



A Commercial Lighthouse! As the lighthouse guides the storm-tossed mariner into a peaceful harbor of rest and security, so does **The Big Store** serve as a beacon light to intending purchasers. It reveals the rocks and shoals which beset the buyer's course and enables him to avoid them. Few who traverse the mighty deep have personal knowledge of its dangers, seen and unseen, and but few buyers have the knowledge and experience that is necessary to the safety of purchase.

CLOAK ROOM.
Jackets, Suits, Dress Skirts, Capes and Waists.

Our Ladies' Suit and Cloak Room is filled to overflowing with the greatest, most varied and most desirable display of Ready-to-Wear garments that it has been our good fortune ever to gather together—a showing that cannot possibly be equalled anywhere at our prices. Customers tell us that we are offering the best line of Jackets, Skirts and Waists west of the cities and at considerably less money than they are sold elsewhere.

\$5.00 for choice of a number of different styles of Jackets—rough goods, Kerseys, Chevots, some lined throughout. These will cost you \$7 and \$8 elsewhere.

\$8.00 for choice of a number of different kinds of Jackets, in all the newest styles and materials, all the new colorings, good linings. You'll not find such style, quality and variety elsewhere at this price.

\$10.00 for your choice of hundreds of handsome, tailor-made Jackets, in dozens of newest up-to-date shapes, all the popular materials, rich linings, finest of tailoring, the kind the high-priced stores mark \$12.50 to \$15.00.

THE clear searchlight of our large experience is freely offered as a guide—an Illuminator as it were. If it reveals too much for the good of some of the other fellows, as it sometimes does, this is unavoidable. The light however cannot be too strong or clear for anything that pertains to our method of doing business. Our September trade was way ahead of last year. This shows how the people appreciate our efforts to serve them.

EVERY DEPARTMENT IN OUR BIG STORE IS FILLED WITH FIRST-CLASS SEASONABLE GOODS.

ROISE AND QVALE,
 The Big Store,

Cor. 5th St., Benson Ave., Willmar, Minn.

DRESS GOODS FOR FALL WEAR.

To offer each season the most worthy and attractive stock of these goods in Willmar has been our constant study. How well we have succeeded is best evidenced by the gratifying increase we record in our Dress Goods Department. We look for and realize a "growing time" in all sections, but it is doubly gratifying when a business of such magnificent proportions as our Dress Goods Department, which might be supposed to have attained maturity, continues to make grand strides of progress.

- Granite Cloths, all colors, 90c quality, our price **65c**
- Poplins, all colors, \$1.00 quality, our price **75c**
- Bourette Fancies, 75c quality, our price **60c**
- Storm Serges, 65c quality, our price **50c**
- All Wool Ladies' Cloth, 35c quality, our price **25c**

At \$1.00 we are showing 54 inch Chevots, 54 inch Broadcloths, 50 inch Diagonal Chevots, 58 inch Sicilian, 54 inch Clay Serge, 54 inch Mohair. These are values and styles that cannot be duplicated anywhere.

About our SILKS! Enough has been said and done to emphasize our position on silk selling. Too much cannot be said in these columns concerning our silk stock. As Artemus Ward was wont to observe at certain points in his lecture, "This is the place for applause." With so much to be seen, and all of it worthy of your attention, we cannot do better than to repeat our invitation for you to come and visit this department. We don't insist on your buying, but we would appreciate the privilege of showing what we have gathered this fall for the women of Willmar and the Northwest.



ODD EYES.....
 In over 50 per cent of the cases which come to us for examination, the two eyes have different seeing power. This shows the necessity of having each eye carefully fitted with its own glass....
 This is what our Optician does.

WENNERLUND,
 JEWELER and OPTICIAN.

LOCAL BREVITIES.

Lowest price clothing at John A. Weedall's.
 Miss Jonette Thorpe visited relatives in New London, last week.
 Miss Florence Dahl, of Atwater, spent Sunday with Willmar friends.
 Window glass, all sizes, at Carlson Bros. & Frost's.
 Miss Anna Carlin visited in New London last week.
 A second-hand wood heater for sale cheap. Call at this office.
 A. E. Rice went to the citiss yesterday.
 Dr. C. E. Gerretson, dentist. Office in Mikkelson block, Willmar. 22tf
 P. A. Borgeson and family have removed to Spicer.
6 per cent Money at Bank of Willmar on Farm security. 2tf
 Mr. and Mrs. F. P. Vest returned Monday from Storm Lake, Iowa.
 Greatest bargains in clothing this fall only at John A. Weedall's. 37tf
 Richard Batterberry was down from New London this week.
 Miss Mattie A. Stauffer, of Burbank, was a visitor here last Saturday.
 Dr. C. E. Gerretson, dentist. Office in Mikkelson block, Willmar. 22tf
 A first-class barn for rent. Inquire at this office.
 Mr. L. M. Johnson, of Duluth, visited Willmar relatives last week.

We guarantee satisfaction in fitting glasses. Call on us if you have weak eyes. **ANDERSON BROS.**
 Charley Recor we understand has accepted a position with the Owatonna Nursery.
 Deveney, the real estate man from Morris, was seen in our village Monday.
 Mrs. August Hoglund entertained a large party of friends at her home last Saturday.
 For reliable fire insurance as cheap as any, see B. T. Otos, in TRIBUNE building.
 Arthur Harris came up from Raymond Saturday to attend the High School.
 Mr. Henry Nelson came up from St. Paul, Saturday, for a visit with his parents.
 Mrs. Gustave A. Erixon of Irving spent a few days with friends in this city, this week.
 The Ladies Parish Guild will meet Friday afternoon this week with Mrs. Gilger. All are cordially invited.
 If you want a careful examination of your eyes, go to **ANDERSON BROS.**
 Mr. and Mrs. E. E. Kelly of Green Lake Town visited with Mr. and Mrs. C. E. Recor Monday.
 Mr. and Mrs. C. H. Sherwood entertained a number of their friends at a 6 o'clock dinner, last Saturday.
 Miss Josephine Bredberg returned last Wednesday evening from a visit with friends in the cities.
 Mrs. D. N. Tallman returned last Wednesday from a visit with Wisconsin relatives.
 Have your eyes examined at Wennerlund's. Every pair of glasses warranted to give perfect satisfaction. 21tf
 Mason W. Spicer went to Maynard this week, on business pertaining to the Spicer Land Company's farms.
 B. Moe left yesterday for points on the Sioux Falls line, to look up a business location.
 Mrs. Mary Haley and Mr. Philip J. Haley went to Minneapolis Saturday for a short visit.
 Wennerlund, the jeweler and optician, examines eyes free of charge. Satisfaction guaranteed. 21tf
 Mrs. T. O. Tolo, of Belgrade, is visiting with her parents, Mr. and Mrs. M. O. Thorpe.
 V. E. Segerstrom was up from Minneapolis on business this week. He left for the west yesterday.
 F. P. Van Vorst, of New Paynesville, transacted business in Willmar the past week.
 Geo. A. Stannard and wife, of Atwater, were among the guests registered at the Merchants last Saturday.
 Arthur Steendahl, of New London, was among the visitors from that place last week.

Mr. M. H. Gordhamer, of Arctander, went to Strandburg, S. D., last week, for a visit with relatives.
 Mr. and Mrs. Anders Forsberg, of Mamre, spent Sunday with relatives in town.
 Misses Hilda and Alice Anderson came down from Murdock last Friday for a visit with relatives here. They returned yesterday.
 The Ladies Social Union will serve coffee at the home of Mrs. Robt. Wier on Thursday afternoon this week. All are cordially invited.
 Mrs. H. L. Bartholomew and daughter, of Baraboo, Wis., and Miss Mae Bertrand, of Breckenridge, are guests of Mr. and Mrs. Fred Bertrand.
 For sale cheap—a No. 13 Peerless Garland heater. Inquire of F. F. Nelson, at Metropolitan barber shop, 36 tf.
 Allison C. Brokaw, formerly of Litchfield, but now connected with one of the Grand Forks newspapers, spent the first part of the week here.
 As the second floor is to be used for different purposes, clothing and cloaks must be closed out at your own price. **JOHN A. WEEDALL.** 37tf
 Ed. Sanderson, of Willmar, attended the surprise party at the Merchant's Hotel Monday evening.—At water Press.
 Landlord Minton of the Merchants returned yesterday from Browns Valley, where he has been attending to his hotel interests at that place.
 Mrs. F. W. McWhorter returned to her home in St. Paul yesterday, after a visit with her husband, who is on the Watertown run.
 A "Hay-rack" party was among the Hallowe'en festivities participated in by some of our young people last evening.
 The corner building vacated by the postoffice is being fitted up by Person & Johnson as a first-class cigar factory and store. The boys will have one of the best locations in town.
 Mrs. Col. Sowton, of New York, will hold a Demonstration meeting at the Salvation Army hall on Friday evening, Nov. 10th. An admission fee of 10 cents will be charged.
 Invitations are issued this week for the wedding of Mr. A. M. Anderson to Miss Josephine Hagerman, which will occur on Saturday, Nov. 25th. The reception will take place at Bonde's hall at 8 o'clock p. m.
 Regan's Famous Minneapolis Bread is now on sale at M. F. Magnuson's Cash Store. Each loaf is wrapped in a wax paper wrapper, and the quality is of the best. 38-1
 Harry Nelson, who has for some time been employed at the store of Johnson, Fridlund & Moline, left yesterday for Sioux Falls, where he will again receive treatment for his eyes.

An effort is being made to secure the pardon of the seven boys in the Fifteenth regiment who were convicted of participating in mutiny.
 A. H. Eschelman returned last week from Yankton, S. D., where he has been employed in the Great Northern telegraph service. He will be transferred to another point.
 Mr. John B. Bosh, of Holland, one of the staunchest reform workers in this county, was in town the other day, and made a pleasant call at our office.
 The Hallowe'en Social held at the Wennerlund residence last evening was a pleasant affair, and the Christian Endeavor Society realized a neat sum from the sale of refreshments.
 Misses Julia and Olava Agre of Sacred Heart visited with relatives in town last week. The former has returned, while the latter will remain during the winter and study music.
 Otto Wennerlund is the victim of a benzine explosion which occurred at his home last Thursday night. He was kindling a fire and used benzine. As a result he has a badly scorched face.
 The post office has been moved into its elegant new quarters especially erected for it by Westberg & Berg on the lot adjoining the TRIBUNE building. Postmaster Birch is to be complimented on the arrangement and appearance of the interior.
BLIND PIG RAID.
 A number of arrests were made last Friday night of parties charged with having sold liquor illegally, upon evidence secured by the Anti-Saloon League. The arrests were made simultaneously, except in one or two cases where the parties were not found until morning. The parties arrested were Stabler and Hilson in Barnstad's old saloon, Crandall in the old Beck corner, Schagel in the old Madison saloon, Jim Hackettson in Andrew Olson's old saloon and Lyden in Klevjer's late stand. A search warrant was at the same time issued for the old notorious gambling and club rooms in the Paulson Block. A big haul was made there by Marshal Cole, Detective Sweet and assistants, and evidence was secured which may lead to developments of the most startling character. The prisoners were arraigned before Justice Styles in the morning. The alleged piggers waived examination and were bound over to the grand jury. Charges against Benj. Waterman and John Gorwell for keeping gambling rooms will be heard before Justice Styles this morning. All the accused gave bail to appear when wanted. Byron Cole, village marshal of New London, and Peter P. Johnson, constable of Whitefield, assisted in making the arrests.

A REVIEW

OF THE CLOTHING SALE AT **The New Store.....**

We find that great inroads have been made on our clothing stock, but we still have a goodly selection of Suits, Overcoats, Ulsters, etc., and will continue our closing out sale until the stock is all gone. **REMEMBER,** it is no shoddy goods bought to run on, but **HIGH GRADE CLOTHING,** as good as can be bought for the price. Just to remind you of a few of our bargains we quote you the following prices:

MEN'S \$18.00 SUITS, NOW	\$13.00	MEN'S \$15.00 ULSTERS, NOW	\$9.00
" 13.00 "	9.60	" 10.00 "	6.80
" 11.00 "	7.00	" 6.50 "	4.00

We find that we are overstocked in certain specialties of Men's, Women's and Children's Shoes, and in order to reduce it we will cut prices as follows:

- 60 PAIR CHILDREN'S DONCOLA SHOES,** sizes 8 to 12, good value at \$1.25, now **65c**
- 48 PAIR CHILDREN'S DONCOLA SHOES,** sizes 13 to 2, good value at \$1.35, now **75c**
- 34 PAIR WOMEN'S DONCOLA SHOES,** sizes 3 to 7, good value at from \$1.25 to \$1.75, now **75c**
- 48 PAIR WOMEN'S SLIPPERS,** sizes 3 to 7, good value at from \$1.25 to \$1.75, now **75c**
- 38 PAIR MEN'S BUFF AND DONCOLA SHOES,** good value at from \$1.50 to \$2.00, now **\$1.00**

It will pay you to inspect these bargains and all the others that you find at THE NEW STORE.

Johnson, Fridlund & Moline.