

LOOK OUT MOST SENSATIONAL RECORD
For the Crowds IN 10 YEARS

CHEEVES' POWERFUL SALE
Begins Friday, Nov. 29

POWERFUL SALE

Beginning Promptly at 9 o'clock Friday, November 29

WILL RUN 30 DAYS

15,000 yards Calico, worth 7c, POWERFUL SALE Price 5c
 500 pairs sample shoes on sale at \$2.48, \$1.98 and \$1.48

We are going to make the most GIGANTIC AND POWERFUL RECORD SALE KNOWN HERE IN 10 YEARS.

The most spectacular and bewildering event ever witnessed by the eyes of mortal man or woman. It is a \$75,000.00 stock of seasonable brand new Dry Goods, Clothing and Shoes for men, women and children. This will be the GREATEST SALE Cheeves Bros. has ever had. For SPOT CASH the whole store is being wheeled with a rattling roar. 40,000 articles too numerous to mention. It would require all the newspapers in Ellis county to tell half of the story. The big stock is going to be sold. Now is the golden moment. Thousands are coming. Make all arrangements to come, rain or shine. The Powerful Sale begins at 9 o'clock, Friday, November 29.

STAPLES

200 pieces Calico, sold for 7c yard, for the Powerful Sale we place this lot on sale at .5c
 Best brand any Calico for, per yard this sale .5c
 20 Bolts Cotton Checks that sold for 7c yard—Cheeves' Price, yard 5c
 100 pieces Heavy Cotton Flannel that sold for 12 1/2c yard—Cheeves' Price, yard 10c
 50 Bolts Brown Domestic that sold for 8c yard, 10 yards for .69c
 100 pieces Bleached Domestic that sold for 10 and 12 1/2c yard—Powerful Sale price 10 yards 89c
 75 pieces Best Outing Flannels that sold for 12 1/2c—Cheeves' Price yard 10c
 50 pieces Shirting worth 12 1/2c—Cheeves' Price yard 10c
 10 bolts Pepperells Sheeting, worth 35c yard, 9-4 and 10-4—Powerful sale price, 10 yards for \$2.90

LADIES' AND CHILDREN'S UNDERWEAR—GIGANTIC PRICES.

50 dozen Misses' and Children's Union Suits, was 55c—Powerful sale price, garment .24c
 25 dozen Ladies' Vests and Pants, was 55c—Cheeves' Price for 20 days, each .24c
 50 dozen Ladies' Vests and Pants, worth 75c—Cheeves' Price, each this sale .44c
 10 dozen Ladies' Union Suits, worth 75c—Cheeves' Price .44c

LADIES' CLOTH CAPES

50 Ladies' Cloth Capes, worth \$1.25—Cheeves' Price, each .48c

The New Coat ...for Ladies...

Most Remarkable Values Ever Offered by Cheeves Bros. Co.
 12 Fancy Coats, well worth \$7.50—Cheeves' Price \$4.98
 8 Fine Coats in black satin-lined, well worth \$10.00—Powerful sale price \$6.98

SPECIAL FOR \$8.98.

We place on sale 36 Ladies' Fine Coats in tan, black and castor; worth \$12.50—Cheeves' Price this sale \$8.98
 \$12.50 Fine Coats at \$ 9.45
 \$15.00 Fine Coats at 11.95
 \$17.50 Fine Coats at 13.95
 \$20.00 Fine Coats at 15.95
 The Coats are made of Fine Kerseys and Broadcloths, three-fourths and full satin-lined, in tan, castor, brown and black. If you want to buy Ladies' Coats cheap come to Cheeves' Great Powerful Sale.

500 LADIES' FINE SKIRTS ON SALE.

\$2.50 Skirts got at \$2.48
 \$4.50 Skirts go at \$3.98
 \$5.00 Skirts go at \$4.28
 \$5.95 Skirts go at \$4.98
 \$6.50 Skirts go at \$5.48
 \$7.50 Skirts go at \$6.48
 \$8.50 Skirts go at \$6.98
 \$10.00 Skirts go at \$8.98
 \$12.50 Skirts go at \$9.48
 Can you beat these prices?

CHALLENGE SALE OF MILLINERY.

Every hat in the Department must be sold in the next thirty days.

Hose for Ladies ...and Children...

25 Dozen Ladies' Hose, worth 15c—Cheeves' Price, pair 10c
 15 Dozen Ladies' Hose, worth 20c—Cheeves' Price, 15c, or 2 pair for 25c
 100 Dozen Boy's and Girl's School Hose, well worth 15c—Powerful Sale Price, pair 10c
 75 Dozen Boy's and Misses' School Hose, 6 to 10, worth 20c—Cheeves' Price 15c pair or 2 pair for 25c
 Big Cut Price Sale on Table Linen and Counterpanes
 2 piece Table Linen, worth 45c, go at 29c
 1 piece Table Linen, worth 65c go at 48c
 1 piece Table Linen, worth 85c, go at 75c
 1 piece Table Linen, worth \$1.25, go at 89c
 1 piece Table worth \$1.50 go at this sale \$1.18
 2 Dozen Counterpanes, well worth \$1.25—Powerful Sale Price .89c
 2 Dozen Counterpanes, worth \$1.50—Powerful Sale Price \$1.18
 Everything in Lace Curtains, Linens and White Goods will be on sale.

SPECIAL BARGAIN BLANKET SALE.

\$1.00 Blankets got at .78c
 \$1.25 Blankets got at .98c
 \$1.50 Blankets go at \$1.28
 \$2.00 Blankets go at \$1.68
 \$2.50 Blankets got at \$1.98
 \$3.50 Blankets go at \$2.98
 \$5.00 Blankets go at \$3.98
 \$5.95 Blankets go at \$4.98
 Buy your winter bedding while here Blankets are on sale.

NOTIONS

50 Boxes Brass Pins, was 50c—Cheeves' Price, 3 papers for 50c
 100 Dozen Pearl Buttons, worth 8c dozen—Cheeves' Price 2 for 5c
 1000 Cards Hooks and Eyes was 5c 2 cards for .5c
 10 Dozen Ladies Handkerchiefs, worth 10c—Cheeves' Price, .3c
 15c Ladies' Handkerchiefs for each this sale .8c
 10 Dozen Toilet Soap, worth 10c Bar—Cheeves' Price bar, .5c
 10 Dozen Colgate's Violet Talcum Powder, 25c at all stores—Powerful Sale Price .19c
 5 Dozen Talcum, well worth 20c—Powerful Sale Price, box .10c

\$10,000 SHOE STOCK

Come here and let us shoe the family with the best shoes money can buy.

Special bargain in Ladies' Fine Shoes, broken sizes, 1 and 2 pair of a kind. We place on sale 500 pair fine Shoes, broken sizes, small lots of different kinds. Powerful Sale Price, 98c, \$1.48, \$1.98 and \$2.48
 We have the best line Shoes ever shown in Waxahachie.

Powerful Sale on Dress Goods and Silks—We have everything needed in Dress Goods. Everything will be cut in this department.

Big Sale on Wool Remnants from 2 to 5 yards in each piece.

The lowest price Dress Goods selling in the history of our business.

Come, Be With the Big Crowds.

BIG SALE ON LADIES' PURSES.

Prices like we are making were never before made by any store so early in the season. We have too many goods—must turn them into cash. This sale is being held to turn the stock into ready money. If you want to save money on your Dry Goods, Clothing, Shoes, Notions and Millinery, come to the Great Powerful Sale that begins Friday, Nov 29, 1907. Don't let the financial situation bother you but come to the greatest sale ever held by Cheeves Bros. & Co., the lowest price house in Ellis county.

CHEEVES BROS. & CO.

WAXAHACHIE, TEXAS