

A Sale of Linen Goods. Properly laundered and well taken care of, good linens will outlast the cheap, trashy sorts many times over. And good linen goods are not expensive these days—at least not at The Big Store, as these prices will show:

On sale to-morrow, 3,000 dozen All Linen Breakfast, Lunch and Dinner Napkins, recently purchased from a leading Scotch importer at greatly reduced prices, for reasons unnecessary to state here.

Former price, per dozen, 98c; our price..... 75c
 Former price, per dozen, \$1.95; our price..... 1.39
 Former price, per dozen, \$1.98; our price..... 1.59
 Former price, per dozen, \$2.50; our price..... 1.98

These napkins will be hemmed, if desired, without extra charge.

Renaissance Doilies, 6 and 7 inch sizes, each..... 10c
 Spachtel Doilies, 7 and 9 inch sizes, each..... 5c
 Turkish Bath Mats, for bathrooms, colors pink, light blue or tan, at each..... 35c
 All-Linen Tray Covers, hemstitched plain linen, hemstitched linen with drawn work, or hemstitched damask linen, choice of all at, each..... 25c
 Huck Towels, extra large size, worth 15c, apiece, here for Monday special at..... 10c
 500 dozen Hemstitched Huck Towels, of a better quality, for Monday special at, each..... 15c
 Fine Damask Towels, large size, at, each..... 25c
 Ready-Made Sheets, for single beds, at, each..... 25c
 Ready-Made Sheets, for double beds, at, each..... 35c

A Sale of Linings. It's false economy to use cheap linings unless they are of a good quality. Our linings are of the good, dependable kind, and our prices are so moderate that any one can afford to use them.

Here are some quotations for to-morrow:

Percale, 36 inches wide, in all shades, also Nubian fast black, the kind that sells everywhere at 12 1/2c. per yard, here to-morrow at..... 6c
 French Hair Cloth, thoroughly shrunk, in black and gray, sold regularly at 25c. per yard, here to-morrow special at..... 15c
 Silk-Finished Moreen for undershirts, in black and other leading shades; the kind you pay 50c. a yard for elsewhere, here to-morrow..... 39c
 Fancy Taffeta Skirting, 36 inches wide, in 50 different styles, never sold for less than 18c. per yard, here to-morrow at..... 12c
 Changeable Silk Lining, in colors only, sold regularly at 25c. per yard; here to-morrow at..... 15c
 The well-known Banded and Fluted Waist Lining, regularly sold at 75c. per yard, here to-morrow special at..... 49c

Household Supplies. We have them all over that Big Basement of ours, now more accessible than ever since the broad stairway has been built in the great centre aisle. Next time you're in The Big Store, walk down the easy steps and stroll around to your heart's content. You'll find bargains on every side that will surprise you. Here are some for to-morrow, just to give you some idea of how cheaply we can supply everything in this line that any home, hotel or club is likely to need at any time:

Dog Collars in a dozen different designs, of the finest leather, assorted shapes and colors, studded and metal, with buckle or lock, regularly sold from 30c. to 50c., special..... 20c
 Step Ladders of well seasoned lumber, extra heavy stock, and strongly constructed, 6 ft. size, special at..... 55c
 Ironing Boards, of hard wood, full size and nicely finished, 5 1/2 ft. size, regularly sold at 30c., special at..... 30c
 Pails of white cedar, with electric welded hoops, and nicely painted in oak grain finish, holding 12 qts., regularly sold at 25c., special at..... 10c
 Pastry Boards, of hard wood, with cleated ends, of heavy stock, high grade finish, 30x19, regularly worth 50c., special at..... 20c
 Toothpicks, of hard wood, put up in carton packages of 5,000, regularly worth 5c., special at..... 2c
 Clothes-Horse, known as the Rome City, built of hard wood, with five extension shelves, and standing 4 1/2 ft. in height; this is the most compact clothes dryer made, regularly worth 30c., special at..... 30c
 Ash Cans, of extra heavy galvanized iron, with double bottoms and riveted seams, full half barrel size, special to-morrow at..... 90c
 Library or Pantry Steps, made of hard wood, extra strong and high grade furniture finish; for three steps, regularly sold at 75c., special for Monday at..... 40c
 Nonpareil Dry Battery, for telephone, door openers or burglar alarm, 8c., regularly sold at 20c., special at..... 12c
 Extra Heavy Japanned Cansisters, neatly stenciled "Flour" and "Sugar," holding 25 lbs., worth \$1.25 apiece; and special at..... 75c

Towel Rings for bath rooms, made of solid brass, nickel plated; special to-morrow at..... 35c
 Rat Traps, the French style of extra heavy steel copper wire, full size; regularly worth 50c., special at..... 25c
 Another opportunity to buy our latest improved Curtain Stretcher; it is built of hard wood, retined, non-rustible pins, steel hinges, nicely japanned, the folding style, 7x14, regularly worth \$1.25, special at..... 85c
 Rice or Double Boilers of gray steel enamel ware, first quality, warranted, No. 54, special to-morrow at..... 38c
 Buckets of gray steel enamel ware, first quality, warranted, three-quart size, special at..... 15c
 Tea or Coffee Pots, of gray steel enamel ware, first quality, warranted, 2-quart size, special at..... 18c
 Meat Saws, family size of solid steel, hard wood handle; 24c
 Emery Knife Sharpeners, with nicely finished wooden handles; special..... 10c
 Chamois Skins, for cleaning purposes, of good soft quality, large size; for to-morrow only..... 5c
 Our Dewey Cooking Range, has six lids, with reducing cover, of extra heavy iron, large oven 15 inches square, duplex grate, separate broiler compartment, nickel plated end shelf and extra heavy base, reversible collar, guaranteed a good baker and cooker, all nickel plated trimmings; although this stove is our No. 7 it is equal to any ordinary No. 8, regularly worth \$18.00, our price for Monday..... 12.75
 This includes all fixtures and setting up at your house.

Jewelry. The beautiful, the good, the useful are all to be found in abundance at The Big Store, and at prices lower than are quoted by exclusive jewellers or other stores. To-morrow's list comprises some magnificent values. Here it is:

Scarfpins, a pair, of the newest designs, hand-somely enamelled or stone set; worth 1.50, each, here to-morrow..... 25c
 Ladies' Fine Enamelled Watch Sets, a variety of beautiful colors, complete in a velvet case, worth 83.74, special for to-morrow at..... 6.75
 Ladies' Solid Silver Chatelaine Watches, have fancy engraved cases, with good Swiss movement, special for to-morrow at..... 1.95
 Plaque Sets, best quality rolled plate, handsomely enamelled or stone set, 3 pins on a card, worth 50c. per set, here to-morrow at..... 25c
 Dumbbell Link Cuff Buttons, gold filled, handsomely engraved, warranted to wear for five years, fully worth \$1.00, special for to-morrow..... 48c
 Boys' Sterling Silver Hunting Case Watches, engine turned and fitted with Waltham 7-jeweled movement, patent Breguet hairspring, cut expansion balance, hardened and tempered in form, regularly sold at \$7.25, here to-morrow special at..... 5.95

Fox Brand Umbrellas. Made and sold only by The Big Store, are the best umbrellas in the world at the prices at which they are sold. Vix, \$1.25 to \$15. You can select the silk cover you like best, then pick out the handle you prefer, and we'll make the umbrella for you—even "while you wait," if necessary. We also guarantee these umbrellas and will keep them in good repair for one year from the date of purchase free of charge.

SHAMROCK COOPER COMPANY
THE SIEGEL
Desire to Excel

is responsible for more of the world's progress than any other prompting motive. It has induced England to create Shamrock, and America to build Columbia. And one of the two (who can say which?) is surely a better boat that the world has ever known before.

Desire to excel also influences the doings of this store. We want to sell better goods for the same money or the same goods for less money, because we consider it our special mission—a duty to our patrons—to do so.

Let the Better Boat Win the Cup!
 Let the Best Store Win Your Trade!

All we ask is a fair field and no favor.

A Sale of Men's, Women's and Children's Winter Underwear.

About three weeks ago we purchased from the Way Manufacturing Company, one of the largest, if not the largest, manufacturers of good underwear in the world, an enormous quantity—some 10,000 dozen—of fine winter underwear. The price paid was far below the cost of the yarn used in the garments. We placed it on sale two weeks ago, during the warm, pleasant weather, but the goods did not sell as well as we had hoped for. Nevertheless, we sold nearly 4,000 pieces in one day. But now that the cool weather is with us, and people are beginning to buy heavier undergarments, we've decided to place this great purchase on sale again, at prices that scarcely represent half its actual worth. Read carefully the details of the sale. It's the greatest underwear chance you will have this year.

Children's White Merino Vests and Pants, pearl buttons and nicely made, sizes up to 34, worth from 25c. to 60c., choice at..... 15c
 Boys' and Girls' Fleece-Lined Vests, Pants and Drawers, silk bound and pearl buttons, in all sizes, worth up to 70c.; at..... 25c
 Children's Natural Wool and Camel's Hair Vests, Pants and Drawers, extra well made and finished. Size 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 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2188, 2190, 2192, 2194, 2196, 2198, 2200, 2202, 2204, 2206, 2208, 2210, 2212, 2214, 2216, 2218, 2220, 2222, 2224, 2226, 2228, 2230, 2232, 2234, 2236, 2238, 2240, 2242, 2244, 2246, 2248, 2250, 2252, 2254, 2256, 2258, 2260, 2262, 2264, 2266, 2268, 2270, 2272, 2274, 2276, 2278, 2280, 2282, 2284, 2286, 2288, 2290, 2292, 2294, 2296, 2298, 2300, 2302, 2304, 2306, 2308, 2310, 2312, 2314, 2316, 2318, 2320, 2322, 2324, 2326, 2328, 2330, 2332, 2334, 2336, 2338, 2340, 2342, 2344, 2346, 2348, 2350, 2352, 2354, 2356, 2358, 2360, 2362, 2364, 2366, 2368, 2370, 2372, 2374, 2376, 2378, 2380, 2382, 2384, 2386, 2388, 2390, 2392, 2394, 2396, 2398, 2400, 2402, 2404, 2406, 2408, 2410, 2412, 2414, 2416, 2418, 2420, 2422, 2424, 2426, 2428, 2430, 2432, 2434, 2436, 2438, 2440, 2442, 2444, 2446, 2448, 2450, 2452, 2454, 2456, 2458, 2460, 2462, 2464, 2466, 2468, 2470, 2472, 2474, 2476, 2478, 2480, 2482, 2484, 2486, 2488, 2490, 2492, 2494, 2496, 2498, 2500, 2502, 2504, 2506, 2508, 2510, 2512, 2514, 2516, 2518, 2520, 2522, 2524, 2526, 2528, 2530, 2532, 2534, 2536, 2538, 2540, 2542, 2544, 2546, 2548, 2550, 2552, 2554, 2556, 2558, 2560, 2562, 2564, 2566, 2568, 2570, 2572, 2574, 2576, 2578, 2580, 2582, 2584, 2586, 2588, 2590, 2592, 2594, 2596, 2598, 2600, 2602, 2604, 2606, 2608, 2610, 2612, 2614, 2616, 2618, 2620, 2622, 2624, 2626, 2628, 2630, 2632, 2634, 2636, 2638, 2640, 2642, 2644, 2646, 2648, 2650, 2652, 2654, 2656, 2658, 2660, 2662, 2664, 2666, 2668, 2670, 2672, 2674, 2676, 2678, 2680, 2682, 2684, 2686, 2688, 2690, 2692, 2694, 2696, 2698, 2700, 2702, 2704, 2706, 2708, 2710, 2712, 2714, 2716, 2718, 2720, 2722, 2724, 2726, 2728, 2730, 2732, 2734, 2736, 2738, 2740, 2742, 2744, 2746, 2748, 2750, 2752, 2754, 2756, 2758, 2760, 2762, 2764, 2766, 2768, 2770, 2772, 2774, 2776, 2778, 2780, 2782, 2784, 2786, 2788, 2790, 2792, 2794, 2796, 2798, 2800, 2802, 2804, 2806, 2808, 2810, 2812, 2814, 2816, 2818, 2820, 2822, 2824, 2826, 2828, 2830, 2832, 2834, 2836, 2838, 2840, 2842, 2844, 2846, 2848, 2850, 2852, 2854, 2856, 2858, 2860, 2862, 2864, 2866, 2868, 2870, 2872, 2874, 2876, 2878, 2880, 2882, 2884, 2886, 2888, 2890, 2892, 2894, 2896, 2898, 2900, 2902, 2904, 2906, 2908, 2910, 2912, 2914, 2916, 2918, 2920, 2922, 2924, 2926, 2928, 2930, 2932, 2934, 2936, 2938, 2940, 2942, 2944, 2946, 2948, 2950, 2952, 2954, 2956, 2958, 2960, 2962, 2964, 2966, 2968, 2970, 2972, 2974, 2976, 2978, 2980, 2982, 2984, 2986, 2988, 2990, 2992, 2994, 2996, 2998, 3000, 3002, 3004, 3006, 3008, 3010, 3012, 3014, 3016, 3018, 3020, 3022, 3024, 3026, 3028, 3030, 3032, 3034, 3036, 3038, 3040, 3042, 3044, 3046, 3048, 3050, 3052, 3054, 3056, 3058, 3060, 3062, 3064, 3066, 3068, 3070, 3072, 3074, 3076, 3078, 3080, 3082, 3084, 3086, 3088, 3090, 3092, 3094, 3096, 3098, 3100, 3102, 3104, 3106, 3108, 3110, 3112, 3114, 3116, 3118, 3120, 3122, 3124, 3126, 3128, 3130, 3132, 3134, 3136, 3138, 3140, 3142, 3144, 3146, 3148, 3150, 3152, 3154, 3156, 3158, 3160, 3162, 3164, 3166, 3168, 3170, 3172, 3174, 3176, 3178, 3180, 3182, 3184, 3186, 3188, 3190, 3192, 3194, 3196, 3198, 3200, 3202, 3204, 3206, 3208, 3210, 3212, 3214, 3216, 3218, 3220, 3222, 3224, 3226, 3228, 3230, 3232, 3234, 3236, 3238, 3240, 3242, 3244, 3246, 3248, 3250, 3252, 3254, 3256, 3258, 3260, 3262, 3264, 3266, 3268, 3270, 3272, 3274, 3276, 3278, 3280, 3282, 3284,