$9.98 and \$12.50. Other good values at \$4.98 and \$6.98.

### BOYS' CLOTHING

The season's newest effects in Boys' Suits and Overcoats, many new models, never shown before, will be found among our collection for the coming fall and winter season: for boys 8 to 16 years. Suits or Overcoats \$1.98 to \$6.98.

Plain Pant Suits from 98c up. Many new novelties for the little fellows: 2½ to 7 years, all at Bargain Prices.

### MEN'S TROUSERS

No matter your form, shape, or figure, we can fit you stylishly and becomingly.

Very good values in Dress Pants at \$1.98, \$2.98 and \$3.98.

Exceptional values at \$1.98. Good and desirable Work Pants warranted not to break open at seams with every step nor to spring a button with every twist of the body, 98c, \$1.39, \$1.69, \$1.98, good values at \$1.50 to \$2.

### HATS AND CAPS

We have built up a tremendous Hat and Cap business. We did it by values; we want your Hat trade, if we get it this fall it is ours for good. We give extra values for the price. We specialize the Soft and Stiff Hats at \$2.00.

Other good brands at 98c, \$1.45 and \$1.65. Elegant collection of Caps at 25c, 48c and 98c.

We specialize the Manhattan Derby because it is the best hat for the money \$3.00

### NEW FALL SHIRTS

Our showing of Shirts for this fall and winter is by far the largest and prettiest; of most carefully selected fabric for dress and general wear. Handsome pleated bosom and coat effects. Shirts, 69c values, your choice at opening at 48c.

Very fine and extra heavy fleeced Jersey Overshirts, 86c value, 49c.

\$1.56 Flannel Shirts, single and double breasted, tan, grey and blue, 98c.

\$2.00 All-wood Flannel Reversible Shirts, in grey only, \$1.39.

### NECKWEAR

No matter how fastidious you may be, you are sure to be pleased with our New Fall Showing.

### SHOE DEPARTMENT

Popularity—that is the only word that can fittingly express the rapidly increasing sales in this department. The reason is plain—we give **THE MOST FOR THE MONEY.**

Our collection embraces the most celebrated brands for Men, Women, Boys, Girls and Infants, but we do not sell you brands, nor do we attempt to influence you with fancy names; we sell you Shoes that have quality, style, comfort and good workmanship, and positively guarantee every pair to give perfect satisfaction regardless of our low prices.

### RUBBERS

Some people were disgusted buying Rubbers last season, but that was before they tried the kind of Rubbers sold by the "Red 46." We made special effort this season to sell only such Rubbers as will give perfect satisfaction, and besides save you about 20 per cent. Our rubbers win in the stretch.

### FURNISHINGS

For every member of the family. We waste no words in generalities, but come right to the point with these atchless low prices:

UNDERWEAR	SWEATERS
Very fine ribbed silk fleeced Shirts and Drawers, in brown, blue and Egyptian with satin facing, best 50c value, opening price . . . . .39c	\$2.00 Ladies' Sweaters in single and double breasted, strictly all wool, fancy stitch, in white oxford and red, opening sale price . . . . .\$1.98
Extra heavy fleeced Shirts and Drawers, 50c quality . . . . .39c	\$6.00 pure worsted Sweaters, white and grey, in new cut away effects, handsome stitch, a little out of the ordinary, opening sale price . . . . .\$3.98
\$1.00 Union Suits, opening price 60c	Men's Sweaters in plain grey and combinations, with pockets, \$1.49 value, sale price . . . . .98c
\$1.50 Union Suits, Early price . . . . .85c	\$3.00 Men's all-wool worsted and knitted coat Sweater, in grey and all combinations, opening sale price . . . . .\$1.98
Ladies' heavy ribbed shaped Vests and Pants, opening price . . . . .25c	Good Men's Sweaters at . . . . .48c
Very fine silk fleeced, in white and ecru, 60c value, our price . . . . .48c	Ladies' Automobile Coat Sweaters, 42 inches long, \$8.50 value, our price \$4.98
Ladies' Union Suits, exceptional values, at . . . . .49c, 98c and \$1.48	

### SUPERIOR BLACK PETTICOATS.

Never has such extensive showing of Hygrade and Heatherbloom Petticoats been shown anywhere. They include all the prime qualities in the various grades that are made by foremost manufacturers and all priced so extremely low only because bought in immense quantities for all the stores at spot cash. Priced at 69c, 98c, \$1.48 and up to \$2.98.

### BOYS' KNEE PANTS

Every boy needs a lot of extra Pants and every mother is in search for some kind that will hold her boy through all his pranks. "Knee Pants," built to stay, is the kind you will find here, 25c to \$1.39 a pair. Winter Clothes for the little lads. Reefers and Overcoats priced so positively low for the early fall sale that parents can afford to come from distances of forty miles just to clothe the boys in cold weather needfuls; and the styles of the garments will thoroughly please the boy and give eminent satisfaction in wear.

### CHILDREN'S POLAR BEAR CLOTH COATS.

In White, Grey, Red, Brown and Blue in nobby new styles, at \$1.98 to \$4.98

### COAT AND SUIT DEPARTMENT

**BURLINGTON'S SMARTEST SHOWING OF OUTER GARMENTS.**

It does not represent an exhibition nor a formal showing. It gets right down to the practical principle of selling the most fashionable and best Tailored Ladies', Misses' and Children's garments at **PRICES THAT ARE A REVELATION FOR LOWNESS.**

### LADIES', MISSES' AND JUNIOR SUIT

Our extensive collection of New Fall Suits contains all the newest shades and fabrics and distinctive styles for at least \$4 less than you would be asked elsewhere, prices ranging from \$9.98 to \$25.00.

### DRESSES

The new Coat and Jersey Dresses are attracting the attention of every young stylishly dressed lady and as we have given this department our special attention, we are prepared to show you a most exclusive line of truly captivating styles at our moderate prices, \$5.98 to \$19.50.

### COATS

Here we make solid and concrete examples of the best styles and value-giving any store ever dared to offer so early in the season.

Such an opportunity should be seized with promptness.

**\$10 and \$12 Coats at \$7.98**

This collection embraces all wool heavy Cheviots and Coverts, Broadcloths and Kerseys, some all lined with satin lining, others half lined, in very attractive models including Fur Collared Coats. Good \$10 and \$12 values. Opening sale price \$7.98.

**\$15 Coats at \$9.98**

There are more styles in this collection than we can enumerate, embracing the most becoming new models in all the leading shades. Good \$15.00 values. Opening sale price \$9.98.

**\$20 Coats \$15**

And some are worth more than twenty for their exclusive styles can command higher prices, but we don't figure how big a price we can get for it, but rather how cheap we can sell it and get five. We want you to see these Coats, you will appreciate our efforts in securing the best \$20.00 Coat at the moderate price of \$15.00. Other very good Coat values in prices ranging from \$3.98 to \$22.50.

### SMART NEW FALL WAISTS.

Charming autumn models that reveal a wide variety of Dressy New Effects.

Smart Tailored Taffeta Silk Waists in black and brown, \$4.50 values at . . . . .\$2.98

Handsome Dress Waists of lace net in white, black and ecru, \$6.50 and \$7.50 values. Opening sale price \$4.98 and \$5.98

Good Tailored Waists at 48c, 69c, and 98c.

\$4.00 values . . . . .\$1.98

Very Dressy Models of lace, net, nonwelling, mohair and taffeta silk in very captivating styles, \$3.50 and \$4.00 values. Our price . . . . .\$1.98

\$2.00 values . . . . .\$1.39

Pure Linen Waists, button front with large pearl buttons, laundered cuffs and detachable linen collar.

### CHILDREN'S AND MISSES' COATS

### AND DRESSES

Excellent values in Children's and Misses' Dresses—A complete line of the new styles made of plaids, cashmeres and serges—for school dress and general wear, at, each 98c to \$3.98.

Car Fare Allowed to

All Out-of-town

Purchasers of

\$10.00 or Over

Do not waste your time if you are interested in the items we mention in this advertisement. Take our word that in attempting to equal them elsewhere you will meet with great disappointment. So therefore save your steps by **DOING ALL YOUR TRADING HERE . . . . .**

## AMERICAN CLOTHING CO.'S RED 46 DEPT STORES

38, 40, 42, 44, 46 CHURCH STREET . . . . . BURLINGTON, VERMONT

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\$10.00 or Over