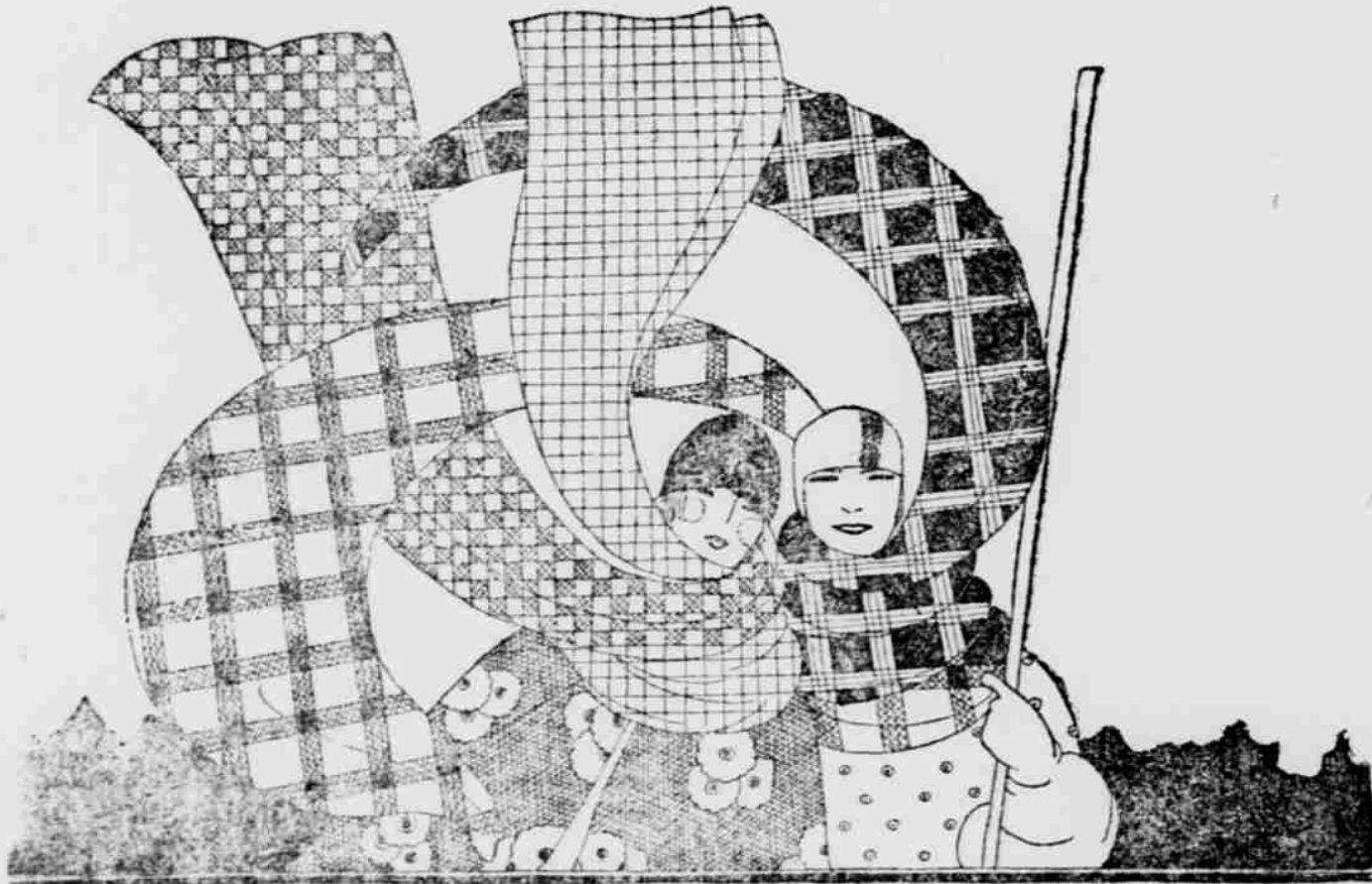


Why It Pays to Buy for Cash!

- 1—Cash does away with charges forced on us by slow accounts.
- 2—Cash does away with losses on accounts that never pay.
- 3—Cash does away with bookkeeping expense.
- 4—Cash enables the merchant to meet his bills from the wholesaler more promptly and get better discounts on his goods.
- 5—"Money Talks" and the ready cash obtained by a merchant who sells on a cash basis, enables him to demand almost anything he wants in the market when he buys.
- 6—Cash places us on an equal basis with mail order houses.



Silks, Woolens, Voiles!

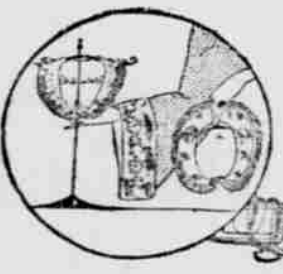
Our piece goods department offers further proof of the fact that it pays to buy for cash. Note these unusually low yardage prices.

- | | |
|---|--|
| The new Flannels for fall are very pretty and very popular. Here you will find a complete range of colors as well as quality merchandise priced the lowest you will find anywhere. 54-inch all wool Flannels, our cash price, per yard..... | 26-inch Costume Velvet—Black only. Our cash price, per yard..... |
| 54-inch Plaid Flannels and Plaid Poiret Twills. Unusually attractive patterns. Our cash price, per yard..... | "Bobolink" is this season's most popular silk. Looks like an expensive cloth and comes in a big range of very pretty colors. Our low cash price, per yard..... |
| 42-inch Poiret Twill, fine quality. An unusually good value. Colors navy and dark brown. Cash price, per yard..... | Satin Charmeuse—Woven with a crepe effect, soft and lustrous. One of this season's favorite materials. Black only. Our cash price, per yard..... |
| 36-inch Fancy Corduroys for dresses, children's frocks and robes. Colors kobe, navy, brown, rose, tan, lavender, open blue, orange. Yard wide. Cash price, per yard..... | Heavy quality Satin-Canton—The quality with a deep lustrous satin surface. Usual price per yard is \$3. Black only. Our cash price, per yard..... |
| Silk tubing for vests, step-ins or slippers. Yard wide, color peach. Very special at..... | Chiffon Velvets are big this fall. Here is a wonderful value in a high grade silk chiffon velvet. Black only. Our cash price, per yard..... |
| 38-inch all silk Radium for lingerie and all undergarments. Dark and light colors. Very serviceable. Per yard..... | Black Satin—One of this season's popular materials. Good, heavy weight. Beautiful glossy finish. Yard..... |
| Crepe de Chine—A firmly woven excellent cloth at a low price. Colors black, brown, cocoa, tan, all light shades..... | Granite Cloth for the children's school dresses. A very durable, good looking cloth. Dark colors only. Yard..... |
| Fine quality white wool flannel for infant's wear. 27 inches wide, soft and non-shrinkable. Cash price, per yard..... | Plaid part wool worsteds for children's dresses and middie skirts. Our cash price per yard, only..... |

Laces for Neckwear and Trimming!

Laces rank foremost in this season's trimmings for smart frocks. It is really remarkable what a touch of lace will do for a dress.

- Venice laces, in ochre and ecru with edgings and bandings to match. Per yard..... 69c
- Maltese laces, edgings and bandings in ochre or cream. Cash price, per yard..... 19c
- Lace panels all ready to put on the dress with collar attached. A big selection of very pretty patterns specially priced at..... 98c
- If it's laces you need, we have it. Everything new and wanted in lace can be found here at the lowest price and in complete assortments. Dependable laces as low as 3 yards for..... 10c



Beautiful Patterns in Stamped Linens!

"Consider Christmas." It is already peeping around the corner, so be prepared. Now is the time to buy stamped needlework.

- Buffet Sets, Dresser Scarfs, Luncheon Sets, Card Table Covers, Silverware Holders, Aprons, Dresses, Infants' Wear, etc. — Priced at 38c and up.

Finished models of everything shown to assist you in selecting the proper colors.

- Coats' crochet thread, white and colors, 2 balls for..... 25c
- D. M. C. rope floss, per skein..... 10c
- D. M. C. strand floss, per skein..... 5c



"Continuously

CASH SELLING ENABLES US TO MAKE PRICES ON GOOD QUALITY MERCHANDISE THAT DRAWS THE TRADE FOR MILES AROUND.

Middies are Practical for Fall and School Wear



All wool flannel and Jersey middies, best quality and beautifully tailored. Regulation sailor styles. Regular \$5.50 values. Sizes 12 to 18. Colors scarlet, brown, navy, green. Our cash price, only..... \$3.89

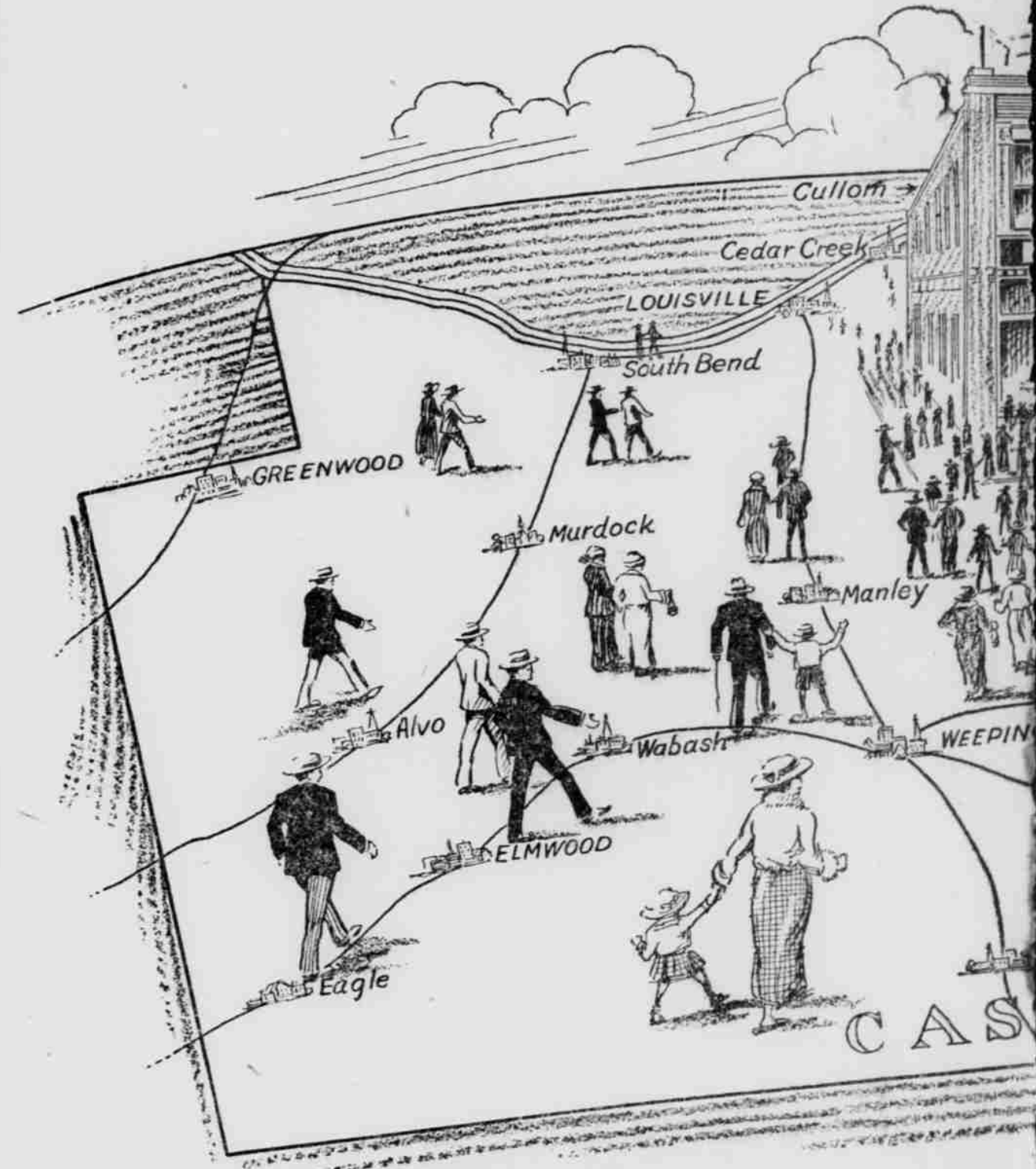
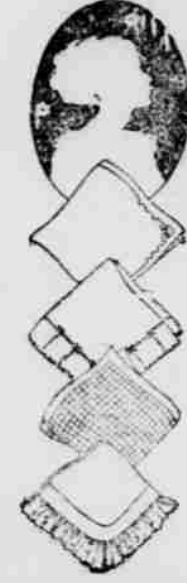
White Jean middies, with serge and flannel collars. Some are detachable. Fully launderable. Reg. \$5 values. Our price..... \$2.89

Plain white middie for the school girl. Sizes 4 to 12. Our cash price, only..... \$1.49

HANDKERCHIEFS

Our big showing of pretty handkerchiefs will please you. They are strictly the latest — and of course there is a good stock of the staple handkerchiefs for the men as well as the ladies.

- School Handkerchiefs—Plain white, hemstitched hems. Just the thing for the children. Our cash price, 6 for..... 25c
- Per dozen, 48c.
- Lawn Handkerchiefs with colored bordered hem. Fast color; a new pattern. Our cash price, each..... 15c
- Six for 85c.
- The new natural linen handkerchiefs, made of very fine linen, tastefully embroidered, or with colored hems. Cash price..... 25c
- Three for 69c.



Fall Showing of Coats



Fall Showing of Misses and Childs'

Fall - Winter Coats

Buy now for winter at our low cash price.

Full lined Flannel Coats for the little tot, 2 to 5 years of age. Cardinal, open blue and the new shades of brown and tan. Our cash prices are very low.

—\$5.50 and \$5.95

Full lined Polaire Cloths and Velours in heathers or invisible plaids for the little Miss of 5 to 9 years. Browns and tans. The newest shades. These are especially priced at

—\$5.95 each

Misses' Full Lined Coats—Made of the season's newest materials and in the warm rich tones of tans and browns. With and without fur collars. Ages 10 to 15. These are super-fine garments and are very low priced for cash selling.

—\$7.50 to \$13.75

MODART CORSETS

The correct foundation for your new fall dresses. Modart Corsets not only support the figure, but they mold the lines so essential these days to a smart appearance.



LET US FIT YOU IN A MODART

Once you wear one, you will always want one. They are light in weight, yet firm enough for the heaviest figure. Especially priced at

—\$5.00 to \$7.50

Wrap-Arounds and Girdles for the slender girl are here in a big selection and in all sizes. Our cash policy permits these low prices.

—\$1.50 to \$3.50

Women's Silk Dresses

You will not only be amazed but exceedingly gratified when you see the pretty beautifully made silk dresses we are showing.

A truly big variety of styles—all of excellent quality and at lowest cash prices.

Black Satins, Cantons, Crepe de Chines and other serviceable silks. Sizes 16 to 44.

Our low cash prices—

\$10.00 to \$16.50



School Days Call for Bonnets and Hats for the Little Tot

Correct styles and smart looking millinery for the 2 to 12 year old are featured at lowest prices. Pay cash and save the difference.

—\$1.59 to \$2.98

The H. M. Soenne