

## Our New Policy One Price the Year Round



Suppose you come into our store in March
and bought a suit for $\$ 20.00$. Then a friend of yours comes along in July and buys the same suit for $\$ 15.00$. Wouldn't you be a little bit sore?
little bit sore?
Yet that is exactly what happens wher clearance sales prevail at the end of a season. We believe it is an unfair method and therefore have discontinued it.
A one-price policy now prevails in our store You can buy just as early in the season as you desire and be sure that you are getting the same price as the man who buys three months late
The Squareness of this PlanThe dealer as well as the customer gain something from this new policy. It is true that his profit may be smaller on each individual article sold, but the point is, he sell

anything by marking goods at or below cost for clearance purpose
The customer gets just what he pays for-no less and no more. He doesn't have to wait for sales and he doesn't have to worry about being stuck with seconds or inferior merchandise.

Try out this new plan. You're bound to like it. If there are any points which are not clear, let us explain them. Our lines of stock are standard, but our prices are lower. We do not offer bargains, but everything we sell is pure value. Fall in line with these new methods and save yourself money.

Come in and see our Summer Line of Society Brand, Kuppenheimer and Clothcraft Clothes-the prices are right.

