

—it's

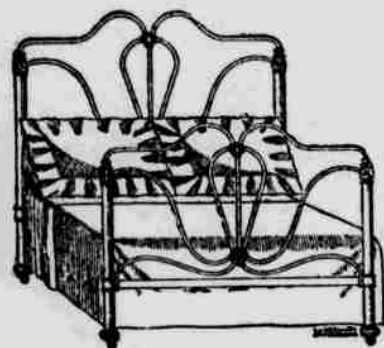
always a pleasure to show goods at this store. —you will not be urged to buy.

—here's an advertisement telling of splendid

furniture values—just a few items taken at random from hundreds of other equally as good bargains. We tell you frankly that we are anxious to have you notice these. The fact is, we've been making a special effort to break a selling record. We aim to make October the greatest month in the history of our business from a selling standpoint, and while the volume of trade that has come to us so far this month has been tremendous, yet we must do great things in the four remaining days. "Make October a record breaker," is the order that comes from headquarters—and we'll do it, for we are offering values in every department that must appeal forcibly to all economical buyers. Here's mention of just a few:

—out

of town patrons should know that we pay the freight within 100 miles.



—the

appearance of your home is what counts, both in your social and business standing; and this appearance, of course, is ninety per cent a matter of furniture.



—it's safe to buy

here—no goods are misrepresented, no values exaggerated. Goods are not marked up—then down, for the purpose of a special sale.



—a great bed value \$2.75

—we need only say it's a "Sanitare," the kind with a 10-year guarantee; will say, too, it's the best bed you ever saw priced at.....

\$2.75

—other patterns at \$2.25 to \$25.00

—only a short while to Thanksgiving!

—and a new Buffet will add so much to the appearance and convenience of the dining room. We are displaying a splendid line and most cordially invite you to call and see them.



—a dressing table, \$11.50

—full quarter-sawed oak, with French bevel plate mirror; a beautiful piece of furniture; yes, and a splendid bargain at the price....

\$11.50

—a Hoosier Kitchen Cabinet at a new price \$16.50

—not only a new price, but a new design and especially priced to introduce this new design. It's pretty generally known that Hoosier Cabinets are the best—not only known as the best, but the best known. They are standards by which all good Kitchen Cabinets can be judged. Some dealers may say "just as good as a Hoosier," but why be satisfied with something just as good, when you can buy this genuine new design Hoosier here at only.....

\$16.50

—we lead when it comes to stoves—

—a four-hole range made of blue steel—asbestos lined, duplex grate, pouch feed, check draft in pipe—yes, and guaranteed to bake. : : :



without reservoir price, \$25 with the reservoir price, \$30

—here is a

good base burner, and a beauty; it's heavily nickled, a stove that will heat three rooms and with least amount of fuel. You'll look a long while to find a stove anywhere near as good at anywhere near the same price—



\$40.00

—chairs, \$15 a set

—full quarter-sawed oak, good enough for anybody, not too good for you. The best chair values obtainable anywhere.

—\$15.00 for the set.

SPECIAL Davenport Bed \$20.00

—an automatic davenport bed—is a beautiful and sensible piece of furniture in any home. In a minute you can change this davenport into a most comfortable bed. This one we advertise is of solid oak, covered with good verona, colors dark red or green

a great bargain at \$20.00

The REASONS WHY WE ADVERTISE

BECAUSE

1. Because.
2. We find it pays.
3. All first-class Cutters and Tailors do.
4. We are not too stingy to do so.
5. We are not ashamed of our goods and our work.
6. We believe in large sales and small profits.
7. It pays to let folks know what we have got.
8. We cater to the intelligent class, and they read the papers.
9. We can talk to more people through the papers than through our mouth.
10. Our many years experience in the merchant tailoring business places us in a position to buy and sell cheaper than our competitors, who do not enjoy equal advantages.
11. Every garment cut and made by our expert workmen is fully guaranteed to satisfy the most exacting dresser as to price, quality and fit.
12. We manufacture our own stuff, and sell direct from the factory to the consumer, who gets the benefit of the middleman's profit.

The Worlds
Greatest
Tailors

YOURS FOR HONEST BUSINESS

The Scotch Woolen Mills Co.

J. F. GREGORY, Manager.

145 South 13th Street

P. S. ONLY \$15

For any Suit or O'coat in our house. Write, phone, call for samples