There's a Big Sale inducements of an extraordinary nature to introduce the fall and winter stocks.

Most people know from experience the kind of goods we sell. They know that anything bearing our name is absolutely reliable and that the price paid for it is lower than it would be elsewhere. There's no secret about the cause-it's simply because we buy more and sell more than most people, because our selling power is of such huge proportions that we control the output of many makers and such a proceeding naturally enables us to command the lowest possible figures. The prices we name to you are sufficient guarantee that we share the benefits with you.

| Furnishings. | New Suits and Overcoats. | For Boys. Nobby Sailor Blonse suits |
| :---: | :---: | :---: |
| A lot of slightly soiled negli gee shirts, worth from | eoffering all wool cheviot suits worth 85.00 for |  |
|  | $\$ 3.95$; all wool cheviot and cassimere suits worth $\$ 7.50$ for | trom............ $\mathbf{\$ 2 , 9 8}$ |
|  | $\$ 5.00$; suits that are worth every penny of $\$ 10.00$ for $\$ 6.98$; |  |
| Shirts, esch......... 2 | equal the work the the fin finish and | nicest and most comfortable |
| der shirts, extra heavy, 10 | fashion and are shown hereabouts at $\$ 15, \$ 16.50$ and $\$ 20$, for $\$ 10.00,12.50$ and $\$ 15.00$. |  |
| Heary randorm mixed | Overcoats having as much warmth as $\$ 20.00$ ones and | pries range up |
|  | ing a liberal amount of wear, that are worth 8 \%, for |  |
| Rockford socke, closed top, | \$3.95; Overeoats that'll give satisfaction, that'll look nobby |  |
| heasy cotton, a pair . 46 | and will cost you 87.50 elsewhere, for 85.00 ; Overcoats that you'd be willing to pay $\$ 10.00$ and you'd get your money's | 86.00, on sale now. $\$ 2.98$ |
|  | worth, to, on sale here for 57.50; handsome overcoats |  |
| high band and turn down, each........ ${ }^{\text {a }}$, | those very smart long lengths as well as in the medium and |  |
|  | shorter lengths, the 813.50 and 815.00 values of other places, |  |
| 50 | here for \$10.00. | Sits, up ward from ... 1,90 |
|  |  |  |
|  | enuine satisfaction than the overcoata |  |
| card | \$12.50 and $\mathbf{\$ 1 5 . 0 0}$. They equal in every respect the $\$ 16.50$, |  |
| big price circul | 818.00 and 820.00 values of other people. | your money back. |
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