

1907 E. A. HOOTON'S 1915 Bamberg's Largest Exclusive Ladies Store

WITH THIS MONTH WE CLOSE THE MOST SUCCESSFUL YEAR IN THE HISTORY OF OUR EIGHT YEARS IN BUSINESS. IT HAS BEEN OUR ONE OBJECT SINCE THE OPENING DAY OF HOOTON'S LADIES' STORE AND MILLINERY PARLOR EIGHT YEARS AGO, TO MAKE IT THE LEADING STORE OF ITS KIND IN THIS SECTION OF THE STATE. WE BELIEVE WE HAVE DONE THAT, FOR THERE IS NOTHING MORE CONVINCING THAN THE FACT THAT NOT ONLY EACH MONTH, BUT EACH YEAR, OUR BUSINESS CONTINUES TO GROW. STILL WE ARE NEVER SATISFIED, BECAUSE WE ARE CONTINUALLY WORKING TO GIVE THE GIRLS AND LADIES SOMETHING EVEN BETTER.

JUST EIGHT MORE SHOPPING DAYS BEFORE XMAS.

Naturally the question is: "Where will you shop?" We suggest HOOTON'S. WHY? Because a store that has the most complete assortment at the beginning of, and during the season, would naturally have a more complete line at the end of the season. And the fact that we never carry goods from one season to another indicates that you can get goods here for far less than their real value, for we prefer carrying over a small amount of money to a large amount of goods. You know we do not carry goods from one season to another, and if the prices were not unusually attractive we would be compelled to. The knife has been put to the prices on what we might have to carry over if we held them at regular prices. You owe it to yourself to read every line of the offerings below. Every price means a big saving to you. If it is possible that the reader of this is not yet a customer, come at once, as scores of new customers are doing each season. Come, we shall expect you.



READY-TO-WEAR—COAT SUITS

THESE WE HAVE A FEW OF, POSSIBLY JUST THE KIND AND COLOR YOU WOULD LIKE. IF YOU DID NOT INTEND TO GET A SUIT THIS SEASON, YOU MAY CHANGE YOUR MIND IF YOU SEE THESE ANY SUIT IN THE STORE THEY SOLD ORIGINALLY TO CLOSE OUT FOR A \$10.00 BILL FROM \$15.00 TO \$27.50 SEE THE SUITS AND BE CONVINCED.

CLOAKS—Do you intend to get one this season? If so, now is your time. Our loss is your gain. We have them in most of the popular sizes. We do not intend to have any at Xmas, hence the prices:

- One lot to close out at \$1.75, Children's.
- One lot to close out at \$3.00, Misses'.
- One lot to close out at \$5.00, Ladies'.
- One lot to close out at \$7.50, Ladies'.

One lot to close out at \$10.00, Ladies'.

DRESSES—These we have a few to select from, maybe just the one you want, and at a price that you will be glad to pay.

RAIN COATS—These we have a nice assortment of. Nothing nicer and more serviceable for an Xmas gift than one of these, and the prices you will find correct.



HOSIERY AND GLOVES.

Our line of Hosiery is complete in every respect. We have them for Infants, Children, Girls and Ladies, in Silk and Lises, and at prices you will be glad to pay. Come and look the line over.

GLOVES—This department has never been more complete than at this time.

Long Silk Gloves, regular \$1.25 and \$1.50 quality reduced to \$1.00.

Long Swede Gloves in White and Natural, worth 75c, reduced to 50c.

Short Gloves in Black and White, the Standard quality.

DRESS GOODS AND SILKS.

Maybe you prefer the material to something ready to wear. If so, this is your opportunity to get nice, new, serviceable material at a small cost.

44-inch Serges in Navy, Brown and Black, \$1.00 quality at 85c.

44-inch Poplin in Navy and Black, \$1.00 quality at 85c.

44-inch Serge in Black and Navy, the 85c quality, at 65c.

36-inch Serges in Brown, Black and Navy, 50c quality, 40c.

36-inch Wool material, 50c quality, at 40c.

SILKS—If you wish something for a Waist or Dress, this is your opportunity to get either or both. Note the price:

All 27-inch Fancy Silks up to \$1.25 per yard, to close out at 85c.

All 36-inch Fancy Silks up to \$1.50 per yard, to close out at \$1.00.

All 36-inch Messalines up to \$1.50 per yard, to close out at 80c.

All 50c Silks in Plain and Fancy, to close out at 40c.

MILLINERY.

Our Millinery department has proven its value to you by the work and new ideas that find their first introduction here. Miss Rutledge is still here on the job. So if you want something in the Millinery line done, see her now, she will leave in a few days. She is the first to come, and the last to go. There is a reason.

We are offering the very latest and finest Millinery to be had at prices that defy competition. You can't afford to overlook this. Not only Hats, but everything in the department at a price that will please you.



UNDERWEAR.

We believe we have the most complete line of this for the Ladies, Girls and Children to be seen anywhere. So if you need a garment of any kind, this is your chance to get your winter outfit at a small cost:

Ladies' Union Suits, the \$2.25 Suits, for \$1.90.

Ladies' Union Suits, the \$1.00 quality, at 85c.

Ladies' Pants, the \$1.25 quality, at \$1.00.

Ladies' Vests, the \$1.25 quality, at \$1.00.

Ladies' 50c Vest and Pants at 40c.

Children's 50c Union Suits at 40c a Garment.

Children's 25c Vest and Pants at 20c a Garment.

HANDKERCHIEFS.

This department is more complete than any previous showing we have ever had, and if you have ever bought Handkerchiefs at Hooton's, you will know what to expect when you ask for Handkerchiefs here.

We have them one in a box.

We have them two in a box.

We have them three in a box.

We have them four in a box.

These range in price from 15c to \$1.50 a box.

We also have them in open stock at any price you would like to pay. There is nothing better for an Xmas gift than Handkerchiefs.

PIECE GOODS.

One lot of Linen Panama, in colors and Black, sold originally at 50c, to close out at 40c.

One lot of Crepe De Chines in White, Black and colors, the 50c quality, to close out at 40c.

One lot of Cotton Garbadines in all the good shades as well as White and Black, originally 35c, now 25c.

One lot of Linen Crash, in Grey and Natural, were 35c, to close out at 25c.

GALITEA—Nothing better for the Children. We have it in Black and most of the Stripes, regular 15c quality, while they last, 12 1-2c.

RIBBONS.

This department is filled with the most complete assortment of Ribbons ever shown in this section; but we have put the prices on to make it move fast, for now is one of the greatest of all times for Ribbon.

Satin and Taffeta worth 75c and 80c will be sold at 40c.

Satin and Taffeta worth 35c and 40c will be sold at 25c.

One lot of Taffeta Ribbons worth 15c and 20c at 10c.

One lot Hair Bow Ribbons worth 35c at 25c.

All Fancy Ribbons to close out at cost.

Grosgrain Ribbons, White, Black and Tan, for slipper laces, at 10c and 12 1-2c.

HATS



This department is filled with values. We invite you to come and inspect same. This is indeed your opportunity to get a nice Hat for a small price.

All \$10.00 Trimmed Hats reduced to \$6.00.

All \$8.00 Trimmed Hats reduced to \$5.00.

All \$6.00 Trimmed Hats reduced to \$3.75.

All \$5.00 Trimmed Hats reduced to \$2.75.

All \$2.25 Trimmed Hats reduced to \$1.35.

All \$5.00 Shapes reduced to \$3.25.

All \$4.00 Shapes reduced to \$2.75.

Other Millinery in proportion.

WE WANT YOUR BUSINESS, WE NEED YOUR BUSINESS, AND INTEND TO HAVE YOUR BUSINESS IF GOODS, SERVICE AND PRICE COUNT FOR ANYTHING.

WE THINK THE ABOVE PRICES WILL IMPRESS UPON OUR CUSTOMERS AND FRIENDS IN A SUBSTANTIAL WAY. OUR THANKS FOR THEIR LIBERAL AND LOYAL PATRONAGE OF THE PAST. WE HAVE NOTHING TO GIVE BUT VALUES, AND EVEN IF WE HAD, WE DO NOT KNOW OF A BETTER GIFT THAT EACH AND EVERY CUSTOMER CAN SHARE IN THEM BY PLACING GOODS THEY NEED WITHIN THEIR REACH. WE SHALL EXPECT EACH AND EVERY ONE OF OUR CUSTOMERS AND FRIENDS TO SHARE IN THE VALUES WE WILL GIVE, AND WISH FOR EACH AND EVERY ONE A MERRY XMAS AND A HAPPY AND PROSPEROUS NEW YEAR.

Come and see what Hooton is really doing, if you do not wish to buy. Always busy, there's a reason.

HOOTON'S LADIES STORE AND MILLINERY PARLOR