

MILES OF SMILES HERE!

# EXTRA EDITION

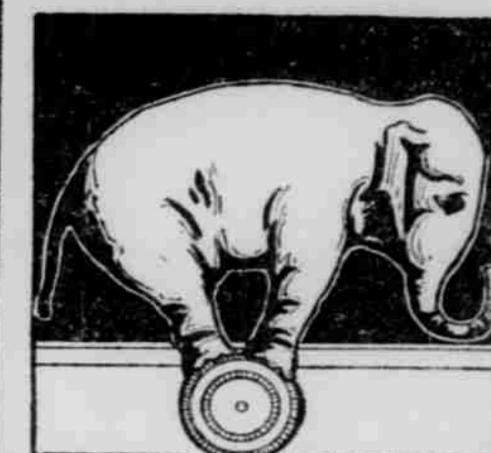
THOUSANDS OF BARGAINS HERE!



## Phone Your Friends--Tell Your Neighbors!

A STIRRING REVOLT AGAINST THE OLD WAY OF SELLING

¶ The greatest of all selling events closes Saturday night at 12 o'clock. Don't delay. Come and be one of the pleased friends of this great event. Specials every day until the end of this sale. Do not be disappointed—This is a CIRCUS OF BARGAINS. No tents; no animals—but lots of clean sport and a dollar saving opportunity such as you have never witnessed before. Follow the crowds to these staggering values. Take advantage of this opportunity to save. A dollar saved is a dollar made. Visit this price wrecking event of such gigantic proportions no ordinary store could weather the gale. But with six of the biggest mercantile establishments of Plattsburgh actively participating, the advantage to you is doubled, tripled, yea, increased six fold. Come, let us prove our assertions to your satisfaction.



# \$ DOLLAR DAY! \$

OPEN AT 10:00 A. M. WEDNESDAY, JULY 28th CLOSE AT 10:00 P. M.

—AT—  
**Soennichsen's**

MEN'S CHAMBRAY WORK SHIRTS  
Blue and Grey  
Plain and Striped Designs  
\$1.75 Kind  
Sizes Run to 15½ Only  
WEDNESDAY

**\$1.00**

—AT—  
**Fetzer's**  
DOLLAR DAY  
100 Pairs  
WOMEN'S CLOTH TOP SHOES  
Button and Lace Styles  
WEDNESDAY

**\$1.00**

—AT—  
**The Ladies Toggery**  
Children's  
WHITE DRESSES GO  
Sizes to 4 Years  
Value of These, \$5.00  
Look! Look!  
WEDNESDAY

**\$1.00**

## Wonderful Low Price Show! "BARGAINS CIRCUS" Plattsburgh's Great Selling Event!

**Wednesday, July 28th**  
Bring in a Dollar

### History Making Event

¶ Not to be classed with so called "Reduction" or "Clearance" Sales, but a Monstrous Merchandise Opportunity of such Gigantic Proportions as to create excitement throughout the town and country side.

¶ Think of it, Folks! Your unrestricted Choice of \$300,000 worth of Quality Goods—and all offered to you at a Sacrifice.

SALE CLOSING AT 12 P. M. JULY 31

### Get Busy Right Now

### PROGRAM

For the Winding Up Days  
WEDNESDAY, JULY 28—12th DAY.

OLD SETTLERS DAY  
Plattsburgh extends open arms and a royal welcome to all the old settlers of this community. Prizes will be awarded to the oldest couple in attendance this day. There will also be a tug of war, an old fashioned picnic and festival of fun.

THURSDAY, JULY 29—13th DAY  
PLATTSBURGH DAY

GRAND HOME COMING DAY. Write your friends who are away to return home for this day.  
CORONATION CARNIVAL AND BALL at night. Free open air dancing, music, confetti and hilarious fun. Crowning of the Queen and Prince of the Circus. Don't miss this big event.

FRIDAY, JULY 30—14th DAY.  
CHILDREN'S DAY

Fun of all kinds for the kiddies this day. So bring them all in for Children's day.  
Enter that baby at once in the baby contest. Six classes, many prizes offered.  
Program includes a "kid's" circus—prize parade of baby carriages, go-carts, wagons, etc.

SATURDAY, JULY 31—LAST DAY.  
WIND-UP DAY

Sensational flights by Lieut. Nielson, R. O. S., known as "The Flying Parson." Loop-the-loops, tail spins, nose dives and other great thrillers.

Music for your entertainment. Championship base ball game at 4:30. Wind-Up dance on the open air platform at night, given by the American Legion for benefit of new club home.

**Dollar Day**  
Make Your \$\$ Work

From 10:00 A. M.  
to 10:00 P. M.  
SATURDAY TO 12 P. M.

¶ For the benefit of the farmer, these six big stores will open at 10 o'clock mornings and remain open until 10 o'clock at night. This will give you all an opportunity to shop without breaking in on your routine of farm work.

¶ This is the greatest sale in point of value giving you have ever seen.

JOIN US TODAY—BE CONVINCED

—AT—  
**Wescott's**

Men's \$2 Ecrú  
Balbriggan  
UNION SUITS ON SALE  
Short Sleeves  
A Wonderful Bargain  
WEDNESDAY

**\$1.00**

—AT—  
**Wurl's**

36-inch Indian Head  
DRESS GOODS CUT  
Worth \$1 a Yard  
Your Chance to Buy Them  
Special for  
WEDNESDAY  
2 Yards for

**\$1.00**

—AT—  
**Dovey's**

Children's Fine  
GINGHAM DRESSES  
and ROMPERS  
Values Range up to \$3  
They'll go Fast  
WEDNESDAY

**\$1.00**

## SOME MORE DOLLAR DAY SPECIALS--WEDNESDAY

### SOENNICHSEN'S DOLLAR OFFERS

4 yds. honeycomb toweling, bleached. \$1  
3 lbs. cotton batting for.....\$1  
6 Downey cotton bats, total weight more than 3 pounds. 6 for.....\$1  
3 yards silkaline, good patterns, full 36 inches wide. Wednesday only.....\$1

### FETZER SHOE CO'S DOLLAR DAY

—You can save more than a Dollar on every pair of shoes in this great stock of—  
Ladies and Gents' Footwear  
—We are prepared to offer you some extra specials for Wednesday.

### BARGAINS AT LADIES TOGGERY

—150 pairs Ladies Silk Gloves, all colors, short lengths. Values \$1.50 up.  
Wednesday Only, \$1.00  
—75c silk lisle hose for women, assorted colors. Look at this—  
3 Pairs for \$1 Wednesday

### ONE DOLLAR DAY AT WESCOTT'S

—Men's fine cotton dress hose, black or brown; worth 35c. On sale for 1 hour  
Five Pairs for \$1.00  
—Boys' Knickerbocker pants, dark wool mixed patterns. Sixes 11 to 16.  
Wednesday Only, \$1.00

### WURL'S DOLLAR DAY BARGAINS

—Ladies embroidered and hemstitched handkerchiefs. Regular 20c grade.  
Wednesday, 9 for \$1.00  
—Genuine Seal Pax union suits for girls or boys. B V D style. Values, \$1.50 girls or boys. B V D style. Reg. \$1.50 up.  
Special Wednesday, \$1.00

### WHAT \$1 WILL BUY AT DOVEY'S

—300 pairs women's silk hose in tan, brown, white and gray. \$2 value.  
Wednesday Special, \$1.00  
—100 yds. 36 inch beautiful skirtings. Just right for now. Value \$2 a yd.  
Wednesday Only, \$1 a Yard

### THREAD GOING CHEAP AT SOENNICHSEN'S

Spool Cotton. 250 yard spools of No. 40 white best six cord sewing thread in No. 40 only, included in this great Circus of Bargains. You always need thread. Better get in on this early. Limit 12 spools to a customer, but it goes 3 spools for...  
**25c**  
Best Quality 9 4 Sheeting. Bleached, 94c; Unbleached, 84c.

### WESCOTT'S SONS OFFER TO LARGE MEN

Wednesday, July 28th, at 8:00 p. m., for ONE HOUR only we will place on sale 50 Men's Suits—large sizes only. These suits are valued up to \$35.00 and they will go like hot cakes at the Bargain Circus price of...  
**\$9.99**  
Blue Serges, Cheviots and Other Reliable Mixtures. All Go!