

Imitation is the sincerest flattery!
Oh, yes! You see Nicoll's prices all around town, but there's a decided difference in the meanthere to back them up.
The price alone has no signification! It's meaningless!

It's necessary to compare the quality of the material...the trimmings...the workmanship .the style...the fitting.
In requesting you to place your order with us for fall and winter garments, we somehow feel
 that we have a special claim an your patronage this season.
The cloth makers of foreign countries, as well as of our own, were certainly at their best, and their efforts made it possible for us to not only boast of a generous variety, but to add most emphatically that on our tables you will see displayed the handsomest array of

Fall and Winter Woolens
that it has ever been our good fortune to offer for your inspection. Nicoll's prices are within the reach of the most economical buyers. We assure to you a saving of from $\$ 5.00$ to $\$ 10.00$ on a suit, and $\$ 2.00$ to $\$ 5.00$ on trousers...from the average prices about town.
It costs so little to command a thoroughly first-class tailored suit, as we sell them, that we wonder who can purchase the shoddy productions so common.
Trousers $\begin{array}{lllllll}\mathbf{4} & \stackrel{5}{5} & \stackrel{5}{6} & \stackrel{5}{7} & \stackrel{5}{8} & \stackrel{5}{9}\end{array}$

Giving our whole attention to making to order...striving so give the most for the least money...and getting the best materials for you to select from is our way of winning your trade. We don't know a better way.
Our cutting and fitting department is now under the personal supervision of Mr. John H. Berens of Chicago, an expert cutter of fifteen years' experience.
so. 15th St. Nom Karbach

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