



# WE ARE BOOSTING



## Our Sales by Special Bargain Offers

### Our Outer Garments Sale Boosters

The styles are right, the fabrics are right and the workmanship is right, what more could you ask for in ready made garments? The values are what you always get at this store and that is a little more than your full

dollar's worth. The next few days your money will do more work than ever, for we have reduced many of our regular prices in order to boost sales a few days.

#### Here are Values That Cannot be Duplicated

Six Women's Navy Blue Panama and Serge Suits, sizes 32, 34, 36, 38—a bargain at \$20, your choice, each... **\$9.98**

The above Coat is only one of the many good things we have for you in the Coat line, other values are priced at \$5.00 to **\$25.00**

Women's Black Mercerized Petticoats, an excellent value for 75c to \$1, special at **49c**

Children's Bear Skin Coats, all sizes and all colors, at prices that are unusually low.

Many other special of the above Petticoats at \$3 down to \$1.75, \$1.50, \$1.25, \$1 and **75c**

Extra big values in Misses Coats.

Women's Black and Colored Silk Petticoats, the best \$6.50 and \$7 value ever offered, special at **\$5.49**

Women's all Wool Chiffon Panama Skirts, black, brown, blue, pleated Skirts, trimmed with taffeta bands, special **\$5.50**

Women's Coats, 50 inches long, made of fine quality wool Kersey, full satin lined and trimmed with silk braid, at other places you would have to pay \$10 to \$12 for this coat, special, at **\$7.50**

Women's Dress Skirts, a bargain you cannot afford to overlook—they are manufacturers' Samples, all colors and styles, not a Skirt in the lot worth less than \$5, and from that up to \$7.50 special, your choice of the lot, each... **\$3.98**

Six Women's light grey Suits from the early fall showing worth **\$12.50 to \$20** your choice

**\$7.98**

Owing to the warm weather in the past week or two trade has not been up to our expectation and according to our plans we must under all condition sell just so much merchandise each month or make it up the next month. Our sales in September were not as large as we had expected and we therefore must make them up this month. In order to start the month off with a good record, we have gone over the stock in every department and picked out new seasonable merchandise and offer it for a few days at specially reduced prices.

Remember when we reduce an article from our regular price you are purchasing an EXTRAORDINARY BARGAIN, for at our regular prices we always give a little more than your dollar's worth. We also give the S. H. Stamps on all purchases of 10c or more, still increasing the purchasing power of your money.

### Our Shoe Boosters

We have made an extraordinary cut in the prices of Shoes, giving every person from the baby to the grown folk a chance to be fitted in the season's latest styles.

Women's Patent Leather Brown Cloth Top Shoes, both in welt and turn soles: \$3.50 and \$3.00 grades, at, per pair... **\$2.89**

Boys' Calfskin School Shoes, at \$1.75 grade, at, per pair... **\$1.39**

Women's Tan, Patent and Vici Kid Shoes, \$3.00 value, at, per pair... **\$2.48**

Little Girls' Calfskin Shoes, sizes 9 to 2, \$1.50 grades, at, per pair... **\$1.29**

Women's Vici Kid Blucher Shoes, \$2.00 grade, at, per pair... **\$1.48**

Men's Patent Colt, Dull Top Blucher Shoes, \$3.50 grade, at, per pair... **\$1.98**

Misses' Tan and Black Lace or Button Shoes, sizes 11½ to 2, \$1.75 grade at, per pair... **\$1.33**

Men's Box Calf and Vici Kid Shoes, \$2.50 grade, at, per pair... **\$1.98**

Children's Vici and Calfskin Shoes, sizes 3¼ to 11, at, per pair, \$1.29 and... **89c**

Men's 14 inch high cut Tan Shoes, \$5.00 grade, at, per pair... **\$3.89**

Children's Black and Tan Shoes, 2½ to 5, at, per pair... **49c**

Infants' Soft Sole Shoes in a variety of colors, at, per pair... **39c**

### Collar Buttons

SALE BOOSTER—Gold filled Collar Buttons, never sold for less than 10c, and some stores ask 15c and 20c; our price for any shape, each **5c**

## One-Fifth Off

### All Braids, Trimmings and Gimps

### Men's Wear--Sale Boosters

Just test the quality of the goods at prices quoted in our men's department. If you are not satisfied that you have got the best value on the market we will gladly refund your money.

Men's \$1.00 and \$1.25 Fine Negligee Shirts, each **89c**  
Men's Neckwear, our regular 50c quality, each **39c**  
Men's Fine Ribbed Wool Shirts and Drawers, regular \$1.00 value, special, at 90c; or, per suit... **\$1.75**  
Men's Plain and Fancy Half Hose, at, per pair, 10c, 15c and **25c**

### Our Fabric Sale Boosters

36 inch Black Taffeta Silk, wear guaranteed, \$1.35 value, at, per yard... **98c**  
27 inch Fancy Suiting Silks, light and dark shades, waist and skirt patterns; values up to \$1.25, at, per yard... **89c**  
18 inch Fancy Silks, including Taffeta and Foulards, values up to 75c; special, at, per yard... **43c**  
25 inch Gros Grain Silk, in black and white only, a dollar value, special... **55c**  
4 pieces Black Imported Volles, regular \$1.50 and \$1.75 value, at, per yard... **98c**  
50 inch Chiffon Panama, in black, navy, wine, cardinal, brown and leather brown, regular \$1.25 value, at, per yard... **98c**  
36 inch Mohair, in all shades, including black, regular 60c values, at, per yard... **43c**  
42 inch Wool Taffeta, in popular shades, regular \$1.25 value, at, per yard... **98c**  
50 and 60 inch Cravenette Cloths, in tan and grey, plain and striped, just the thing for rain coats or rainy day skirts, regular \$1.50 and \$1.75 value, at, per yard... **\$1.19**  
36 inch Fancy Suitings, light and dark shades, plaids and fancies, 50c to 65c values, at, per yard... **43c**  
Double Fold Plaid Cotton Suitings, all colors, regular 18c values, at, per yard... **13c**  
36 inch Gros Grain Taffeta, used principally for petticoats, large variety of shades, at, per yard... **33c**

## One-Fifth Off

### All Laces and Embroideries

### Our Blankets, Sale Boosters

The largest line of Cotton Blankets in the city to select from, price range, at per pair, 50c, 60c, 70c, 75c, 85c, \$1.00 and up to... **\$2.50**  
Wool Blankets, at per pair, \$2.75, \$3.00, and up to... **\$7.00**  
Extra Big Bargains in Comforts.  
Cotton Batting, biggest values offered are found here at, per batt, 6c, 8c, 10c, 12c, 15c, 18c and... **20c**  
36 inch Silkoline, plain and fancy, at, per yard... **10c**

We Give S. & H. Green Trading Stamps

### Fancy Notions--Sale Boosters

Silk and Velvet Ribbons, all colors and widths, at bargain prices.  
One lot of Women's Fine Leather Hand Bags, worth up to 75c, special, each **45c**  
Women's Belts and Belting at... **15c OFF**  
50 Dozen Women's Fine Cambric Handkerchiefs, hemstitched, in plain white and fancy bordered, worth 10c, special, each... **4c**

### Hosiery--Sale Boosters

Children's Hose, per pair... **10c, 15c, 20c and 25c**  
Women's Hose, you can't equal the values we are showing, at... **10c, 15c, 25c, 35c and 50c**

### Staple Notions--Sale Boosters

Common Pins, Hair Pins and all sizes of Safety Pins, at, per paper... **1c**  
Hooks and Eyes, white or black, all sizes, at, per card... **1c**  
Basting Cotton, 2 spools for... **5c**  
Large size Whisk Brooms, each... **5c**  
Ironing Wax, each... **1c**  
Corset Clasps, white or black, at, per pair... **5c**  
Good quality Scissors, all sizes, each... **25c**  
Women's and Misses' and Children's Black Hose Supporters, at pair **8c**  
Silk Finished Crochet Cotton, all colors, 2 for... **5c**  
10 quality Toilet Soaps, per cake... **5c**  
One lot of slightly soiled Germantown and Saxony Yarn, all colors, worth 10c per skein, to close, each... **5c**

### Our Linen--Sale Boosters

56 inch Bleached Table Linen, worth 45c, special, at per yard... **35c**  
66 inch Bleached Linen, a good value at 65c, special, at... **50c**  
66 inch Bleached Linen, worth 80c to 85c, special, at... **65c**  
72 inch Bleached Table Linen, regular \$1.25 value, at... **98c**  
Don't forget the Napkins—we offer many Extra Big Bargains.  
50 dozen Heavy Turkish Towels, size 16x40 inch, special, each, 7c; or 4 for... **25c**

### Flannel Gown--Sale Boosters

Children's Outing Flannel Night Gowns, all sizes, each... **50c**  
Women's Outing Flannel Night Gowns, each... **50c, 75c, \$1.00, \$1.25, \$1.50 and \$1.75**

### Our Domestic--Sale Boosters

30 inch fine quality Percales, light and dark colors, worth 12½c, special, at, per yard... **8½c**  
Heavy Blue Shirtings, the regular 12½c quality, at, per yard... **9½c**  
50 pieces Fine Zephyr Gingham, all styles; it will cost you 12½c at other stores, at, per yard... **8½c**  
Good quality Shirtings, fast color, checks and stripes, special, at, per yard... **7c**  
27 inch Outing Flannel, light and dark colors, at, per yard... **4½c**  
27 inch Heavy Outing Flannel, the kind that is usually sold at 10c, our price... **7½c**  
100 pieces Outing Flannel, light and dark colors, worth 12½c and 15c, special, at... **9½c**  
Bleached Outing Flannel, extra big values, at, per yard... **5c, 6c, 9c, 10c, 12c and 15c**  
Unbleached Outing Flannel, at, per yard... **5c, 6c, 7c, 8c, 9c, 10c and 12c**  
36 inch Bleached Muslin, soft finished, worth 7½c, special at 17 yards for... **\$1.00**  
30 inch Ticking, plain blue and fancy stripes, at, per yard... **7½c**  
2,000 yards of Fast Color Calico, at, per yard... **4c**  
Our entire stock of best quality Dress Prints, all styles and colors, sold everywhere for 7c, our price, per yard... **5c**  
Extra Heavy Feathertick, plain blue stripe, regular price 20c, special, at, per yard... **15c**

### Children's Dresses--Sale Boosters

Children's Dresses. At the prices we quote and the values we give it don't pay to make your own dresses. Buy them ready made, you get first-class workmanship, you get beautiful patterns and you don't have to spend a lot of your time making them up. The Gold and Co. values are the best.

### Knit Wear--Sale Boosters

Women's Fine Ribbed Fleece Lined Vests and Pants, ecru and grey, each... **25c**  
Women's Fine Ribbed Extra Heavy Wool Fleece Lined Vests and Pants, each... **50c**  
Women's Extra Fine Vests and Pants, white, ecru and grey, fleeced, each... **50c**  
Women's Union Suits, each 50c, 75c, \$1.00 and... **\$1.50**  
Misses' Fine Ribbed Union Suits, fleeced lined, all sizes, per suit... **25c**  
Misses' Extra Heavy Wool Fleece Lined Union Suits, each... **50c**  
Misses' Fine Ribbed White Vests and Pants, all sizes, each... **25c**

S. & H. Green Trading Stamps Given Free

### Women's Gloves--Sale Boosters

Women's two clasp fine Kid Gloves, black, brown, white and grey, worth \$1.25, special, at, per pair... **95c**  
Women's 12 button length fine Kid Gloves, black, brown and navy, all sizes, worth \$3.50, special, at, per pair... **\$2.85**

S. & H. Green Trading Stamps Given Free

### Our Drapery--Sale Boosters

200 pairs of Fine Lace Curtains, white and ecru, full size, worth up to \$1.90, special, at, per pair... **\$1.19**  
75 pairs of Lace Curtains, worth up to \$2.25, your choice, at, per pair... **\$1.59**  
100 pairs Lace Curtains, actual values up to \$3.25, your choice, at, per pair... **\$2.19**  
100 pairs Lace Curtains that have been selling up to \$5.25, your choice, at, per pair... **\$3.89**  
200 Manufacturer's Samples of Lace Curtains, 2 yards long, full widths, in regular goods, worth up to \$4.00 pair, special, each... **30c**  
10 pieces White Fancy Striped Curtain Scrim, worth up to 10c, special at, per yard... **7c**

### Pattern Hat--Sale Boosters

Our system of always giving you a little more than your dollars worth and giving you up-to-date styles and exclusive ideas makes this store headquarters for Millinery. Inspect our neat pattern Hats for yourself, you will be surprised at the low prices for the neat and pretty designs. Big Bargains are offered for Sale Boosters.

### Silk and Net Waists

Silk and Net Waists, never did you see such neat patterns and at our regular prices the values are extraordinary. At the special Boosting Sale Prices you cannot duplicate the offerings.

100 dozen Window Shades, complete with fixtures, full size, special, each... **21c**

REMEMBER that we sell all the Leading \$1.00 Corsets, at, per pair... **95c**

# GOLD & CO.

## THE PEOPLES' STORE



**Our Fur--Sale Boosters**  
Our Furs, Fur Pieces for both old and young, a large assortment of pieces for the neck, muffs, sets, etc., at special low prices.  
10 pieces Fancy Figured Colored Curtain Madras, 36 inches wide, worth up to 20c, special, at, per yard... **12½c**

