

For Fall Wear
Better shoes and bigger values for every member of the family.

GRAND OPENING OF OUR ECONOMY BASEMENT

Until Oct. 14th, 1916
This coupon is good at our store for 25c on any cash purchase amounting to \$3.00 or more. Only one coupon taken on a \$3.00 purchase.



Women's Patent Dull Leather Button
Newest for Fall wear, Military and Low Heels.

\$2.50

MONDAY
October 9th

We wish to inform the public that we have put in an

Sample Shoes a lot of small sizes Dull and Patent Leather 2 1/2 to 4.



\$1.45

Economy Basement or Bargain Department



Boys Button and Lace Wax Calf Heavy Sole sturdy wear

1 to 5 1-2 - - - \$1.65
11 to 13 1-2 - - - \$1.35

We propose to make business hum and in order to bring everybody into our store we have decided to issue a coupon good for 25c, which will be taken until October 14, 1916 on any cash purchase amounting to \$3.00 or more (only 1 coupon taken on a \$3.00 cash purchase.) This coupon will be found in the upper right hand corner of this advertisement. These are not damaged or cheap shoes, bought purposely for Bargain Sales, but are our standard brands, made by the best manufacturers in the United States. They are broken lots culled from our big stock—most of these goods will be sold at one-half price or less.

Men's Tan and Black Work Shoes, heavy double sole, blucher tipped.



\$2.15

800

BROADWAY

Miller's

800

BROADWAY



OUR FALL Suits and Coats

Are Especially Attractive

They have an abundance of snap and swing to them—they're easily distinguished from ordinary sorts. The models are almost exact duplicates of the most desirable and best selling garments brought out by "exclusive" apparel shops in New York. They are practically identical with them in style, material, trimming, lining, workmanship, cut, etc., and finish but *not* in cost because our prices are noticeably lower! Our suit department on the second floor affords you many offers also in ladies' skirts, dresses, waists, raincoats, and kimonos.

YOU'LL LIKE THESE HEAVY WOOL COATINGS PARTICULARLY WELL.

The splendid, unique patterns and the handsome colors of which we have so many will delight you. In fact, they have proven so uncommonly well-liked that many more women than usual are having their winter coats made to order.

This stock consists of mixtures, checks, novelties, etc., and is large enough to meet all your requirements. Prices are small enough to please anyone. We are showing an unusual line of dress velvets in black, navy, purple and brown.

CHARMING NEW WAISTS

Certainly the fall season has brought out no prettier waists than these. They're in the very newest styles, some featuring frilly effects in a myriad of forms, as well as the severely plain "shirt" types. In fact, the very finest models obtainable are here. Included in the assortment are waists of silk, lingerie waists, waists of tub fabrics, Georgette crepes, crepe de chine and all other approved materials. Excellent values here in a splendid assortment, priced from \$1.98 to \$7.50.



Welcome to Columbia.

To every stranger within our gates during "Dress Up Week" we extend a most hearty welcome. While we rebate your railroad fare or mileage according to the amount you buy, we do not base our cordiality of greeting on the extent of your purchases.

During "Dress Up Week" you are our friends, our guests. Our beautiful little city is open to you. Go where you will, you will find a congeniality of spirit for we are one big family made up of the best sort of folks whose object is to make you feel at home. Trade with us, or where you will, Columbia will take care of you, and you'll be glad you came.

A. F. Neate

MUNSWEAR FOR WARMTH
The Underwear for Cold Weather.

It won't be so long before the real cold weather with its accompanying snow and cold winds will be with us. You'll then be glad that you thought to buy some Munswear union suits. They are knitted of the best yarns and you only need to glance at them to realize the warmth and comfort they will afford when the thermometer drops. Don't wait—buy them now. We are exclusive agents for Munswear for women and children.

BETTY WALES DRESSES

Have you heard of Betty Wales? Her story is interesting—a story of attractive serges and silk dresses for home, street or school. We are exclusive agents for Betty Wales dresses and are selling lots of them. They are not expensive.

We are exclusive agents for Onyx Hosiery, Warner corsets, American Lady corsets, Dix house dresses and Reliable petticoats.

Strawn Neate
The Store of Standard Merchandise
D. G. CO.

The fundamental policy of our business is "One Price to Everybody." Our stocks are marked at the lowest prices consistent with legitimate merchandising, and every one of our patrons is given advantage of the same low price. Neither a higher or a lower price to anyone.

FOOTBALL

Opening Game

Saturday Oct. 7.

Rollins Field—3:30 p. m.

Central College vs Missouri

Rollins Field Oct. 14th

Washington vs Missouri

Washington won last year and the game this year will be one of the real battles of the season.

Yearly Tickets on sale at the gate
Buy Now and Save Money

\$20.00 in admissions for 5.00 Admit to all intercollegiate contests for the year.