

Dawn of another year in the big store's progress...MAM-MOTH THIRTY-FOURTH BIRTHDAY CELEBRATION of Rock Island's greatest, busiest and most popular retail store. SOUVENIRS GIVEN AWAY. Come early on Monday and every day during the week. Bring your friends. Souvenirs for all.

THIS STORE CLOSSES AT 8:30 EVERY EVENING EXCEPT SATURDAY
McCABE'S
ROCK ISLAND, ILL.
THIRD AVENUE THROUGH TO SECOND

We had nothing to do with the Louisiana Purchase, and we are not responsible for the St. Louis World's Fair; but we ARE responsible for all that transpires in this great store every day in the week. Room for all, and souvenirs by the thousands. The oftener you come the more souvenirs you get.

34TH ANNIVERSARY SALE, OCT. 3 TO 8

ANNIVERSARY SALE OF DRESS GOODS

Will be the greatest on record. Months of careful buying from the foremost foreign and domestic mills has resulted in a brilliant collection of the most fashionable dress fabrics. Here are a few of the exceptional purchases that will be offered during this sale.

- 50 pieces 75c and 89c wool waistings with small figures and silk stripe; Anniversary sale price... 50c
Stylish plaid suitings, 44 to 47 inches wide, 19 handsome combinations—value \$1 to 1.35 a yard at the extraordinary low price of, per yard... 50c
54 inch rain proof suitings, 5 stylish colors, neat mannish designs, value \$1.75 a yard... 1.25
54 inch cloths for walking skirts in gray, brown, navy and black mixed effects at, per yard... 50c
100 pieces dress goods, including 68 Scotch homespuns, Zibelines, Granites, fancy Mohairs, plain black Cheviots, plain, brown and navy 75c cheviots, also lighter weight fabrics, including 69c Henriettes, and Albatros, all marked for this Anniversary sale at... 49c
Imported dress goods—200 pieces fine plain and novelty fabrics including \$1.45 fancy and plain Sicilians, jacket suitings, 59 inch mannish suitings, \$1.25 cheviots in black, navy, brown, etc., 52 inch brilliant mohair Granites—\$1.33 quality silk and wool crepe in all colors and black—choice of this entire lot... 98c

HANDKERCHIEFS

- This department is brimful of Anniversary sale values. Among the thousands of dozens we mention only two or three:
Dainty Swiss handkerchiefs with deep embroidered edges... 15c
Ladies' all pure linen, hemstitched handkerchiefs, plain or with initial... 5c
Men's white hemstitched linen handkerchiefs, narrow... 10c
Child's hemstitched handkerchiefs with butterfly embroidered in corner in colors... 5c

EMBROIDERIES

- 50c to 68c wide Ploublings in Nainsook and Cambric—also corset cover widths, choice in three lots at 38c, 29c, and... 25c
3000 yards Nainsook embroideries worth up to 60c a yard, all in one lot at... 19c
1000 yards Nainsook and Cambric edgings and insertings, worth up to 30c a yard, at 15c... 12c
NEW LACES—The correct new fashions for waists and trimmings are included in the Anniversary sale special prices. Handsome Venice bands, all overs and top faces at 48c, 39c, 25c and... 19c

CURTAINS—SHADES

- Irish Point, Brussels and Arabian lace Curtains; several hundred pairs bought at auction at 50c on the dollar; worth from \$5 to \$12 a pair, going... 2.98
Tapestry Couch Covers in Oriental designs, fringed all around, at each 3.75, 2.48, 1.48... 98c
Lace Curtains, handsome door hangings, new goods priced way down for this sale at \$3.38, \$2.68, \$2.25, \$1.87, \$1.68... 1.25
Tapestry Curtains, newest colors and designs, three special lots for this sale at \$4.98, \$3.75... 2.48
100 dozen best water color shades, complete, ready to hang... 19c
50 dozen felt shades, complete, ready to hang... 9c

Wool—BLANKETS—Cotton

- 48c buys a pair of cotton blankets, worth regularly 68c, 200 pairs while they last... 48c
75c buys a pair of southern fleece blankets—full size, worth 98c pair, for... 75c
50 pairs all wool plaid blankets, very special bargain... 2.98
250 BED COMFORTABLES bought one-third under value—four great lots at \$1.98, \$1.25, \$1.12 and... 98c
200 feather pillows, made of best A. C. A. ticking, Anniversary sale price... 45c
2 cases white bed spreads value \$1.38, Anniversary sale price... 98c
500 ready-made sheets, size 72x99 Anniversary sale price... 47c
650 pillow cases—extra well made, each only... 10c

1870--34th Birthday Anniversary--1904

In honor of this gala event we have made the most elaborate provisions of seasonable merchandise and in all parts of the big store there will be bargains of the most tempting description.

Of course, we are proud of our wonderful growth and progress, but we are never satisfied. We are busy every minute of the day planning to advance still farther.

There is a good reason, we believe, why we have advanced so staunchly and that is BECAUSE WE HAVE THE PUBLIC'S CONFIDENCE. Confidence is the greatest ally one can have in any undertaking. This phenomenal growth is not the result of luck; we believe the possibilities of this store almost without limit

CLOAKS, SUITS, SKIRTS AND FURS

- LADIES' SUITS
Special anniversary line of pretty cheviot venetians and fancy mix suits in short and long coat styles, satin lined, very cheap at... 10.75
Sensible business like suits for women. They are made of black, navy or brown cheviot, with open seams, belt and jacket... 15.00
Very swell walking suits of imported mixtures, jacket made with fine cluster tucks, no collar, outlined with fancy braid, satin lined skirt made with knee plaits, value all of \$25. We price these... 18.75
New Walking and Dress SKIRTS
Elegant models this season, nobly styled and pretty materials. We carry about 1000 skirts. The variety of styles is large and our prices are always low... 1.00
HOUSE WRAPPERS
Home made effects, wide and full, fancy fleeced roods, made with flounce only... 1.00
FLEECE NIGHT GOWNS
Made of pretty striped materials, unusually well made... 48c
LADIES' BLACK PETTICOATS
A big assortment for this sale, splendid values at... 1.00
LADIES' WOOL WAISTS
Made of fine quality ladies cloth, laid with tucks, all the popular colors at... 1.00
CHILDREN'S LONG COATS
Pretty zibeline coats, shoulder cape, military style... 3.95
Splendid cheviot and fancy coats made in several of the newest styles and worth up to \$10 very special at \$6.98 and... 5.87
FURS
Black fur cluster scarfs, 6 tails... 75c
Handsome opossum for scarfs, Isabella dye... 3.89
6 fox tails... 5.00
Worm lined coats of zibeline, full sleeve velvet... 5.00
Good Jersey coats, stylishly trimmed with velvet, large ball buttons, style belts. Colors black, blue and tan, you'll call them... 6.75
Tourlet coats so stylish this season, fancy materials with new gathered sleeves, full back, with belt, length 45 inches, at... 7.50
Elegant coats made after new Paris models in cheviots and other materials, boxy shape, strapped and stitched, large new sleeves, velvet trimmings... 15.00
Fox scarfs, beautifully striped Isabella or sable dye, large brush tails, not \$12 but... 8.87
Plenty Shower-Proof RAIN COATS
In castor and Oxford, at... 9.50
Handsome rain coats, made with capes, full belt, ex. large sleeves, \$15 values at... 11.75
COATS
Warm lined coats of zibeline, full sleeve velvet... 5.00
Good Jersey coats, stylishly trimmed with velvet, large ball buttons, style belts. Colors black, blue and tan, you'll call them... 6.75
Tourlet coats so stylish this season, fancy materials with new gathered sleeves, full back, with belt, length 45 inches, at... 7.50
Elegant coats made after new Paris models in cheviots and other materials, boxy shape, strapped and stitched, large new sleeves, velvet trimmings... 15.00

ANNIVERSARY SALE OF SILKS

The 34th Anniversary will be long remembered for the wonderful values offered:

- Silks for shirt waist suits, \$1.00, 75c, 68c values for... 49c
2000 yards handsome fancy silks in neat checks, stripes and dots. The correct effect for fall wear, in browns, navies, hunter's green, etc., bought by us at about half price—at per yard, 58c and... 49c
\$1.00 Crepe de Chine, new chiffon finish, all colors, black and white, sale price... 58c
\$1.00 quality new chiffon taffeta, all colors. New peau de cygne, all colors, anniversary sale price... 63c
24 inch, 90c value black taffeta, excellent quality Swiss finish—6 pieces at, yard... 55c
36 inch black taffeta... 95c
\$1.50 quality... 1.50
27 inch, \$1.25 black peau de sole, rich black, at, per yard... 89c
\$1.25 heavy corduroys for coats, etc., in brown, navy, tan, etc., at per yard... 89c
75c black peau de sole and taffeta silk, 500 yards at, per yard... 49c
36 inch, \$1.38 quality... 95c
27 inch black chiffon finish taffeta, \$1.00 value at, per yard... 79c

Silk—RIBBONS—Satin

- 25c black taffeta ribbon... 17c
18c black satin ribbon, heavy quality, yard... 9c
No. 40 wash taffeta ribbon, all colors, value 22c, at... 12c

CORSET DEPARTMENT

Corsets for this, our 34th Anniversary. We wish to present our new facilities in practical corset fitting. An expert fitter will demonstrate to you that fine forms are made by proper corsets. Mrs. Crosby explained at the International Dress-makers' convention how every woman may be a Venus. We want you all to see our new models in the celebrated P. N. Corsets, the Kubo, the American Lady, the R. & G. The W. B. the French model LaVida (genuine whalebone), and other best known standard qualities of merit.

To attract special attention to our corset department during this Anniversary sale we will sell "Our Special \$1.00 Corset" with four hose supporters attached for 79c—not over two to any one buyer—pick fast and quick, dollars for 79c

LATEST MILLINERY

- STYLISH STREET HATS made up in Velvet, Chenille and fancy braids in turban and toque effects, blues, browns and other desirable colors; hand made and the newest fall designs. Sale prices from \$6.00 to... 2.50
THE FRITZI SCHEFF HAT—tailor made, very nobby... 2.25
FRENCH SAILOR HATS—jaunty styles, at... 1.25

FURNITURE AND CARPETS

The Rug and Carpet Business of This Vicinity Centers Here. The way we are selling Carpets and Rugs means something, a fast growing business like this is not by chance. Note these Anniversary Sale items

- Hemp carpets yard wide... 10c
Ingrain carpets, 35c, 28c and 25c
Ingrain carpets, all wool filled, 48c
Ingrain carpets, heavy, all wool, 64c
Brussels Carpets, strictly standard makes, per yard 80c down to... 44c
Velvet Carpets, Smith's, Dobson's and others, at \$1.50 to... 87c
RUGS
Brussels rugs, 3x10 1/2 ft., wool, 9.87
Brussels rugs, 9x12 ft. extra quality \$15
Velvet rugs, 9x12 ft., high grade 22.50
Wilton rugs, Baxford and other high grade makes at much under usual prices.
Axminster rugs, 27x36 in... 2.25
Velvet rugs, 27x50 in... 2.25
Brussels rugs, wool, 27x54 in 98c
Mattings, 3c yard. Floor oil cloth 19c yard. Linoleums 47c yard.

JEWELRY @ WATCHES

- 12 doz. solid silver tea-spoons, each... 58c
Solid gold set rings, new designs, value \$4, at only... 2.60
Solid gold baby rings, set with opals, pearls, etc., only... 75c
Ladies' gold filled hunting case watch, guaranteed American movement, value \$10, at... 6.95
Men's Elgin watches in 20-year gold filled cases, anniversary sale price... 9.50

TRUNKS AND HAND BAGS

- Our all round the world trunks, strongly made, canvas covered, leather straps, solid steel bolts, clamps and hinges, heavy, hard wood slats, large... 4.45
Special fancy metal covered trunks, all sizes... 2.09
Solid cowhide suit cases, brass hardware, linen lined... 5.00
Good enamelled suit cases at... 1.50
Hand bags, good size, covered with enamelled cloth... 68c

ANNIVERSARY LINENS

Pattern table cloth, napkins to match, table linen up from 50c, napkins to match; scarfs for the sideboard with doilies, luncheoncloths; dresser tops in Roman embroidery and hand made Japanese linens, etc., etc.

- At 25c EACH—Towels of all linen damask and buck, hemstitched and hemmed, figured and plain, also fringed damask towels, extra size, both plain white and red or blue borders, each... 25c
At \$1.45 DOZEN—Napkins, full bleached, all linen, size 3/4 and 5/8, choice patterns, worth up to \$1.75, at per doz... 1.45
At 5c YARD—Stevens' all linen brown crash towelling... 5c
At 50c YARD—Heavy all linen loom damask, half bleached, 63 inches wide... 50c
At 95c YARD—Famous 72-inch silver bleach all linen German table linen, \$1.25 quality, handsomely woven in patterns of American beauty rose, water lily, per yard... 95c
At 10c A YARD—18-inch Barnsley all-linen bleached crash, bleached and unbleached Stevens' crash, 12c quality at... 10c
At 50c A YARD—12 pieces snow white mercerized table cloth, satin damask finish, beautiful open designs, looks like the finest table damasks and keeps its luster, yard... 50c

ANNIVERSARY HOSIERY

- Women's heavy fleeced-lined hose, 20c value at... 15c
Children's elastic ribbed wool hose, cheap at 25c... 15c
Women's fine gauge seamless hose, anniversary sale price... 8c
Stocking feet, make worn out stockings new, 3 pair for... 25c

RUBBER FOOTWEAR

- Men's heavy buckle Arctic, several styles at \$1.69 and... 1.35
Men's all rubber Arctic snow excluders, \$2.25 value, at... 1.75
Boys' and Youths' heavy buckle Arctic, at \$1.18 and... 95c
Women's, misses' and children's Arctic, at 97c... 59c
Women's wool lined storm Alaska overshoes, special... 87c
Rubber boots for every member of the family... 1.25

BLANKETS & LAP ROBES

- Fancy border square blankets, three special lots at \$2.48, \$1.98 and... 1.25
Lap Robes in plush, friezes, fur and Montana Buffalo, for this sale at \$7.50, \$6.38, \$3.98, \$2.48 and... 1.87

GLOVES—GLOVES

- 50 dozen Perrin's 2-clasp French Kid Gloves, 25 dozen fine Mocha Gloves—unlined and silk lined, values up to \$1.50 at... 1.00
200 dozen Ladies' and Misses' Golf Gloves and mittens, imported goods worth up to 75c, at per pair 50c and... 25c
Ladies' silk lined Cashmere gloves, worth 75c and \$1.00 per pair, no more when they are gone, at per pair, 75c and... 50c

PRICELESS SIGHT

Your life is before you. Can you go through it without your eyes? Incipient troubles now are serious ailments hereafter. Proper discriminating choice of a specialist to treat your eyes, is all important. Compare our facilities for eye work with others. Compare the record of our refractician, Dr. Meyers. Money cannot buy better service than we give you. All examinations and advice absolutely free of charge. If glasses are necessary we will make them and no matter what kind is required they will be right and our prices are low. A positive guarantee with every pair. We have fitted up a thoroughly equipped dark room and optical department and have a complete series of the latest and best instruments known to science for correctly measuring and diagnosing all errors of refraction, and these, with the knowledge gained by years of experience, insures perfect results.

Muslin, PRINTS @ Flannels

- Short lengths 10c, Shaker flannel, per yard... 7c
Mill lengths, heavy Mottled Guinea flannel, usually 11c, at... 8c
3000 yards mill ends 9c fancy tennis flannels, anniversary sale price... 6c
Brown cotton flannels, 5c and... 4c
Heavy yard-wide brown muslin, 7c kind, at... 5c
Double width brown sheeting, worth 18c yard, this time at... 14c
Heavy staple striped straw ticking, the 15c kind, per yard... 10c
Full standard Indigo blue prints, light or dark, at... 4c
Comforter prints, large variety, at per yard 10c, 7c, 6c and... 5c
Annua all-wool Shirting and Skirting Flannels, well assorted, Anniversary sale price, 45c and... 34c

SHOE DEPARTMENT

Some remarkable bargains in the shoe section during our great anniversary sale. Women's all solid leather double sewed, soft oil-tanned kangaroo calf—shoes with extra quality soles, made for rough wear, at... 1.50
Misses and children's sizes, at \$1.25, \$1 and... 89c
Women's heavy sole Dongola kid shoes, two very desirable styles at \$1.50 and... 1.25
Boys' heavy box calf shoes, with double soles, special value \$1.45, \$1.25 and... 1.18
Women's warm lined shoes, three great values at \$1.50, \$1.25 and... 1.00
Women's black felt fur trimmed house slippers, \$1.18 value for... 89c
Men's and boys' heavy canvas leggings, anniversary sale price 50c and... 39c

CHINA & HOUSEFURNISHINGS

are priced very low, ask to see them.

- Bed room toilet sets in 50 different styles from \$10 to... 2.87
Lamps—Big assortment of the latest decorations and shapes priced below the lowest.
Lamps that usually sell at \$1.50 for... 97c
The \$1.25 ones for 75c and so on through the list.
HOUSEFURNISHINGS
3 qt. coffee pots, Royal ware, 49c ones for... 29c
8 qt. Berlin kettles... 45c
69c ones for... 45c
10-cup Rinsing Pans, value 45c, at 29c
4 qt. long handled sauce pans, the 46c kind, for a quarter... 25c
Wallace Bros white metal teaspoons, for this sale... 1c
Universal oil heaters, no smoke, no dirt, will heat any room comfortably, \$4 heaters for... 2.98
Japanned bread boxes, prices begin at... 35c
Handsomely nickled trays from \$1 to... 10c
Coffee and tea pots... 47c
Tea kettles from... 67c
\$2 to... 1.00
American wringers, all kinds in stock, iron or wood frames, ball bearing, priced from \$4.50 to... 1.00