THE REALLY BONA FIDE BARGAIN EVENT OF THE SEASON OUR GREAT ONE-HALF OFF SALE OF MEN'S AND YOUNG MEN'S FANCY AND TRUE BLUE SERGE--1911 SPRING AND SUMMER SUITS STARTS SATURDAY, JULY 15TH

Broken
lots
of
$\$ 10.00$
to
$\$ 35.00$
Three-
piece
suits
for
$\$ 5$
to
$\$ 1750$

## WHY SHOULD WE

 AND HOW CAN WE make such great sacrifices? Is clothing sold at an enormous profit or do we actu.ally lose money now? Every intelligent person ponders these questions. We lose money now, but we gain by it too. By next year these suits would depreciate $25 \%$ any way. Insurance on them would amount to considerable. The money invested in them is w-rth 6\%. The space they occupy and
their handling would cost a tidy sum their handing would cost a tuay sum: You can see it would cost us as much to keep
them as to sell them. By selling them we have our money available for usse in our business-besides-our way prevents aceumulations of odds and ends. We've been operating three years and our stock is
worth 100 cents on the dollar-because it worth 100 cents on the dollar-because it
is new, clean, free from old goods, job lots is new, clean, free fros.
or mismatched suits.

## THE REASON FOR THIS MONSTER EVENT

This store stands in deadly opposition to "Sales" as generally conducted. A sale that misleads is no sale, merely an imposition. Such sales are of almost weekly ocurrence in Omaha, but not at this store. No store can exist by selling goods below cost all the time as some would have you believe. A sale to be a benefit to customers must have a reason regular prices defeat competition wherever encountered. When the season is practically over we offer the broken lots to the public at one-half the regular all-season selling prices. After the general demand is satisfied we sell what remains to out-of-town dealers. As an illustration-after our January Sale we had some 450 suits left. These were sold in one lump to an out-of-town dealer.


THE HOME OF QUALITY CLOTHES

## PLEASE READ

 THIS PARAGRAPH This store does not buy job lots or questionable merchandise at any time, for regalar trade or sale purposes. Our goods are marked always at the lowest possible fig. ure. When such an event as this is contomplated we do not, as do so many stores, tampor with our regular price ticikets. We simply charge you one-half of the regular marked price. We do it honestly, faith-fally. We take no advantage of you. Prople hous
been fooled so many times they are prone to doubs




