

# Man Is a Shy Shopper

Although he leaps to fight for glory at the cannon's mouth, and never thinks of flinching when called to brave danger or endure hardships, the average man collapses at the idea of shopping.

He knows what he wants, but would rather take a licking than "shop" around to find it. Mr. Man prefers to dodge into a store, plunk down his money, get his bundle and hurry out.

The Men's Department is JUST INSIDE THE EAST O STREET DOOR where it will be an easy matter for YOU to "dodge in," etc. The things specially priced for this week, and this includes nearly everything in the department—are displayed where it will be easy to see most of them. WE HAVE COMPETENT and COURTEOUS SALESMEN TO QUICKLY WAIT ON YOU.

Now, Mr. Man, we have taken cognizance of this fact in arranging our MEN'S DEPARTMENT FOR OUR GREAT SEMI-ANNUAL MEN'S WEEK SALE which begins Monday Morning and lasts All of this Week.

## Men's Week Sale Items

### \$1.50 White Shirts, \$1.10

600 White Shirts, **Plaited and Neglige**, made of Fancy Striped Madras, with wide or narrow pleats or plain bosoms and plain **White Muslin Neglige** Shirts, ALL OF WHICH ARE \$1.50 VALUES. Our price for THIS MEN'S WEEK ONLY \$1.10

### Neckwear Specials

#### New Silk 4-in-hand, 50c

This is one of the greatest values we have ever offered for a Half Dollar. There are seven different designs and colorings of silk patterns, which we have had made up in \$1.00 Shaped Ties. They are a very wide tie and the values for our price are really remarkable. WE HOPE YOU WILL LOOK AT THEM.

#### 25c Silk 4-in-Hands, 14c

600 Plain Color, Reversible Four in Hand Ties—made full length of Bara-Hon Silk. The colors include Maroon, Scarlet, Cardinal, Royal, Cadet, Navy, Smoke, Pearl, Heliotrop, Brown, and Black. Each 14c

#### \$3.00 Derby Hats, \$1.65

DURING MEN'S WEEK SALE we are offering a limited number of regular \$3.00 ROELOF SMILE DERBY HATS in six different shapes and all sizes, for the above very low price.

#### \$1.00 Heavy Flannelette Night Robes, 69c

These garments are cut full length and have the "V" neck, or flat collar. They are exceptional values for our price.

### Hosiery Specials

**SILK MIXED WITH FIBRE**—these are made by weaving two threads together, thus giving a high silk-like luster, but a MUCH BETTER WEARING SOCK THAN THE ORDINARY ALL SILK ONE. We consider them a good value for, pair 25c  
**MEDIUM WEIGHT COTTON HALF HOSE**, seamless, good fitting, in Black and Tan, and regularly sold for 15c a pair, are MEN'S WEEK SPECIALS at pair 9c

### Gloves

OUR LEADER in this line is an ENGLISH CAPE GLOVE in several shades of Tan. It is a glove that we think will give you good service. MEN'S WEEK, pair \$1.15

### Underwear

#### \$2.00 Heavy Wool Union Suit, \$1.38

These goods are "mill runs" and are subject to very slight imperfections, though not impaired as to service quality. A good quality yarn is invariably used and the fit is usually perfect.

#### \$1.00 Wool Shirts and Drawers, 79c

This is a serviceable, natural colored, flat wool garment.

#### \$1.00 Ecrú Cotton Union Suits, 79c

This is a Heavy Weight Cotton Garment, slightly fleeced. They are made ankle length, with long sleeves.

## Sweater Coats for Men---Some Very Special Values Offered

### \$7.50 Jumbo Knit Sweater Coat, \$4.98

The coat is made of Very Heavy Rope Yarn, has Shawl or high collar and is in "Dead Grass," Oxford or Maroon shades.

### \$5.00 Heavy Knit Wool Coat, \$3.98

This Sweater Coat is full fashioned, has high collar and double cuffs. It comes in Tan, Gray and Scarlet.

### \$20 and \$25 Value Suits

For MEN'S WEEK ONLY we make this offer. These are suits for Men and Young Men. They are all 1914 Fall and Winter Merchandise and are suits that usually sell for from \$20.00 to \$25.00. They are in nearly all the New Colors, Mixtures, Grays, and Navy Blue. The materials are Serges, Tweeds, Cheviots, Cashmeres, etc.

You know our Clothing Department is "Brand New" and we are establishing a clientele this year rather than attempting to make money from this department.

### \$3.50 Light Weight Wool Coat, \$2.98

This is a good Medium Weight Sweater Coat, made of fine yarn and is close knit. Its colors are Tan, Black and White.

### \$1.50 Wool and Cotton Mixed Coat 98c

These Sweater Coats are made in Gray Only. They are strongly made and especially adapted to rough wear. THEY ARE WARM AND SERVICEABLE.

### \$20 and \$25 Value Overcoats

We are showing a wide variety of models and materials in fabrics that are All Wool Chinchillas with Belted Back and Shawl Collars, Plaid Backed Cloth (warmth without weight), Kerseys, Light Top Coats, 50-inch Tweed Coats, in fact almost any style Overcoat you desire may be found here. FOR ONE WEEK ONLY for \$17.50.

### \$15.00 All-Wool Overcoats, \$11.98

This lot is made up of extraordinary values at this price. You can buy almost any style in the 50-inch All Wool Convertible Collar Coats, Light Top Coats, etc., all of good fabrics, with the assurance that you are buying New, Stylish Garments.

### \$15.00 All-Wool Suits \$9.85

A special assortment for our Men's Week Sale. These suits are strictly ALL WOOL and HAND TAILORED and the patterns and colors are bright and attractive. The fabrics are Worsteds, Cheviots, Cashmeres and Navy Serges.

# Rudge & Guenzel Company