

IMPORTANT DOUBLE EVENT

1st. Continuation of Our Underselling Event of Early Fall Merchandise
 2nd. The Last Day of the Big Fall Opening Sale in the Bargain Basement

To-morrow, Saturday, A Big Day In Our Women's Shoe Department

Our New Shoe Department joins the Great Underselling Event with hundreds of the most wonderful values and desirable styles produced this season.



The Newest Fall Black and White Combination Shoes for Women that will cost \$7.50 later. **Early Fall Price, \$5.95**

Entirely new and shown only at Kaufman's in Harrisburg. High cut, 8 1/2-inch, new scalloped vamp, lace model, newest receding toe. All sizes.

Women's African Brown Lace Shoes that will cost \$7.50 later. **Early Fall Price, \$5.95**

Made of the best leather produced, 8 1/2 inches high, latest Fall recede toe, Spanish heel and all sizes. An unbeatable value.

Women's Navy Blue Shoes that will cost \$4.50 later. **Early Fall Price, \$3.95**

Made in the styles most popular for Fall wear. Patent colt and dull kid skin, lace model, newest toe shape and all sizes.



First Floor, Rear.

KAUFMAN'S

MARKET SQUARE
 "UNDERSELLING" STORE

Men's, Women's and Children's New Fall Sweaters

Ladies' New Fall Coat Sweaters that will cost \$3.50 later. **Early Fall Price, \$2.95**

Splendid values in white and colors, and a big assortment of different popular new styles. All sizes. **\$4.95, \$7.95 to \$8.95**

Hundreds of Ladies' New Fall Coat Sweaters. Plain colors, Blazer stripes, plain colors with contrasting colored collar and cuffs, popular styles with narrow or broad belt and sashes. All sorts of new novelty weaves in all sizes, from **\$4.95 to \$8.95**

Underselling Women's Newest Fall Gloves

Women's New Fall Cham- **75c**
 oisette Gloves, a pair,
 White and black two-button style; an extra special good quality. All sizes.

Women's New Fall Kid Gloves

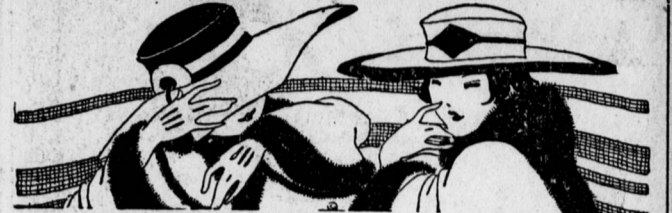
Vast assortment of different styles, black, white and colors, in all sizes and the best qualities; perfect fitting, now being under- **\$1.25 to \$2.00 a pair**

Underselling Girls' Newest Fall Dresses

Girls' Newest Fall WASH DRESSES that will cost \$1.50 later. **Early Fall Price, 95c**

A vast variety of new plaid gingham, plain color reps, etc.; smart new Fall models, in all sizes and colors.

Girls' Newest Fall WASH DRESSES that will cost \$2.50 later. **Early Fall Price, \$1.95**



First Showing of the New Fall Trimmed Millinery

Revealing a Choice Gathering of the Most Popular Styles at Attractive Underselling Prices **\$2.90, \$3.90, \$5.90 to \$6.90**

Hundreds of charming new models Black and Colored Velvets, in a bewildering array of different styles Tam o'Shanter and scores of other new fall shapes that will be most worn throughout the new season. A style, a color, a new stunning effect to suit the most particular taste.

SPORT HATS in a great variety of new shapes, colors and styles. Prices range from **\$2.90 to \$6.90**.
 Second Floor, Rear.

Underselling Event of Women's and Misses' Newest Fall Suits, Coats, Dresses and Skirts

Fashion Says: "It's" a Dress Season

With the preference strongly favoring Serge and Satin Dresses, of which the Kaufman Ready-to-Wear Store shows an almost endless variety. Colors are Black, Navy, Dark Brown, Dark Green, Burgundy and Plum.

Large collars of Georgette crepe, satin or colored broad-cloths are a conspicuous new style touch of the new dresses, as are also girdles and belts of various widths and styles. Long straight effects, Basque, Redingote and Tunic models in bewildering variations of styles, are all strongly in evidence. Queer roomy pockets, Oriental embroidery and beaded bands are just a few of the new trimming effects shown on the many different models. But above all we are told

The Kaufman Store Is Showing More New Dresses Than All Other Harrisburg Stores Combined

More than 300 Silk and Serge Dresses have arrived in the past three days. The latest models turned out by the best tailors in New York and go on sale to-morrow Saturday at our Famous Underselling Prices.

The Loveliest New Silk Poplin Dresses, \$5.98 to \$8.95
 Fashionable Satin Dresses for Large Women, \$8.95
 Charming New Taffeta Silk Dresses, \$10.00 to \$25.00
 Only the Newest Satin Dresses, \$7.50 to \$20.00



500 OF THE NEWEST FALL SUITS For Women and Misses Ready For Saturday's Selling

Women's and Misses' Newest Fall Coat Suits that will cost \$20.00 later. **Early Fall Price, \$15.00**

Made of handsome Whipcords and Poplin; newest long coat effect with guaranteed satin linings. Full belt or half belt coats. Velvet collars and cuffs. Colors are black, navy blue, green and brown.

Women's and Misses' Newest Coat Suits that will cost \$25.00 later. **Early Fall Price, \$19.75**

Stunning new models, some trimmed with fur; velvet or self trimmed. The new long coats are lined with guaranteed satin or peu de cygne. Materials include Gabardine, Men's Wear Serge, Velour, Velour Checks and Poplins; lined with guaranteed beau de cygne and fine guaranteed in. Newest skirt effects. Velvet or fur-trimmed models. All sizes and all colors.

Women's and Misses' Newest Coat Suits that will cost \$30.00 later. **Early Fall Price, \$24.75**

Women's and Misses' New Fall Skirts. \$2.95 to \$7.50
 Women's and Misses' Black Satin Skirts, \$5.95 up
 Women's and Misses' New Fall Skirts, \$5.95 to \$8.95
 Second Floor.



Underselling The Newest Fall Waists

Women's and Misses' New Fall WAISTS that will cost \$1.25 later. **Early Fall Price, 98c**

White voiles, organdies and white China silk. All beautiful new styles and all sizes.

Women's and Misses' New Fall WAISTS that will cost \$2.50 later. **Early Fall Price, \$1.98**

A big collection of lovely new Fall styles in Georgette crepes, silk crepe de chine; white, black and colors. All sizes.

Women's and Misses' New Fall WAISTS that will cost \$3.50 later. **Early Fall Price, \$2.95**

Attractive new striped Tub silk, black silk; plain white and embroidered; white crepe de chine silk, Georgette crepes. A large assortment of this season's newest styles and sizes.
 First Floor.

To-morrow Is Hat Day for Men & Boys

"Young's" New Fall Hats, **\$3.00**

Noted for their smart style and general superior quality. We are sole agents in Harrisburg for this famous make and open the season to-morrow with a full line of the latest Fall shapes and shades in both soft hats and Derby style. All sizes.

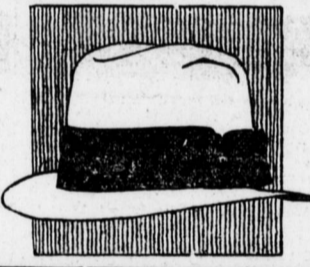
Boys' New Fall Hats, **50c**

Newest styles, handsome material, sold in other stores at 75c.

The Famous Kaufman Special Fall Hats for Men, **\$1.50**

Are here again in the latest Fall shapes and shades. Soft and Derby styles. Same quality, same good new styles other stores sell at \$2.00 and \$2.50.

First Floor, Front.



The Last Day To-morrow, Saturday, of the Big Opening Sale in the Bargain Basement

Thousands Of Square Yards Of Linoleums At Remarkable Big Savings (Bring Your Measurements)

50c New Process Linoleum, 2 yards wide; many good kitchen and bathroom designs to choose from. **Special, 39c**
 65c Heavy Printed Cork Linoleum, in good designs; two yards wide. **Special, square yard, 48c**
 \$1.25 Heavy Inlaid Linoleum; two yards wide; wonderful tile and hardwood designs. **Special, square yard, 89c**

BLANKETS

Good Heavy Cotton Blankets, in tan or gray, with colored borders. **Special, pair, \$1.25**
\$1.25 Double Bed Size Cotton Blankets, in tan or gray, with handsome colored borders. **Special, pair, \$2.00**
\$1.50 Gray Cotton Blankets, full size and good heavy quality; colored borders. **Special, pair, \$2.25**
Woolnap Plaid Blankets—full size and good heavy quality; all colors. **Special, pair, \$2.10**
\$2.50 Fancy Plaid Blankets, full size; pink and blue plaids. **Special, pair, \$3.00**
\$3.00 Slumber Robe Blankets, in beautiful Indian designs and colorings. **Special, \$2.00**
\$2.50 Handsome Robe Blankets, extra heavy quality and good designs. **Special, \$2.95**



MEN! We Are Underselling the Newest Fall Suits and Pants BUY NOW AND SAVE MONEY LATER ON

Men's and Young Men's New Fall Suits, **\$12.75**

These new fall suits are exceptional values. We offer you over fifty different patterns of all wool cassimeres and fine worsteds. You will find these suits sold in most store at \$15.00. Why not save \$2.25 now? Sizes for men and young men.

500 Pairs of Men's Pants at Prices That Means a Saving From \$1 to \$2

Men's Pants at **\$1.00**
 Made to fit. Good strong cloth, in neat mixtures.

Men's Pants at **\$1.50**
 The best looking pants we ever offered at this price—neat mixtures, in checks and stripes. All sizes.

Men's Worsteds **\$2.00**
 You will pay \$3.50 later on for these pants. All sizes.

Men's Sun-Proof Serge Pants, **\$2.69**
 All wool, fade proof, well made, seams taped. You will pay \$4 later for these pants.

Your Choice of \$4.00 and \$5.00 Pants, **\$3.00**
 Odd lots of fine all wool worsted pants, handsomely made.

The New L. and M. System Clothes for Men and Young Men

One of the very best popular-priced lines of Men's Clothing made. Materials are the best procurable; models new and up-to-the-minute. All hand-tailored and finished. This famous line will make a splendid addition to our Department of Men's Clothing. Prices, **\$15.00 to \$22.50**

Boys' New Fall Suits On Sale To-morrow Saturday At Special Low Underselling Prices

You'll save money by buying your Boys' School Suit To-morrow.

BOYS' NORFOLK SUITS, **\$2.50**
 Will pay \$3.50 later for these good sturdy suits; sizes 6 to 17 years.

BOYS' ODD PANTS, **50c**
 You will pay 69c later.

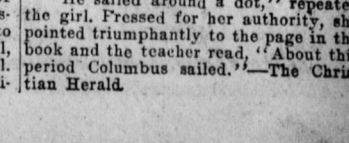
12 1/2c Red Border Huck Towels—also plain white; size 18x36 inches; dozen, **95c**; 2 for **25c**
 15c Fine Turkish Bath Towels—large size; hemmed; special, each **15c**
 35c Extra Heavy Turkish Bath Towels—hemmed with corded border. **Special, each, 25c**
\$1.50 Heavy Crochet Bed Spreads—hemmed ready for use; special, each, **\$1.25**
\$1.75 Crochet Bed Spreads—full size and heavy Marcelline patterns. **Special, each, \$1.49**
\$2.00 Good Heavy Crochet Spreads—full size; hemmed ready for use. **Special, each, \$1.79**
 8c Calicoes, in blue and gray; remnant lengths. **Special, yd., 5c**
 7c Brown Muslin, 36 inches wide; good heavy quality. **Special, yd., 5c**
 10c Outing Cloths, in light colors, heavy quality. **Special, yard, 7c**
 15c Fine Panama Checks, 36 inches wide; extra fine quality for underwear. **Special, yard, 8c**
 22c Muslin Pillow Cases—size 45x35 inches. **Special, each, 9c**
 17c Good Muslin Pillow Cases—3 1/2 inch hem; size 42x36 inches. **Special, each, 12 1/2c**
 18c Fine Grade Pillow Cases—hemmed; size 42 and 42x36 inches. **Special, each, 15c**
 Full Size Hemmed Bed Sheets—with 3-inch hem; good quality. **Special, each, 55c**

The Biggest Rug Values Ever Offered

\$7.00 WOOL FIBRE RUGS—9x12 ft., large assortment of patterns and colors. **Special, \$4.95**

9x12-FOOT RUGS

\$15.00 Highpile Tapestry Rugs, \$11.95
\$17.50 Good Grade Tapestry Rugs, \$13.95
\$18.50 Tapestry Brussels Rugs, \$14.95
\$22.50 Heavy Tapestry Rugs, \$17.95
\$25.00 Best Grade Tapestry Rugs, \$19.95
\$25.00 Axminster Rugs, \$19.95
\$29.50 Axminster Seamless Rugs, \$24.95
\$29.50 Wilton Velvet Rugs, \$24.95
\$12.50 6x9 Tapestry Rugs, \$9.39
\$15.00 8.3x10.6 Tapestry Rugs, \$11.95



Farmers! Advertising Brings Customers for Everything You Produce "Farm and Fireside," in an article advocating the use of the mails by farmers to bring business, gives several examples of men who made money by advertising their products. In the article this occurs:

"At this point I entered the conversation. I told them about a man in northeast Kansas who sells all of his crop from a 100-acre apple orchard by parcel post. He makes cider of all of the apples he can't sell for \$1 a bushel. The freshly pressed apple juice is heated to 160 degrees Fahrenheit and put into clean, sealed barrels. The barrels are sealed up to prevent ferment bacteria finding their way into the cider. When this orchardist desires to sell the cider it is drawn off from the barrels, heated to 160 degrees for half an hour and bottled in quart bottles. Each bottle is wrapped in paper. This prevents them from striking against one another and breaking.

"A traveling salesman then told us about an Indiana farmer who is selling butter and eggs by mail. He said that it sometimes cost his friend 50 cents to get a customer, but that reorders soon cut down the expense of the first advertising. According to the traveling man, this Indiana business farmer could afford to pay as much as \$1 apiece to get customers. In other words, he could afford to pay \$6 for an ad that only brought six orders if he could keep the trade of those six persons."

Our old horse-wapping friend, David Harum, would find little joy in the mail order horse trade. If you asked him to look at a photograph and read the description of some fine young Percheron, and then send his check to some man several hundred miles away, he certainly would sniff. Yet the mail order traffic in live stock has been extended to horses. It began with poultry. It was easy to buy a setting of eggs or a young cockerel from some distant breeder. Then people began to buy and sell pigs and calves by mail, and the plan was found to work well. Now, says Bentley, of Colorado Agricultural College, "many reliable horse breeders are selling through description and satisfying customers, so if the pure bred stock is outgrowing the local demand, it pays to advertise."—Farm Life.

She Circumnavigated the Idea It was the first day of her first term of school, and the new teacher called up the class and asked a large girl to tell of Columbus' voyage.

"Well," said the girl, "Columbus started out and sailed around a dot."

"What?" said the astonished teacher.

"He sailed around a dot," repeated the girl. Pressed for her authority, she pointed triumphantly to the page in the book and the teacher read, "About this period Columbus sailed."—The Christian Herald.