

## ALMOST QUARTER CENTURY

FOR 22 YEARS WE HAVE BEEN DOING A GENERAL MERCHANDISE BUSINESS ON MERCHANT STREET AND EACH YEAR WE HAVE MADE IMPROVEMENTS IN OUR BUSINESS UNTIL TODAY WE HAVE ONE OF THE COMPLETEST DEPARTMENT STORES IN FAIRMONT.

22 YEARS IS A LONG TIME FOR ONE FIRM TO REMAIN IN BUSINESS ON ONE STREET AND NOTHING BUT A "SQUARE DEAL" FOR EVERYBODY WOULD STAND SO LONG THE TEST OF TIME.

WITHIN THESE 22 YEARS WE HAVE MADE A STUDY OF THE NEEDS OF THE PEOPLE OF FAIRMONT AND VICINITY AS WELL AS A STUDY OF THE MOST SATISFACTORY WAY TO MEET THEIR DEMANDS. WE ARE THUS ENABLED TO GIVE YOU THE BENEFIT OF AN EXPERIENCE THAT WILL PROVE OF MUCH VALUE TO YOU. IN THESE 22 YEARS WE HAVE NOT ONLY LEARNED MUCH ABOUT WHAT TO BUY FOR YOUR NEEDS, BUT HAVE ACQUIRED CONSIDERABLE KNOWLEDGE OF HOW TO BUY AND WHERE TO BUY IT TO THE BEST ADVANTAGE. THESE ARE MATTERS THAT HAVE COST US YEARS OF STUDY AND NOW WE NOT ONLY OFFER YOU THE BENEFIT OF THIS EXPERIENCE, WHICH WOULD BE WHAT WE DO EVERY DAY WHEN WE OFFER YOU OUR GOODS AT THE REGULAR PRICES, BUT IN ADDITION TO THAT IN ORDER TO CELEBRATE THIS, THE 22ND YEAR OF OUR BUSINESS, WE WILL OFFER MANY EXTRA INDUCEMENTS ON OUR NEW FALL AND WINTER STOCK OF MERCHANDISE.

# POPLE'S

22d

## Anniversary Sale

For One Week Only

Commencing Thursday, October 25, 1906.

IN ADDITION TO THE MANY OTHER BARGAINS WE WILL OFFER YOU WE WILL FOR ONE WEEK ONLY, TILL NOV. 1st, MAKE THE FOLLOWING REDUCTIONS ON THE FOLLOWING LINES OF NEW FALL GOODS:

**10 per cent. Reduction on all Men's and Boy's Clothing**

**10 per cent. Reduction on all Ladies' Coats, Suits and Skirts.**

**20 per cent. Reduction on all Furs.**

## AS TO THE POPE SALES

WE BELIEVE IN CONDUCTING A SALE IN SUCH A MANNER AS TO LEAVE EVERYBODY SATISFIED AFTER IT IS OVER. OUR LAST SALE MET THESE REQUIREMENTS AND WE PROPOSE TO CONDUCT THIS SALE ALONG THE SAME POPULAR LINES. WE HAVE NO HIGH PRICED STRANGERS TO TELL US HOW TO CONDUCT OUR SALES, BUT HAVE A COURTEOUS FORCE OF OUR REGULAR SALES PEOPLE WHO ARE INTERESTED IN YOUR WELFARE AS

WELL AS THE FUTURE PATRONAGE OF OUR BUSINESS. SO YOU MAY ALL FEEL LIKE YOU ARE AT HOME HERE AT ANY TIME DURING THE SALE AND YOU ARE WELCOME WHETHER YOU WANT TO BUY OR NOT. AT OUR LAST SALE WE MET WITH GREAT SUCCESS, FOR WHICH WE THANK OUR PATRONS MOST HEARTILY, AND WE BELIEVE THAT OUR OFFERING TO YOU AT THIS TIME IS OF MUCH MORE IMPORTANCE THAN BEFORE AND IF WE DO NOT FAIL IN OUR PREDICTION THIS WILL BE THE GREATEST SALE IN THE 22 YEARS OF OUR SUCCESSFUL MERCHANDISING.

THE FALL SEASON IS THE TIME THAT BUYING TAXES THE POCKET BOOK THE MOST, AS AT THIS SEASON IT IS NECESSARY TO MAKE PURCHASES OF NOT ONLY MORE CLOTHING AND WEARING APPAREL, BUT THE WEIGHT HAS TO BE INCREASED, ENTAILING EXTRA COST, AND ON JUST SUCH LINES AS THESE IS WHERE OUR GREATEST REDUCTIONS ARE MADE AND YOU SAVE THE DIFFERENCE.

### LADIES' COATS.

In these lines we have all the popular colors and weaves.

- All \$6 coats at \$5.40.
- All \$8 coats at \$7.20.
- All \$10 coats at \$9.00.
- All \$15 coats at \$13.50.
- All \$20 coats at \$18.00.

### LADIES' SUITS.

- All \$12.00 suits, \$10.80.
- All \$15.00 suits, \$13.50.
- All \$18.00 suits, \$16.20.
- All \$20.00 suits, \$18.00.
- All \$25.00 suits, \$22.50.

### LADIES' SKIRTS.

- All \$2.00 skirts, \$1.80.
- All \$3.00 skirts, \$2.70.
- All \$5.00 skirts, \$4.50.
- All \$6.00 skirts, \$5.40.

### LADIES' UMBRELLAS.

Very Special—

One lot 50 Ladies' umbrellas, just received of fine material; new handle designs consisting of gold and silver plated handles; gunmetal and latest in wood handles, worth \$2 and \$2.50. Anniversary sale price, \$1.50.

### LADIES' KID GLOVES—

Black and all prevailing colors. Guaranteed brands at \$1.00 and \$1.25.

### HOSIERY—

For Boys—We handle the "Tom Sawyer," which is extra heavy with double knee, per pair, 25c.

For Misses—An extra good value in a heavy weight hose at 15c. Extra nice pattern in the "Bursan" hose at 25c.

In fleeced lined goods we have good values at 15 and 25c.

Another cheaper one but a good heavy one for only 10c.

### LEGGINGS—

For Ladies and Children—

10 button leggings per pair, 50c.

### FASCINATORS AND SHAWLS.

A full line of nice patterns in these goods, 25c 50c, 75c, \$1 and \$2.00.

### CARPETS—

Wool Ingrain Carpets, 50c, 65c and 70c per yard.

Brussels, 65 and 75 cents per yard.

Linoleums, 2 yards wide, at \$1 and \$1.15.

Moquet Rugs, animal and scroll figures.

24x60 Rug, \$2.50.

36x72 Rug, \$4.00.

### MEN'S GLOVES—

We have now the celebrated line of gloves made by Henry W. Pierce.

Hogskin gloves, imported from Brazil and Mexico, very soft and pliable, at \$1.50 per pair.

Also asbestos tanned, steam and water proof gloves, at \$1 and \$1.50.

Reindeer gloves at \$1.00 and \$1.50.

Other lines at 25c, 50c to \$1.00.

### NEW VEILING—

A new line of Chiffon Veiling, staple black and fancy colors, at, per yd, 25c.

WE want you to see the Kirschbaum hand-tailored clothes, made in the largest men's tailoring plant in the world. The United States Government used the Kirschbaum plant as a model for one of its own after going through all the high-class establishments in America and Europe. The business man in large cities wears Kirschbaum clothes. So does the professional man, the college man, the man of dress and the man of thrift. Kirschbaum clothes reflect the correct styles of London and New York. They are celebrated for their fit, their beautiful textures, and their moderate cost.

**SACK SUITS**—Many men can afford but one new winter sack suit. If that suit is a bad one, the owner must suffer until Spring. If he buys a Kirschbaum suit, his good appearance is assured from the start, and at the right price. **\$12.00 to \$18.00.**

**OVERCOATS**—The new style of form-fitting overcoat is a mean one for most makers to handle. Generally ready-made form-fitting clothes don't fit at all. The Kirschbaum overcoats are so perfectly balanced that they fit almost any figure with amazing ease. **\$12.00 to \$18.00.**

**RAINCOTS**—Kirschbaum raincoats are as good for dry weather as for wet. In dry weather they make a handsome light overcoat, falling well below the calves. In wet weather they keep a man dry and well dressed at the same time. **\$12.50 to \$18.00.**

The above subject to Anniversary sale reduction of 10 per cent.

### OTHER LINES OF CLOTHING FOR MEN AND YOUNG MEN.—

- All \$8.00 suits, \$7.20.
- All \$10.00 suits, \$9.00.
- All \$12.00 suits, \$11.80.
- All \$15.00 suits, \$13.50.
- All \$18.00 suits, \$16.20.

### BOYS' SUITS—

- Boys' \$1.50 suits, \$1.35.
- Boys' \$2.50 suits, \$2.25.
- Boys' \$3.50 suits, \$3.15.
- Boys' \$6.00 suits, \$5.40.

### RUBBER GOODS.—

A full line of rubber boots, felt boots, Arties and rubbers for men, women and children at the very lowest market price.

### MEN'S OVERALLS.—

Railroad, Can't-Rip Overall—extra heavy, large and roomy, with jacket to match, per piece, 85c and \$1.00.



### FURS FOR CHILDREN—

- All 75c furs, 60c.
- All \$1 furs, 80c.
- All \$2 furs, \$1.60.
- All \$4.00 furs, \$3.20.

### Ladies' Furs—

- All \$1.00 furs, 80c.
- All \$3.00 furs, \$2.40.
- All \$4.00 furs, \$3.20.
- All \$10.00 furs, \$8.00.
- All \$12.00 furs, \$9.60.
- All \$15.00 furs, \$12.00.
- All \$18.00 furs, \$14.40.

Muffs to match all furs from \$4 up at same reduction.

### CHILDREN'S COATS.

- All \$2.50 coats, \$2.25.
- All \$3.00 coats at \$2.70.
- All \$5.00 coats, \$4.50.

### UNDERWEAR.—

Children's union suits at 25 and 50c.

Ladies' suits, 25c.

### MENTOR UNDERWEAR—

Ladies' union suits, 50c, also separate garments of same line at 50c each.

We also carry children's Mentor underwear in stock.

Boys' Underwear, per garment, 25c. Men's Underwear, per garment, \$1.00, in either fleeced or Jersey ribbed.

Men's wool underwear, Natural wool or scarlet, per garment, \$1.

### BLANKETS—

10-4 Cotton blankets, good weight, special at 50c.

11-4 cotton blankets, \$1.00.

12-4 cotton blankets, \$1.15.

### BUFFALO WOOL BLANKETS—

Red and black, and white and black, per pair, \$4.00.

### SHOES.—

Barker Brown working shoe, high cut or low, \$3.00 to \$3.50.

Keith Conqueror for men, a good dress shoe, at \$3.50 to \$4.00.

American Gentleman shoe, another dress shoe, \$3.50 to \$4.00.

We handle other lines of shoes and can give you as good or better values for \$1.50 to \$2.50 than you usually find.

### FOR LADIES—

We have a good business with the American Lady and Dolly Madison shoes at \$2.50 to \$3.50.

Also other lines of heavy and light weight shoes at \$1.50 to \$2.50.

### FOR CHILDREN.—

A full line of all weights and qualities at from \$1.00 to \$2.00.

### EXCEPTIONAL BARGAINS IN DRESS GOODS.

All wool black broadcloth 11-2 yards wide, per yd, \$1.00.

Woolen plaids, same width, at per yd, \$1.00.

Also we are showing a very pretty line of cheaper plaids at 30 and 50 cents per yard.

Our line of staples in piece goods is very large and we call especial attention to our showing of outings, flannels and flannel-ettes.

### TABLE LINENS.

Bleached table linen at 50, 65, 75 cents and \$1.00 per yd.

Unbleached table linen at 40 and 50 cents per yard.

## Big Specials in Men's and Boys' Clothing

50 Suits that sold for \$8, \$10, and \$12. **Anniversary Sale price - \$6.00**

50 Suits that sold for \$6 and \$8. **Anniversary Sale price, - \$4.00**

Mr. M. Fox, representing the Greenhut Cloak Co., of Cleveand, O., will be with us Thursday, Friday and Saturday with a full line of samples of cloaks, and will take special orders and deliver your selection while here or will take special orders for any selection you may make for future delivery.

**J. S. POPLER**, Merchant Street, Fairmont, W. Va.