

NOVEMBER UNDERSELLING SALE.

A Mid-Season Money Saving Event Forcefully Demonstrating the Underpricing Power of this Store.

Right at the very beginning of cold-weather season when Fall and Winter needs are occupying the mind of everyone we launch a stirring underpricing sale, offering thousands of dollars worth of fresh, new, desirable and dependable Fall merchandise at PRICES THAT WILL ASTONISH EVERYONE FOR THEIR LOWNESS.

We don't have to do this. We can very easily get full prices for these goods. BUT—we want to give a powerful demonstration of our value-giving leadership—we want to impress everyone, forcefully, with the tremendous pricemaking power of this store—WE WANT OUR NOVEMBER BUSINESS TO BE THE BIGGEST OF OUR HISTORY! And there you have the reasons for this startling event.

Every department is filled with fresh, new Fall and Winter merchandise in bigger assortment than ever. From the most worthy sources everywhere these goods have come. DON'T THINK OF MISSING THIS EVENT! Come and supply every Fall and winter need of the family and the home at the greatest savings heretofore attempted in mid-season.

This Sale Starts November 9th, And Continues Until November 24th! Every Day Will Be A Bargain Day Of Wonderful Importance! Below Is Just A Bare Hint Of The Array Of Startling Bargains Awaiting You.

Here's Your New Fall Suits at a Substantial Saving!



This November Underselling Sale means a big saving on the cost of your new fall suit. Choose from a superior stock of the latest and most beautiful models for fall from manufacturers famous for suits of surpassing smartness and originality, perfect fit and workmanship. All the handsomest and most serviceable weaves and richest shades in superb array. Read and act!

Ladies' Suits \$30 and \$35 quality made from broadcloths and two tone whipcords lined with yarn dyed satin, some in semi-dress effects. **\$22.48**

Ladies' Suits \$25 quality in an assortment of styles and colors made from men's wear serge, soft finished diagonals and fancy rough cloths all finely tailored. **\$18.48**

Ladies' Suits \$20 quality a good assortment of cloths and colors several made in semi Norfolk styles from navy or tan men's wear serges all nicely lined and well tailored. **\$15.98**

Ladies' Suits \$15 and \$18 quality only a few in this lot, but all are cheap at. **\$10.98**

Ladies' Suits \$12 and \$13.50 styles, some serges as well as fancy cloths all go at. **\$7.98**

The Linen Department is a Good Mine for Thrifty Shoppers.

Beautiful snowy linens of our famous high quality marked for this sale at phenomenally low prices.

Table linen extra quality 72 inch Irish Damask good weight our regular \$1.25 grade. **98c**

Table Linen good quality bleached linen 72 inches wide \$1.00 quality. **83c**

Table Linen 70 inch union linen and cotton cloth, a good 65 cent value. **48c**

Linen Crash, an extra heavy quality that is cheap at 15 cents, the quantity of this is limited we will sell what we have at. **11c**

Pillow Tubing, fine quality bleached linen 45 inches wide. **73c**

Lowest Prices in Years on Fine Fall Silks and Dress Goods.



Just the sorts you want—just the qualities that will give best service and satisfaction at underselling prices that will create a furor!

Corded Silks in tan and blue shades 50c quality. **33c**

Black Messaline yard wide \$1.00 quality. **79c**

One lot fancy Silk Messaline Taffetas etc 75c and \$1.00 qualities. **67c**

One lot Dress Silks some in dress lengths some shorter pieces nothing below \$1.00 values. **79c**

One lot Wool Dress Goods fancy colors and weaves 36 inch 50c quality. **37c**

One lot fine Wool Dress Goods \$1.25 and \$1.50 quality including the new taupe shades. **98c**

One lot heavy Wool Dress Goods worth from 1.00 to \$1.50 per yard all wide widths price to close. **79c**

You'll be Glad to Get These Big Blanket Bargains.

No housekeeper will want to miss these; Cotton Blankets nicely finished medium light weight color grey a good \$1 value size 60x76 inches. **87c**

Cotton Blanket in heavier weight larger size 70x80 inches. **\$1.29**

Heavy Cotton Blankets nicely napped size 70x80 inches. **\$1.59**

High Grade Cotton Blankets two styles in this lot one 72x78 inches the other 74x80 inches both are \$2 values your choice. **\$1.69**

California Wool Blankets made from good medium grade wool well scoured size 68x80. **\$4.59**

Come Quickly for These Beautiful New Curtains at Unheard-of-Low Prices.

Nottingham Lace Curtains White medium width per pair. **79c**

Nottingham Lace Curtains White cable net pattern good width, a regular \$2 Curtain per pair. **\$1.63**

Ecran Net Curtian made from strong cable net pattern braided with battenberg braid an excellent \$2.50 value per pair. **\$1.89**

Ecran Net Curtian made from fine cable net Fillet Lace border a very durable curtian per pair. **\$1.89**


Ecran Net Curtian, made from strong cable net, Aeryelaborate border and corner of battenberg, regular \$3.50 value. **\$2.79**

Braided Curtains made on a fine cream net very handsomely braided border and corner one of the very new thing in the curtain line \$5. value per pair. **\$3.79**

Battenberg Curtains made on extra quality net has wide border and heavy corner in beautiful design color arab a regular \$7. Curtian per pair. **\$4.98**

Buy a Whole Season's Supply of Hosiery and Underwear

for very member of the family at these November Underselling prices. You'll be glad you did. We carry only qualities of absolute dependability. Read on:



Men's all wool Shirts and Drawers a good wearing garment. **79c**

Men's Union Suits, fleece lined, a good wearing garment. **89c**

Men's Ribbed Union Suits made from good grade yarns. **89c**

Men's Fleece Lined Shirts and Drawers, the good heavy kind. **39c**

Men's Ribbed Shirts and Drawers, medium weight, comes in different colors. **39c**

Ladies' Union Suits, medium weight nicely finished, a regular 75c garment. **48c**

Ladies' Union Suits, low necked, sleeveless, ankle length, medium weight. **89c**

Ladies' Musing Union Suits, medium weight, worsted faced, high neck, long sleeves, ankle length, one-half open front. **\$1.43**

Children's Hose, we have made up one large lot of all the odd sizes we had in both light and heavy weight hose that sold for 15 and 25c, your choice for. **11c**

Men's Heavy Wool Socks, a good wearing heavy hose. **19c**

Men's Cotton Socks, made from medium weight yarns, a grade between coarse and fine hose, color black. **8c**

Men's Fine Socks, medium light weight, regular 15c quality of black and tan. **11c**

One lot Men's Socks made up from odd lots of hose that have sold at 25c a pair, your choice. **14c**

Dresses.

We are proud of the continuous admiration which is being shown for the smart dresses that we are presenting this fall. It is true we have made greater efforts than ever before.

Junior Dress for girls cut in sizes 13, 15, 17, made from good serge collar and cuff trimmed in contrasting colors, patent leather belt \$6.00 value **\$4.98**



Ladies' French Serge made from extra quality french serge in navy blue. This is a coat style dress trimmed in bright red corded silk collar overlaid with black flat braid three rows of red stitching on revers, patent leather belt piped in red, an \$18 dress **\$13.48**

Ladies' Dress made of black velvet black lace yoke edged with cerise silk, wide revers and cuffs, over sleeves made from black corded silk undersleeve made of lace to match yoke a very dressy model. **\$14.98**

Messaline Silk Dress made up in the latest styles trimmed with narrow pleating and touches of velvet in shades to match, new style collars, colors, navy and a rich shade of dark green, \$15.00 values. **\$9.98**

Don't Miss These Stirring Savings on Dependable Serviceable Shoes.

Ladies Patent Button Shoes dull kid top 14 button height medium heel close trimmed sole medium round toe a splendid \$3. shoes. **\$2.48**

Ladies Vici Kid Shoe, patent tip, blucher pattern, large celluloid eyelets, one and five eights heel, extension sole, round high toe last. **\$1.98**

Misses Vici Kid Shoes, patent tip blucher pattern, large celluloid eyelets, extension sole, three quarter inch heel sizes 1 1/2 to 2. **\$1.39**

Men's Grain Leather Shoes, blucher cut, celluloid eyelets, bellows tongue, plain toe, a splendid work shoe. **\$1.79**

Men's Gun Metal Calf Shoes, button, high toe last, a regular \$3.50 shoe. **\$2.98**

Men's Box Calf Shoes, blucher style, extended sole, medium round toe, low heel, a \$4.00 shoe. **2.98**

Boy's Patent Leather Shoes, blucher style, made on the new receding toe last, all sizes, 9 1/2 to 5 at one price. **1.79**

We will also offer many odd lots of shoes in all classes of leather, some will be only one and two pairs of a kind. All will be sold at less than value.

Hundreds of New and Pretty Waists at November Underselling Prices.

Fresh, brand-new waists that show all the latest and prettiest style notes for Fall and Winter at November Underselling prices that make it well worth your while to buy a half dozen and more.

One Lot Ladies Silk Waists made up of all the late styles that we have in stock to sell at \$6, \$7, \$8, each. This lot has all color in it plain silks also chiffon draped styles we will offer your choice at. **\$4.48**

One Lot Ladies Silk Waists all new style in Messaline and Chiffon taffetas some plain tailored styles and some dressy numbers all \$5 values. **\$3.98**

One Lot Ladies Tailored Shirts in neat striped patterns made with soft collars and french cuffs \$1.50-\$1.75 and \$2. **\$1.29**

Ladies White Corduroy Shirts made from a fine quality corduroy, soft collars french cuffs made by one of the best factories in the country a regular \$2. waist **1.59**



WILCOX DEPARTMENT STORE.