

**He Had Forty-seven Socks and Not a Holeless Pair.**

But it was not friend wife's fault; for heels and toes were darned and doubled-darned, until darns would no longer hold. You know the man. Now comes the time to treat yourself and lift responsibility from the wife.

**Investigate Our Hosiery Offerings**

# The Fair

THE ECONOMY STORE VALLEY CITY

**Price Barriers Are Lowered on Much Fall Merchandise**

We are not back to old low prices, but the trend has started back to sanity, and there is comfort and satisfaction in buying the necessities and luxuries of the new season without facing further price advances.

**Our Prices Reflect the Trend of the Market**

## A Compelling November "Drive" Back To Normalcy In Prices!!

**Bringing the Year's Biggest Economies In All Kinds of Merchandise. Beginning Saturday**

THE poor old High Cost of Living is now definitely in for a terrible beating. For months we have been whipping him from pillar to post with the good news of lowering prices, and now we shall make another serious effort to drive him out of town. Our battle on the market for lower prices has had large rewards during the past few weeks, and now our store is simply overflowing with splendid merchandise that tells its own glad news:

**Lower Prices on all Kinds of Dress Goods**

**Lower Prices on all Kinds of Hosiery and Underwear**

**Lower Prices on all Kinds of Domestic Cottons**

It means that your dollars are WORTH MORE THAN THEY WERE A WEEK AGO, because they will buy so much more. Best of all, the November DRIVE offers you the FINEST OF THE SEASON'S NEW GOODS--not odd lots, or old goods--everything spic, span, new and perfect, everything the BEST WE COULD SELECT, not at the end of the season; but RIGHT NOW, with the whole season ahead of you. Every section of our store is co-operating in this great DRIVE. Every item on this page shows a definite price reduction and scores of other items will be found specially priced when you come to the store. Don't miss seeing them.



**\$4.98 and \$5.98 Silk Jerseyette and Peblette Silks, per Yard \$3.98**

These beautiful Silks are classed as the most popular materials of the season. Soft and pliable fabrics with a beautiful lustrous finish. Come in white, evening tints, street colors and rich black. These silks recently sold at \$4.98 and \$5.98.

**Now Back to \$3.98**

**\$3.50 Extra Fine Satin, 36 inches wide Now \$2.48 Per Yard**

Highly lustrous goods are much in demand for stylish dresses. Come in brown, navy blue, and black, cannot be duplicated elsewhere for less than \$3.50.

**Our Price \$2.48**

**\$5.19 Full Bedsize Double Woolnap**

**Blankets Now \$3.79**

Looks and wears equal to the all wool Blankets. Come in broken plaid patterns. These blankets were good value at \$5.19

**Now Selling at \$3.79**



**\$3.29 Extra Large Double Blankets**

**Now \$2.29 a Pair**

This is a remarkably low price for blankets of this quality, they will give as much service as blankets sold at double the price. They come in gray and tan with colored borders.

**Now Selling at \$2.29 a Pair**

**48c Yard Wide Outing Flannel Nor 29c Per Yard**

Without doubt one of the best values to be found; good heavy weight, felt finish. Comes in white only. Full 36 inches wide. This cloth previously retailed at 48c.

**Now selling at per yard 29c**

**39c Best Standard Percales Now 29c**

More than twenty distinct patterns to select from; white and dark grounds, with black or colored stripes, figures, polka dots, etc., fast colors, laundries perfectly. Good value and previously selling at 39c.

**Now back to 29c per yard**

**36-inch Mercerized Sateen Now 48c Per Yard**

Very durable grade for petticoats, bloomers, and coat linings. This is a regular 69c value. It is a long time since you saw anything like this at such a low price.

**Per Yard 48c**

**Extra Special Plain White Outing Flannel**

Soft and fleecy. Comes in pure white only. A good value at 25c per yard, now selling at

**15c per yard**

Limit 15 yds. to Customer

**\$2.19 Sheets, 81x90 inches Now \$1.49**

Made of fine muslin with deep hem. Free from starch. Previously selling at \$2.19

**Now back to \$1.49**

**Pillow Cases**

42x36 inches, self finished, round thread muslin.

**Now selling at 29c**

**36-inch Bleached Muslin Now 21c**

Well known "HOPE" brand. One of the most satisfactory grades of muslin on the market. Pure bleached and free from starch

**Now selling at 21c per yard**

**75c Colored Border Turkish Towels 48c**

20x38 inches. Good grade soft terry stock. Pink and blue borders.

**Now selling at 48c**

**Womens \$1.98 and \$1.98 Union Suits**

Women's Fall and Winter Union Suits. Two of our best values. High neck and long sleeves, low neck and half sleeves, low neck and no sleeve styles. "Princess May" label on each garment insures quality and fit.

**Choice of any style and size \$1.59**

**Misses Fleece Union Suits**

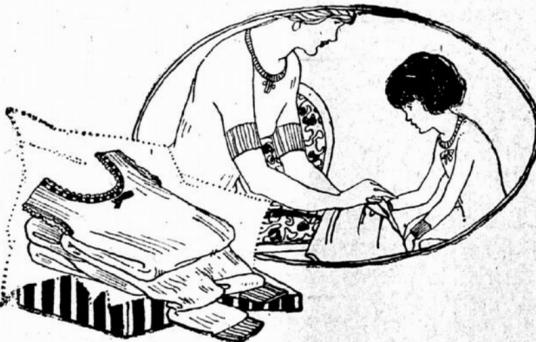
Well finished garments in sizes 6 years to 14 years. Pure white bleached, silk tape trimmed. Medium weight.

**Choice per suit 78c**

**Men's Lambsdown Union Suits**

Extra Heavy Fleece. All sizes. Carefully finished throughout. A real garment for warmth.

**Per suit \$1.98**



**29c Women's Black Seamless Hose**

High Spliced Heel and Toe, first quality Armor Plate make, all sizes. **Now selling at pair 19c**

**45c Women's Ribbed Top Hose**

Fine quality Sea Island Cotton, reinforced foot, double spliced heel and toe, the price is back to

**25c**

**59c Women's Mercerized Stockings**

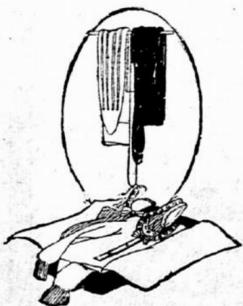
Medium weight, wide garter top, double sole, high spliced heel and extension toe, a remarkable value at

**Per pair 37c**

**WOMEN'S FULL FASHIONED HOSE**

Knit to perfect shape; there are no seams. This hose gives excellent service; comes in black, cordovan and grey.

**Per pair 59c**



**45c Misses Fine Ribbed Hose**

Full seamless, two thread throughout, spliced heel and toe. Complete assortment of sizes.

**Per pair 29c**

**39c Children's Ribbed Hose**

Good weight, fast black, reinforced knee, heel and toe, 1x1 ribbed. All sizes

**Per pair 25c**

**59c Misses Fine Ribbed Hose**

Knit from combed Maco yarn, two-thread heel and toe. Come in Cordovan and Black.

**Per pair 37c**

**Children's Educator Stockings**

Extra Heavy Ribbed Hose, made for hard wear. An exceptional value at this new low price

**Per pair 45c**

**Women's Outing Flannel Gowns**

Well made from good grade of plain white or neatly striped outing flannel. Were bought to retail at \$2.00 and \$2.25. Sizes 38, 40 and 42.

**Now selling at \$1.69**

**Children's Outing Flannel Sleepers**

Send the little ones to bed dressed in these comfortable "bunnies" which keep them warm from head to toe. Carefully made from white or colored outing flannel.

**Now selling at 98c**

**Children's Knit Waists**

"Bear Waists" for little boys and girls. Knit just right for chubby little bodies and reinforced with strong tapes to resist straining for longer wear. Buttons sewed on to stay.

**Now selling at 45c**



**CANVAS GLOVES**

Made of twilled Canton Flannel with inside nap. Good weight.

**PAIR 12 1/2 CENTS**

**LAUNDRY SOAP**

"Swift's Pride." Known everywhere. It is a yellow soap that makes the clothes as white as snow.

**SIX BARS FOR 25c**

**HOUSE BROOMS**

Selected of first quality broom corn. Four sewed, good weight broom. Well worth the price asked.

**EACH 48 CENTS**

**OLD DUTCH CLEANSER**

"Chase the Dirt." Dutch Cleanser is the best cleaning powder; easy to use, low in price.

**PER CAN 8 CENTS**

**TIRE CHAINS**

Size 30x3 1/2. Electrically welded steel chains that will pull you through mud and deep snow.

**SET \$1.59**

**CREPE TOILET PAPER**

Take advantage of this very special offer and buy a liberal supply of this toilet paper.

**ROLL 5 CENTS**

**WRIGHT'S SILVER CREAM**

The best cream for cleaning your silver. Put up in handy glass containers.

**JAR 19 CENTS**