The M. & K.

REDUCING PENCIL SALE

IS NOW ON

And It is to be the Greatest in the History of the Store

The Winter season with its snow and cold has just fairly begun. An opportunity to purchase M. & K. Highest Class seasonable apparel for every member of the family at such reductions as are quoted in this great sale is one that should be fully prized.

Reductions!

In every department of this Great Outfitting Store the Reducing Pencil marks are plain on cards everywhere in the store.

Great Opportunity For Women

To purchase of last season suits of the highest style character and choicest material at a surprisingly low figure. These women's suits, only a limited number left, have been divided into two lots and marked by the Reducing Pencil this way:

LOT No. 1

Here is a choice lot of exclusive model Women's Suits in a variety of shades and of high quality serges, bengalines, worsteds, crepe cloth, and other fabrics that in regular season sold for as high as $45. The Reducing Pencil has marked them all at one low figure.

LOT No. 2

Here is a second lot of these choice Women's Suits of the same exclusive M & K stamp as in lot No. 1, but for the most part of higher retail value. Suits in this lot that sold for as much as $59.50. The Reducing Pencil has marked them all down to the one low price of

All Trimmed Hats

HALF PRICE

A Big Reduction Sale in the Millinery Department

Every New Model Winter Hat Must Go.

The Reducing Pencil Ordains It

Head-to-Foot Outfitters

M&K

For Man, Woman & Child.

ROCK ISLAND

All Trimmed Hats

HALF PRICE

$2.00	Hats	Marked	Down	to	$1.00
3.95	"	"	"	"	1.98
4.95	"	"	"	"	2.98
6.50	"	"	"	"	3.25
7.95	"	"	"	"	3.98
10.00	"	"	"	"	5.00
12.00	"	"	"	"	6.00
15.00	"	"	"	"	7.50
18.00	"	"	"	"	9.00