

## A Bargain at the Journal Office

In order to place more farmers on the Evening Journal list, we will join with the one-day bargain business houses, and offer every farmer that comes to Plattsburgh on this day the

**Evening Journal for one year at \$2.50**

This price is for the one day only and only applies to our mailing list. We will also accept readers who are now on the Semi-Weekly list, and allow credit for the amount they are paid in advance on the same. Bear in mind this price is for one day only, and only on our mailing list.

**NOW IS THE TIME TO SUBSCRIBE**

## Special Shirt Sale

For Saturday ONLY, we offer the following lots of Shirts from our regular stock at prices far below regular:

**Lot No. 1.** Ferguson-McKenny Shirts—neck-band style, cuffs attached, in blue chambrays, and neat black and white patterns, worth 75c, sale price, **40c each.**

**Lot No. 2.** Ferguson-McKinney Shirts, soft collar attached, in light weight flannel, new stripe patterns, worth 75c and \$1.00, sale price, **45c each.**

**Lot No. 3.** Contains what we have left from last season in Manhattan and Ferguson-McKinney Shirts, neckband style, cuffs attached, pleated and plain bosoms, regular price \$1.25, \$1.50 and \$2.00. Sale price, **85c each.**

Stetson Hats

*Falter & Thieroff*  
VALUE GIVING CLOTHIERS

Manhattan Shirts

## Two Big Bargains for Saturday at E. A. WURL'S

**Any Umbrella** in the store, former selling price up to \$2.00, during this bargain day, at each... **98c**

This includes Men's and Women's size, take down or regular handles, 7, 8 and 10 ribs.

### SOAP SPECIAL

**10 Bars** of "Diamond C," "Lenox," "Beat-Em-All," "Swift's Pride" or "Hawkeye" Soap for... **25c**

Not Over 50c Worth to Any One Customer

## Streight & Streight

### FURNITURE DEALERS

Will on this special Sales' Day offer you any Dresser in their store at cost, ranging in price from

**\$7.00 Up**

This means at cost and you will find such to be true. We will order Dresses to suit our patrons on the same terms.

gain Day that the people of Plattsburgh County ever saw. Real bargains found at almost every store in the PLATTSBURGH COUNTY. **ONE DAY ONLY--- SATURDAY, OCTOBER 11th**

that will be new to the county, but has been seen in cities and villages in the county by the numerous people who have seen the house in the city is marked at prices, and compare you will find that this is a bargain. The articles are marked at prices that will convince the people of the value of their business. In addition to the numerous other courtesies, the moving pictures will be continuous from 2 to 5:30 p. m.

## FREE AUCTION SALE

The Commercial Club of this city will furnish an auctioneer, who will be stationed at the city hall, corner of 5th and Vine Sts., for the purpose of selling all surplus stock, farm machinery, or in fact, any article that you may have on your premises that you are desiring to dispose of. This will not cost you a single penny, and every effort will be made to secure the best possible price for all goods placed on sale. This is the feature of the day that the business men are desirous of making the greatest success, for it means more to you at the present, and more to the business men and the city in the future. Now let every farmer in the county and every person in the city having stock or anything else that they wish to dispose of bring it with them, this is the only way we can make this feature a success.

The Commercial Club also offers to all patrons of the Bargain Day Sale free tickets to the Gem Moving picture show. Tickets will be given for the asking with purchases made at any of the stores listed in this sale. The moving pictures will be continuous from 2 to 5:30 p. m.

## All Bargains for cash

Everybody will also bear in mind that all the prices quoted on this page are for cash only, and are for the one day—if you fail to be here next on Saturday, do not ask for these prices on Monday.

**Something to Sell? Auction Starts at 2:30**



### Special Sale on MEN'S TIES

Saturday, October 11th  
Your choice of four-in-hands and bat wings at **25c**

All the patterns and up-to-the styles.

**Wm. Holly**

A complete line of Sincerity Suits and Overalls, Silver Shirts and Collars, Shoes, Trunks, Bags and Tiger Hats.

### Dress Silks--Two days only

Our entire stock of Silks will be put on sale Saturday, October 11th and the following Monday. Remember that we do not handle anything but reliable merchandise. You will have an opportunity to fill your wants at a price you never heard of.

**ZUCKWEILER & LUTZ**

## A. G. Bach & Company

GROCERIES AND PROVISIONS

Here you will be surprised at the genuine bargain we are offering for this day only. You know the price of these goods—place judgment on their value.

**Washburn-Crosby Gold Medal Flour \$1.20 per sack**

**Horseshoe Tobacco 43c per lb.**

We call your attention to our excellent line of GROCERIES and PROVISIONS. The above prices are for CASH only.

## 10 % off on Footwear!



That's the order of things for Saturday, October 11th. Pick out any pair of shoes in our stock and they're yours at 10 % off the regular price. We want to give a plain and square discount in order that every buyer may know just what to expect. It matters not what you may want in footwear for men, women and children, if it is in our stock, you may have it at 10 % off the regular price.

**Fetzer's Shoe Store**

## W. B. Murdock's Variety Store

SIXTH ST.

Copyright Novels	39c
Brooms	22c
Glass Syrup Pitchers	9c
Covered Butter Dishes	9c
Blown Tumblers, 6 for	22c

Many BARGAINS in Useful Articles

## Bargains for the Ladies

Case Corsets at these prices on Sales Day only, \$1.25, \$1.50, \$1.75 and \$2.00 Corsets for... **\$1.00**

—actually costs that at the factory

### Bargain for the Men

Heavy fleece lined Underwear, regular 50c value, for this one day only, per garment... **39c**

### THE VARIETY STORE

THIRD DOOR EAST OF THE BANK OF CASS COUNTY

## SPECIAL SALE on "Wallace" Silverware

Saturday, October 11  
**TWENTY PER CENT DISCOUNT ON THE FULL LINE**

Window Display will Tell the Story

### B. A. McElwain Jeweler

"On the sunny side of Main street"

## M. HILD Furniture & Undertaking

Offers a GENUINE BARGAIN in the way of

### Every Rocker in Their Entire Stock

The Regular Line and the BEST on the Market

**At a Reduction of Twenty Per Cent**

TO CLOSE OUT---A small number of Lace Curtains at Thirty Per Cent Discount

## At Bauer's Garage

Here is where you will find a bargain that no doubt will be needed by every auto owner, either at present or in the near future.

**Regular 75c Spark Plug at 35c**

FULLY GUARANTEED

**JOHN BAUER & SON**