

THE PROGRESS OF THIS SALE

At Thrifty Shoppers

... the news columns would be carrying faithful re-
 port of actual values. . . . It seems to us, it is a
 merchants of a city like Plattsburgh combine in one
 ten days. If newspaper men were on their toes this
 country. . . . Where in the United States will you
 right now, at practically cost and in many instances
 cation of what you will find at these stores—50,000
 t saving event ever staged in this country.
 OF FRONT PAGE PUBLICITY.
 1st, ONLY, so take advantage of the remarkable

**MOMENTOUS
 USE EVENT
 POW!**

- The Popular Variety Store
- Soennichsen's Grocery
- Bestor & Swatek, Hardware
- Fetzer Shoe Company
- Bates Book & Gift Shop

A Glaring Bargain
 WONDERFUL 45-
 POUND MATTRESS... **\$7.65**

A climax of value giving which has created a tremendous response on the part of Bargain-Wise folks. We invite you to see this gorgeous bargain—just one of the hundreds. It is a full size, rolled edge mattress, made of selected all white cotton—guaranteed new and clean. Actually, it's a burning shame for a merchant to sacrifice his profit in this way, but we are doing our share to make this sale the Leviathan of all sales.

Greatest Success in Years!
 Selling of Men's and Young
 Men's 2-Trouser Suits at
\$18.50

No wonder this sensational event is going "like a house afire"—such values as are here. Men who know a bargain when they see one, will be genuinely astonished that such quality can possibly be offered at such a low price.

This 10-Day Sale will grow in value as our ability to sell such magnificent bargains becomes broadcast. You can prove that to your entire satisfaction by personally attending, and we know you will declare, "Never have I seen such fine merchandise so moderately priced."

Whatever the price you desire to pay, you owe it to yourself to see how much you can get here for your money.

At Wescott's Clothing Store

Answer This Clarion Call to Economy!

UNNER
 25 for 79c
Toggery

... 20-inch shadow-
 rainsook, in Peach,
 orchid. . . . We
 main like this and
 do it justice.
 pper will be sure
 tting a Supply

—at Bestor & Swatek Hardware
 This Store is Brimming Full of Unmatch-
 able Bargains—Get Your Share

LARGE SIZE ROLLING PINS, each 27c
 (Made of Austrian wood.)

POTATO MASHERS, Austrian wood, each 12c
 COPPER RIVETS, for Farmers' use, 1/2-lb. box . . . 18c
 SCYTHE BLADE, genuine German blade \$1.28
 CHRISTY SAFETY RAZORS, each 35c
 (with Package of Blades FREE)

This Sale Closes Saturday
 Night, July 31st
 Take Advantage of It Now.

25 Year Guaranteed Bed Springs
\$4.95

Christ & Christ Furniture Store
 Worth \$7.50. Don't say it can't be true. IT IS
 TRUE, as many people have already found out to
 their delight. . . . We never misuse the word
 "Bargain," because we realize that it would only
 be a knock for our business, and — we believe you
 will find a stor full of BARGAINS, such as has
 never greeted your eyes be-
 fore. We are into this sale
 wholeheartedly and will not
 take a back seat for anyone,
 when it comes to prices.

—at The Ladies Toggery
 Rayon Silk Musing Wear—\$3 Value
\$1.95

PEACH AND ORCHID
 CHEMIS STYLE

Hundreds of women who have purchased this Musing Undergarment have declared it one of the best bargains ever . . . and we believe you will find it impossible to buy the same garment (even on sale) for less than \$2.50 in any city store. Give your Dollars a Chance to Pull a Bigger Load.

BARGAINS WHICH WILL PROBABLY NEVER BE DUPLICATED AGAIN

**At PETRING'S
 Ford Garage**

Great Bargains in all Tires
 Goodyear and Firestone

PRICES THAT TALK

30x3 1/2 Cord Tires \$ 9.70
 30x3 1/2 Oversize Cords 10.75
 30x3 Fabric Tires 7.75
 32x4 Balloon Tires 17.90
 32x4 1/2 Balloon Tires 24.25
 29x4.40 Balloon Tires 12.10

10% Reduction on Labor
 also a Substantial Reduction
 on All Parts during Sale

**\$4, \$5, & \$6 Pumps
 Now \$2.95**

At Fetzer Shoe Co's

Unequaled in the annals of Bargaindom. These bargains pack our store and are being enjoyed by thousands. If you want to experience some remarkable satisfaction in saving, just come here now . . . these unusual bargains will surely satisfy you.

**NEW STYLES
 \$2.95**

**AT
 SOENNICHSEN'S**

You Will Find Unlimited Bargains

Cream Pitchers, 45c values . . . 29c
 Highly Decorated
 Preserving Kettles, 6-qt. 39c
 Gray-Blue Granite
 Water Sets, \$3 values \$1.95
 Colored—with Covered Jugs
 Etched Sherbets, set of 6 . . . \$1.40

3 FOR 25C COUNTER
 Aluminum Pans Pie Plates Bowls Vases, Etc.

A large Counter Filled—Choice
 3 pieces, 25c