

MEN'S
\$5 and \$6
Suits
Anniversary \$3.98
Sale Price,

ANNIVERSARY SALE

LADIE'S
Tourist Coats, in all
Patterns, \$6 Quality,
Anniversary \$3.98
Sale Price,

Remember Our Motto:
A Square Deal
Or No Deal.

"THE FAMOUS" FAIRMONT, W. VA.

Sale Begins
October 12,
Lasts 15 days.

We know no better way of saying "Thank You" than by giving you our merchandise
AT LOWERED PRICES.

THAT'S the why of this Anniversary Sale. It marks our Sixth Birthday. We have already received the gift from the public in a splendidly increased year's business. We return the courtesy as well as we can by giving the public materially decreased prices on our merchandise. It's the best way we know of saying "THANK YOU." Naturally it has its advantages, to—we certainly do a tremendous business through the lowered prices, but that doesn't in any way diminish the gain of the people who get the Bargains. Before the "Famous Store" came to FAIRMONT and stirred things up in retail circles there used to be a theory that "bargains were the accidents of business." Such a thing as putting special prices on practically an entire store full

of new merchandise just to celebrate an occasion was considered an act verging on that thin edge that separates indiscretion from insanity. That's one of the old-fashioned theories that the "FAMOUS STORE" has exploded. Of course, we didn't invent the "Special Sale." but we did show how it could be used. It is common enough now and the public has saved hundreds of thousands of dollars in the special prices offered. We have never had such a sale as that which is in progress now. It is the most important among the many "SALES" which this town knows, because it comes at a time when the fresh, new FALL GOODS are at the freshest and fullest. But "their beauty cannot save them" from the Anniversary Sale reductions.

Corsets
W. B. Corsets, all sizes, \$1.00 and \$1.50 corsets, Anniversary Sale, .69c
The best 75c corsets, Anniversary Sale .39c
Children's and Misses' dresses reduced at 1-2 price.

LADIES' FURS from \$9c up all at half price.

Men's Clothing
MEN'S \$9.00 SUITS—Anniversary sale price .50c
MEN'S FINE DRESS PANTS, \$2.50 and \$3.00, Anniversary sale price 1.98
KNEE PANTS for boys, Anniversary sale price .19c
MEN'S PANTS—\$1.50 pants, Anniversary sale price .98c
MEN'S OVERCOATS. Ingreys only, Anniversary sale price \$3.49
MEN'S RAIN COATS in black greys and all colors, \$15.00 value, Anniversary sale price \$9.98

Fall Suits for Men of Judgment

SINGLE-BREADED SACK SUITS—Coats cut in the new Fall model. It has broad shoulder effect. Fabrics comprise all the new colorings in fancy worsteds, cassimeres and cheviots, all sizes. Usual price, \$12.50.
Anniversary price **\$8.90**

DOUBLE-BREADED SACK SUITS—Young men will like this new fall model. It has broad shouldered effect. Fabrics comprise all the new colorings in fancy worsteds, cassimeres and cheviots, all sizes. Usual price, \$15.00.
Anniversary price **\$11.40**

SINGLE AND DOUBLE-BREADED BLACK SUITS—Fabrics are THIBETS, unfinished worsteds and clay diagonals, cut in accordance with new 1906 models, are well tailored throughout and lined with Venetian cloth. Usual price, \$18.00.
Anniversary price **\$12.50**

A SHOE DEPARTMENT THAT IS ENTIRELY DIFFERENT.
Our Department is a Store Within Itself.

From its inception our Shoe Department has been one of the most successful features of this busy store, and for the coming fall season we are going to make it greater than ever. It will be essentially the headquarters for the man and woman of moderate means who wants a thoroughly good shoe for a small price. Our expenses being low considering the other lines we carry, we can give the public a much lower price than any shoe dealer in Fairmont.

CUT THESE PRICES OUT FOR FUTURE REFERENCE:
LITTLE GENTS'; SIZES 8 1-2 to 13 1-2. \$98c Pair
YOUTH'S' and MISSES'; SIZES 11-2 and 2. \$1.20 Pair
BOYS' and GIRLS' SIZES 2 1-2 to 5 1-2. \$1.19 and \$1.47
MENS'. \$1.29, \$1.47, \$1.97, \$2.47, \$3.50
WOMENS'. \$1.29, \$1.47, \$1.97, \$2.47, \$3.00
Right up to the second in all the latest Fall Styles, with every shape that's correct and in all leathers—patent leather, Vic kid, satin calf, and box calf leather lined.

Boys' New Fall Suits
STYLES and THE BEST FABRICS.
Norfolk Jacket Suits
Cheviots and cassimere, also blue cheviots, 7 to 10 years. **\$1.98**
Double Breasted Belt Suits
Knickerbocker trousers; mixtures and blue cheviots, 7 to 16 years. Your choice of these \$5 Suits, our Anniversary price **\$2.98**
Special lot of \$3.00 Suits to go at this sale for **\$1.89**

Important Specials in Rain Coats, Tourist Coats and Waists for Women
The items quoted in the following list are bargains in every sense of the word. Taking into consideration the materials used and the general make-up they are doubly so. These special prices are for the Anniversary Sale only.

Raincoats
Box pleated back, double breasted front with belt; colors, Oxford and tan. Usual price, \$12.00, Anniversary price **\$7.98**
Tourist Coats
In mixtures, trimmed in velvet and braid, excellent values at the usual price, \$15.00. Special Anniversary price **\$8.98**
Waists
In linen, pleated or madras, with yoke, in fancy pique—the new man tailored waist. Usual \$2.00 value, Anniversary price **98c**

Our Piece Goods Department is being closed out at less than cost. These prices must close them all.

BED TICKING, feather ticking and table linen at half price
RED FLANNEL—50c quality, Anniversary sale **21c**
OUTING CLOTH—Emoskago brand, tangle down, all colors, always sold at 12 1-2 cents per yard, **6 7-8c Yd**

UNBLEACHED MUSLIN—All we have on hand will go at 4 1-2c per yard. **4 1-2c Yd**

MISSES' COATS—8 to 14 years, were \$3 and \$4, Anniversary sale price **\$1.98**
300 LADIES' SKIRTS in blue and black Henrietta cloth, during Anniversary sale **\$1.98**

Women's \$5 and \$6 Fall Skirts
THE SALE OF THESE SKIRTS WILL COMMENCE AT 10 O'CLOCK and END AT 12 O'CLOCK EACH DAY DURING OUR ANNIVERSARY SALE. Of course, it is important to be here as near the opening hour of the sale as possible—that assures you of a pick of the choicest. We don't mind admitting that these skirts are sold at a loss, because we have an object to gain in doing that—we want you to visit the store during this Anniversary Sale. WE cannot possibly fill any mail, phone or C. O. D. orders on these skirts.

75c Muslin Bed Sheets
For 45c
15c Muslin Pillow Cases
For 8 3-4c
\$2 Imitation California Blanket
For \$1.49
Cotton full size, pink and blue border.

MEN'S FALL UNDERWEAR AT ABOUT HALF PRICE—10 cases of Men's Heavy Ribbed Underwear—shirts and drawers. Usual 75c values, Anniversary price **39c**
15 cases of Men's Jaeger Underwear, fleeced lined shirts and drawers, regularly 75c, Anniversary price **39c**
There are fancy colored stockings, silk embroidered stockings, and stockings in plain tan, gray, black and white.
FOR WOMEN—50c quality, Anniversary price **19c**
FOR MEN—15 and 19c grades. Special **10c**
FOR CHILDREN—15c and 19c quality, Anniversary price **8c**

SALE Begins Friday, October 12, at 8 a. m. **Lasts Fifteen Days**

Hundreds of Bargains for Every One at this Great Anniversary Sale.
It will pay you to come in and look around.

The People's Store.

THE FAMOUS,
320 Main St.
FAIRMONT, WEST VA.
Bring Circular With You to Avoid Mistakes.

The Home of Bargains.